



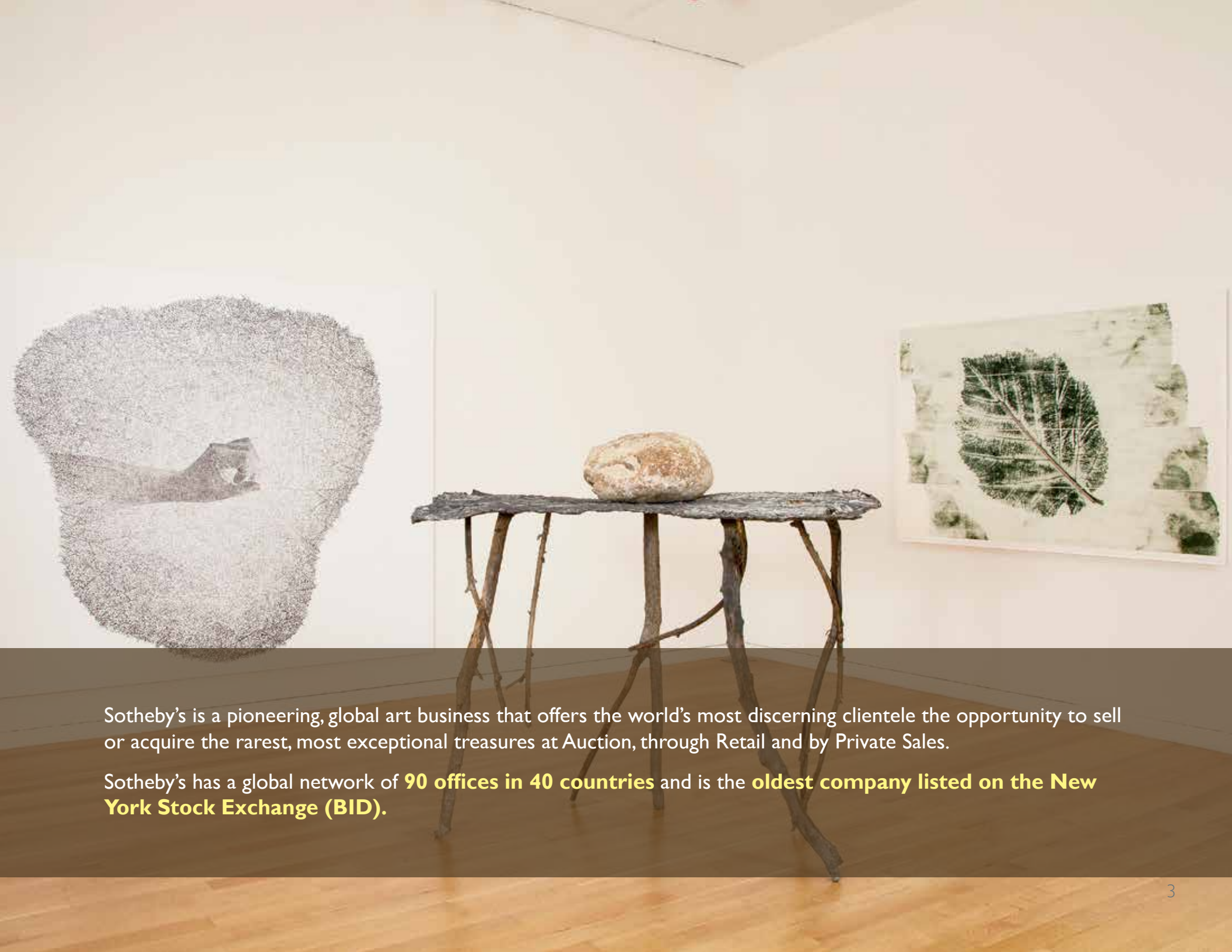
SOTHEBY'S AUCTION HOUSE

EMBRACING OUR BRAND'S POWERFUL INFLUENCE

Sotheby's
INTERNATIONAL REALTY

- 1955..... Sotheby's became the first truly international auction house when it expanded from London to New York
- 1973..... It was the first international auction house to conduct sales in Hong Kong
- 2001..... ...and France
- 2012..... ...and China

SOTHEBY'S
HAS BEEN UNITING
COLLECTORS WITH
WORLD-CLASS WORKS
OF ART SINCE 1744.



Sotheby's is a pioneering, global art business that offers the world's most discerning clientele the opportunity to sell or acquire the rarest, most exceptional treasures at Auction, through Retail and by Private Sales.

Sotheby's has a global network of **90 offices in 40 countries** and is the **oldest company listed on the New York Stock Exchange (NYSE)**.



Sotheby's	
LOT 372	CHF 68,000,000
	
USD	74,033,776
EUR	55,192,200
GBP	46,328,400
JPY	7,372,900,000
HKD	576,184,000

TEN DIFFERENT SALESROOMS

ANYWHERE IN THE WORLD

Today Sotheby's presents auctions in ten different salesrooms including New York, London, Hong Kong and Paris, and the Sotheby's Bid Now program allows visitors to view all auctions live online and place bids in real-time from **anywhere in the world.**

W Sotheby's Wine

SOTHEBY'S BEYOND AUCTION

Sotheby's offers collectors the resources of **Sotheby's Financial Services**, the world's only full service art financing company, as well as private sale opportunities in more than 70 categories, including S|2, the gallery arm of **Sotheby's Contemporary Art** department, and two retail businesses, **Sotheby's Diamonds** and **Sotheby's Wine**.



QUALITY

The collaboration between realty and auction leverages our brand's rich history, heritage and sophistication to enhance market perceptions about the properties we represent. In the global markets we serve, this is a powerful differentiator.

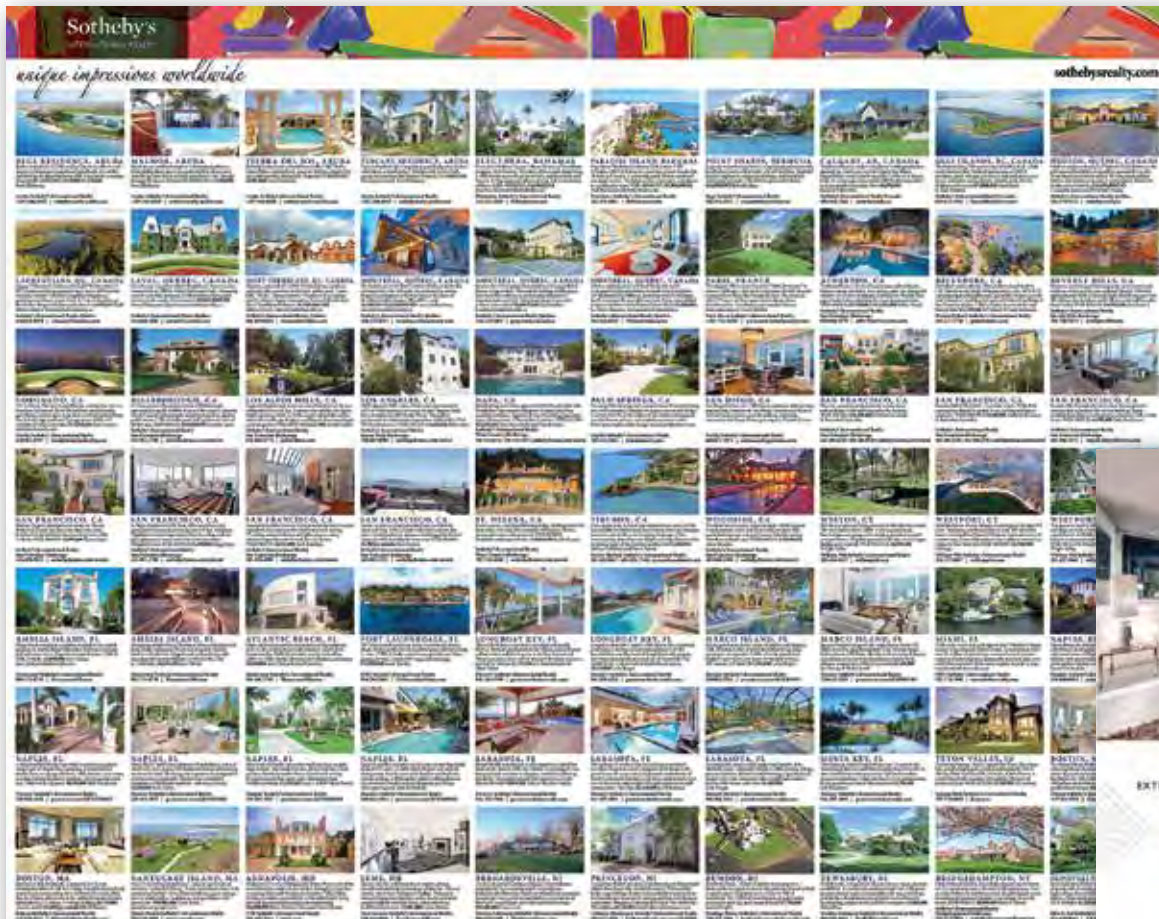
International Real Estate



ACCESS

Global distribution program

Listings represented by our network may be displayed at our Auction House locations around the world. This exclusive opportunity provides targeted exposure to a coveted audience, utilizing the custom brochure that is created to market your home.



Print Ads

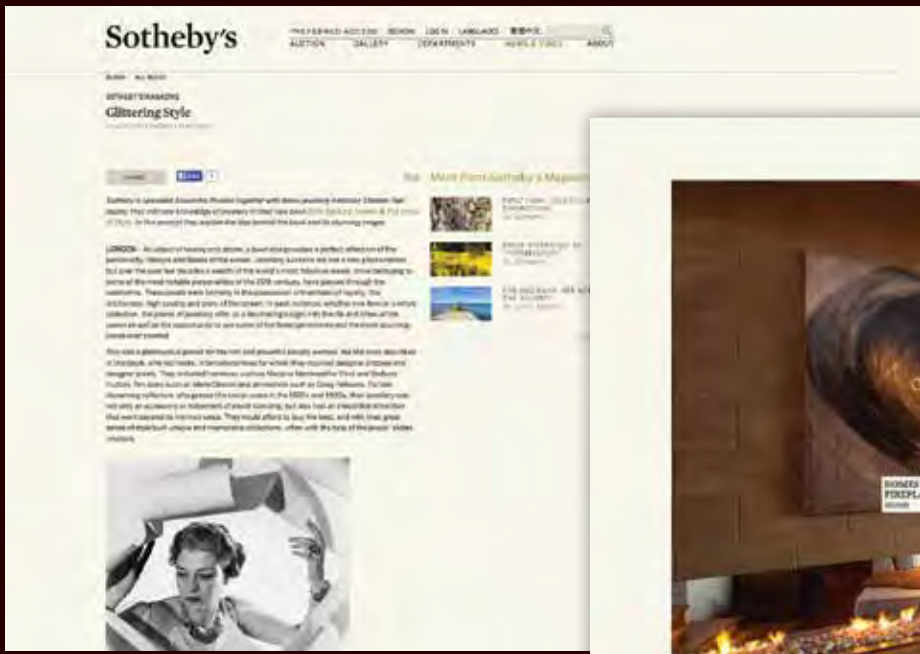
Throughout the year, print ads showcasing the collaboration between Auction and Realty are features in a variety of global and local print publications. Active property listings are marketed alongside important upcoming auctions, exhibitions and sales that appeal to a wide and diverse audience





Sotheby's Magazine

Each issue of the Auction House's proprietary magazine includes an exclusive real estate section designed to promote available listings represented only by our network. Sotheby's magazine's unique editorial blend includes artist interviews, collector features and more.



Sothebys.com

Property listings may be featured in popular locations on the Auction House's website, sothebys.com. Through a rotational schedule, visitors are exposed to listings for sale within the highly desirable home page as well as via our popular and well-visited Extraordinary Properties blog. Banner ads are also used to promote listings and are included on high-profile sales pages and emails directed toward the Auction House's prestigious clientele. And all properties advertised Sotheby's magazine are reprised within the *Sotheby's International Realty* Property Showcase on sothebys.com.



Private Events

Throughout the year, listings for sale are showcased at private, high-profile auction events globally. This well-branded context ensures premium exposure for listings to professionals in our network in addition to high-net-worth clients of the Auction House.



Sotheby's
INTERNATIONAL REALTY

© MMXIV Sotheby's International Realty Affiliates LLC. All Rights Reserved. Sotheby's International Realty® is a registered trademark licensed to Sotheby's International Realty Affiliates LLC.
An Equal Opportunity Company. Equal Housing Opportunity. Each Office Is Independently Owned And Operated.