

YourArt Acquires Artmajeur and Creates a New Global Leader in Online Art: **ArtMajeur by YourArt**

With over 3.6 million artworks and 130,000 artists already gathered, ArtMajeur by YourArt will hold a key position in a rapidly growing and dynamic sector.

Maurice Lévy, founder of YourArt in 2023, has just acquired a majority stake in Artmajeur, an online art platform established in 2000.

Under the name ArtMajeur by YourArt, the new platform will play a pivotal role in the global online art market, featuring over 3.6 million artworks, 130,000 artists, and nearly 700 galleries. It already operates in 78 countries, including France, Europe, the United States, Japan, China, Mexico, and Brazil.

In the coming months, the two platforms will gradually merge their activities. ArtMajeur by YourArt will leverage highly complementary strengths to become the preferred destination for collectors, art lovers, galleries, and artists worldwide:

- **Power:** Leveraging Artmajeur's expertise, the new platform attracts over 1 million unique visitors per month and is poised for significant growth.
- **Selection:** Collectors are guaranteed the widest range of artworks, from established and renowned artists to emerging talents waiting to be discovered.
- **Impact:** Artmajeur's marketplace expertise, developed since 2017, will be combined with the experience of YourArt, and ArtMajeur by YourArt aims to capitalize on the anticipated growth of the online art transaction market.

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- **Technological Advancement:** YourArt brings its cutting-edge developments in artificial intelligence. Iris, the AI created by its teams, offers a wide range of tools for art discovery tailored to art lovers and enthusiasts, as well as creative assistance for artists.
- **Creativity:** YourArt’s editorial expertise—including expert art curations, publications, videos, and social media content—combined with artist support through exhibitions, private tours, networking events, and guidance, will be fully utilized to benefit all art lovers and artists on the new platform.

Under the leadership of Maurice Lévy, the ArtMajeur by YourArt teams are coming together to drive an ambitious project forward. Samuel Charmetant and Yann Sarazin, the two founders of Artmajeur, join the Executive Committee alongside Laurence Bonicalzi Bridier, Stéphane Lévy, Delphine Pointillart Garcier, and Jonas Botbol.

“This marks the beginning of a wonderful adventure, and we are thrilled to have completed this partnership with the founders of Artmajeur. They have patiently and diligently built a global marketplace with sales spanning dozens of countries. Combined with YourArt’s expertise in artificial intelligence, this strength will enable us to create a global leader dedicated to collectors, artists, galleries, and all art enthusiasts.”

Maurice LÉVY
YourArt Founder

“The success of Artmajeur has surpassed all the dreams we had 22 years ago when we embarked on this journey. Today, the alliance of Artmajeur and YourArt’s strengths, combined with the support of a visionary and influential shareholder, will enable the new platform to grow in all its dimensions: artistic, technological, and international.”

Samuel CHARMETANT and Yann SARAZIN
Artmajeur Founders

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