

Sotheby's International Realty

Sotheby's became the first truly international auction house when it expanded from London to New York

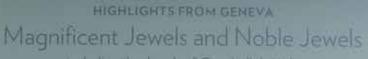
• 1973..... It was the first international auction house to conduct sales in Hong Kong

• 200 |and France

• 20 | 2..... ...and China

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





including the Jewels of Gina Lollobrigida. 14 MAY 2013



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**.





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.





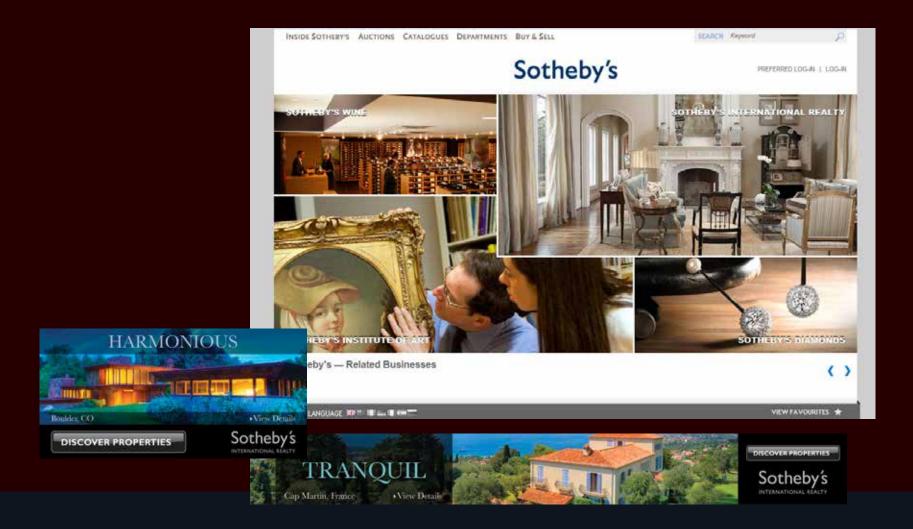
Sotheby's Sotheby's

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 featured alongside important upcoming auctions, exhibitions and sales that appeal to a wide and diverse audience



Sotheby's at Auction

Each issue of the Auction House's propriety magazine, Sotheby's At Auction, includes and exclusive real estate section designed to promote available listings represented only by our network. Sotheby's At Auction'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 rotation as well as the About Us and locations pages. 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. All listings in Sotheby's At Auction are also featured on sothebys.com



