



## **ARTEX Global Markets and Helveteq Partner to Launch CHF-Denominated Art ETP's for Swiss Investors.**

**Vaduz / Zürich – 26. March 2025** – ARTEX Global Markets (ARTEX GM), the world's first regulated art trading venue, has partnered with Helveteq (AG) a leading Swiss issuer of Exchange Traded Products (ETPs) to launch a new range of CHF-denominated ETPs.

This collaboration enables Swiss investors and savers to gain access to museum-grade masterpieces valued at over CHF 30 million, accessible through any financial institution in Switzerland.

'Museum-Grade' or high-value artworks by the Masters represent the only segment of the art market with consistent performance across medium- and long-term investment horizons. Yet, this market remains largely private and exclusive.

ARTEX GM, supported by Helveteq, aims to continue disrupting this landscape by transforming fine art into a regulated alternative asset class accessible through the banking system.

Through this strategic collaboration, Helveteq will issue ETPs backed by fractional ownership of blue-chip artworks—turning them into bankable, tradeable securities available to the Swiss public. These securities will be listed and traded in real time on ARTEX GM.

"Our mission is to bridge the gap between the art world and financial markets," said Cosimo Donati, CEO of Helveteq. "I'm proud that together with ARTEX, we're making museum-grade masterpieces accessible to investors as a new, uncorrelated asset class that can enhance portfolio performance for Swiss investors and savers."

"This partnership enables us to offer a secure, liquid, and highly regulated investment opportunity tailored to the Swiss market," added Yassir Benjelloun-Touimi, Co-Founder and CEO of ARTEX GM. "Investors can now gain exposure to iconic masterpieces—assets once reserved for the wealthiest collectors—and benefit from the appreciation of these highly coveted works."

### **About Helveteq**

Helveteq is a Swiss issuer of ETPs, AMCs, and structured products, turning your investment ideas into OTC traded or exchange traded instruments. Through their innovative securitization platform, they turn traditional securities, digital assets, and alternative investments into bankable products, bridging the gap between investors and new asset classes.

For more information on Helveteq please visit [www.helveteq.com](http://www.helveteq.com)

### **About ARTEX Global Markets**

Co-founded by the art enthusiast and financial markets expert H.S.H. Prince Wenceslas of Liechtenstein, ARTEX Global Markets operates a regulated multilateral trading facility (MTF) for fine art. ARTEX democratizes access to masterpieces—ranging from the Renaissance to the 20th century—by enabling fractional ownership and real-time trading. Listed artworks are exhibited globally in renowned institutions.



ARTEX GM is operated by ARTEX Global Markets AG, a company incorporated in the Principality of Liechtenstein under company number FL-0002.682.571-2 with registered offices at Wuhrstrasse 6, 9490 Vaduz, Liechtenstein.

ARTEX GM is regulated by the Financial Markets Authority under reference number 307407.

For more information on ARTEX GM please visit [www.artexgm.com](http://www.artexgm.com)

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