



FOR IMMEDIATE RELEASE

First-ever art-backed Tracker Certificate launched: “Warhol Mao72 CHF Tracker Certificate” offers Swiss investors exposure to an iconic Andy Warhol Masterpiece.

Zürich / Vaduz 13.5.2025 The Swiss issuer of financial instruments, **Helveteq** and **ARTEX Global Markets** proudly announce the launch of the Warhol Mao72 CHF Tracker Certificate (ISIN: CH1442756966), the first tracker certificate backed by ownership in a single blue-chip artwork: *Mao* (1972) by Andy Warhol, one of the most provocative and collectible works of postwar American Pop Art.

This revolutionary financial product opens access to the fine art market, trading over USD 65 billion per year, by allowing investors to gain exposure to a securitized, museum-quality asset in a liquid, transparent format. The Warhol Mao72 CHF Tracker Certificate gives Swiss investors a way to invest in one of Warhol’s most culturally resonant creations.

Product highlights:

- **Backed by Warhol’s *Mao* (1972):** A seminal work combining celebrity, propaganda, and Pop aesthetics, stored securely and fully insured.
- **Fractionalized access:** Each certificate reflects partial ownership of the underlying artwork, bridging the gap between traditional finance and art collecting.
- **Subscription:** The product (ISIN: CH1442756966) is available via any Swiss financial institution.

The *Mao* series marked a dramatic pivot in Warhol’s career, blending political iconography with media glamor. This particular 1972 version, bold, confrontational, and unmistakably Warhol, has long been coveted by private collectors and public institutions alike.

By turning a single, physical Warhol masterpiece into a regulated, investable instrument, Helveteq and ARTEX are expanding access to alternative assets and pioneering a new era of cultural investment.

The Warhol Mao72 CHF Tracker Certificate is available for subscription until June 26th, 2025. Investors can find detailed information and disclosures under this link <https://helveteq.com/warhol-mao72-chf-tracker-certificate/>

About Helveteq

Helveteq is a Swiss issuer of ETPs, AMCs, and structured products, turning your investment ideas into 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



About ARTEX Global Markets

ARTEX Global Markets AG (“**ARTEX GM**” OR “**ARTEX Global Markets**”) operates a secure and liquid art-focused multilateral trading facility, regulated, and supervised by the Financial Markets Authority of Liechtenstein within the European MiFID II legislative framework. Providing easy access to a traditionally exclusive fine art market, ARTEX GM aims to democratize investing in artworks from the world’s greatest masters, spanning a period from the Renaissance to the twentieth century. ARTEX GM-listed masterpieces will be on public display, in museums and exhibitions around the world. ARTEX GM will strive to empower investors by offering the latest news, market insights and educational content to allow wider participation in art investing. ARTEX GM was co-founded in 2020 by art enthusiasts and financial markets experts H.S.H. Prince Wenceslas of Liechtenstein and Yassir Benjelloun-Touimi.

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.

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