

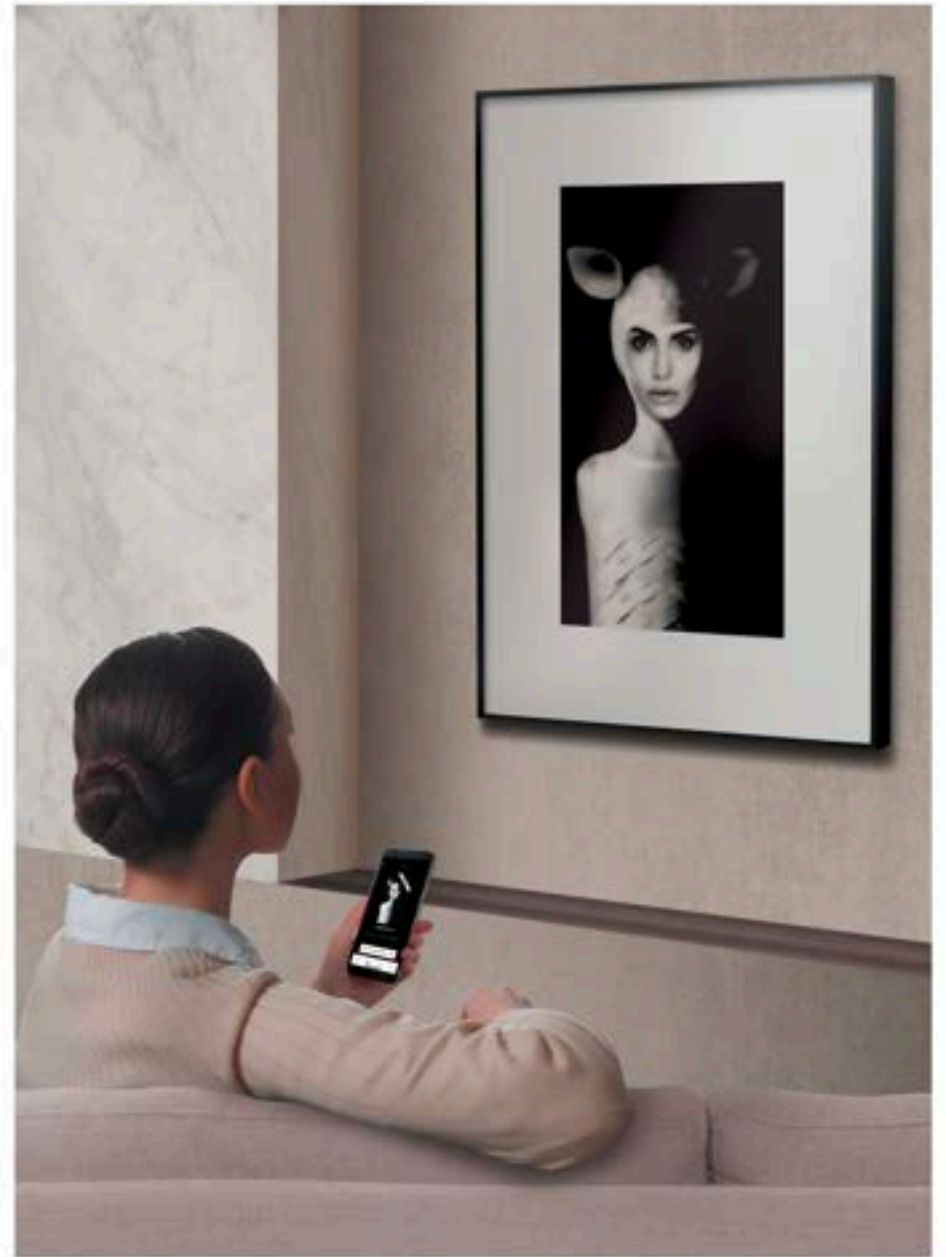


I O N N Y K

A magical piece of art

Elevator Pitch

Discover IONNYK, the only connected art frame in the world, made up of millions of ink capsules (electronic paper), which recreates the perfect illusion of of argentic paper. 100% cable-free, controlled from our mobile app, IONNYK offers exclusive access to a constantly evolving catalogue of black and white photographic art. You can access it via a subscription (the Spotify of art) or by buying limited edition artworks.



IONNYK



Sales Pitch

in 6 phases

I O N N Y K

Phase 1 (What is IONNYK?)

IONNYK is the world's first connected art frame, offering access to a constantly evolving catalogue of photographic artworks directly from your mobile app. It's a real art gallery in your pocket.



Keywords: Connected art frame, Unique, 100% made in Belgium, Art gallery in your pocket, Worldwide patent.

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Phase 2 (Why is it unique in the world / How does it work?)

IONNYK stands out by using millions of ink capsules, recreating the illusion of argentic paper. This offers two exceptional advantages: very low energy consumption (99% less than a TV screen - no cable - 1 year of autonomy on one recharging cycle) and a total absence of light emission. Imagine a frame that respects the codes of the photographic art market and offers a unique experience, similar to infinite paper.



Keywords: Millions of ink capsules, low energy consumption, cable-free, reflective, integrity, infinite paper, codes of the photographic art market.

Phase 3 (How do I access the artworks catalogue?)

To access the catalogue of works of art, we offer 3 options:

- Free lifetime membership of the gallery, offering a monthly selection of 5 to 10 works that change every month.
- A monthly subscription of €12.99, offering access to a constantly changing catalogue of over 1,500 works. Our customers call it the 'Spotify of art'. The subscription also offers privileges such as VIP invitations to our exhibitions, access to our exclusive events and our iconic Stories.
- The opportunity to take your first steps into the world of digital collecting, by investing in limited edition digital prints and becoming the owner of exclusive/NFT works of art.

I O N N Y K



At IONNYK, the choice is yours: collect digitally, subscribe, take advantage of the free offer... The most important thing for us is your IONNYK experience, whatever your way of experiencing art at home.

Keywords: Membership, Choice, Subscription / Art streaming, Digital collecting / Limited edition works (digital), Experience.

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Phase 4 (The IONNYK experience / How does the mobile app work? ?)

Through our mobile application, IONNYK members can enjoy a range of different experiences:

- **Control:** choose the work you want to display, create your playlists, schedule minute-by-minute changes to suit your mood.
- **Discovery:** follow the collections and themes, and let yourself be guided to discover new works on a regular basis.
- **Magic:** some works evolve over time, surprising you day after day. The experience is endless!

Ex: Imagine a sublime African waterscape, captured by your favourite artist. In the morning, savour your coffee as you contemplate this peaceful scene. Then, in the evening, be amazed when this same image comes to life with the majestic appearance of a family of lions... the experience is limitless!



- **Stories:** subscribe to our stories, which combine art, culture and emotion, introducing you to an iconic print and its context every day.

Ex: Discover a unique experience with IONNYK's "stories", where art meets news and emotion. Immerse yourself in a series of iconic prints in collaboration with prestigious press houses such as Paris Match. Each morning, let yourself be transported by an emblematic print accompanied by its context, exploring themes linked to current events, the seasons or significant dates. Here are just a few of the captivating examples we have already presented:

"Meanwhile in Cannes" : Take a 7-day behind-the-scenes look at one of the most famous events in the world of cinema. Discover promising young stars, thrilling scandals, the most beautiful women in the world and incredible destinies.

"Man's first steps on the Moon" : Relive the historic moments of the conquest of space and immerse yourself in the excitement of lunar exploration.



"Forever 27 Club story": Explore the world of digital collecting with prestigious prints from one of the world's leading archive houses. Discover the fascinating stories of the legendary artists who have joined the "Club of 27".

"Inspiring Women": From Coco Chanel to Simone Veil and Niki De Saint Phalle, discover the women who have left their mark on history and be inspired by their extraordinary journeys.

With IONNYK's "stories", you'll enjoy an enriching artistic experience, combining art, culture and emotions. Let yourself be transported every day by these captivating stories and explore the many facets of art through our connected art framework.

Keywords: Experience, The art of change, Discovery, Guidance, Context, Art, Culture, etc.



Phase 5 (How much does it cost?)

View our brochure to discover our 3 sizes:

Jane : 50x40 cm à €1.790 INCL.VAT*

Linn : 100x70 cm à €3.990 INCL.VAT*

Maxine : 127x103 cm à €8.890 INCL.VAT*

As the owner of a frame, you benefit from free access for life to our basic offer (monthly selection of works) and you can extend your experience by taking out a subscription and/or becoming a digital collector.

(*) Jane : €1.479 EXCL. VAT

(*) Linn : €3.297 EXCL. VAT

(*) Maxine : €7.347 EXCL. VAT

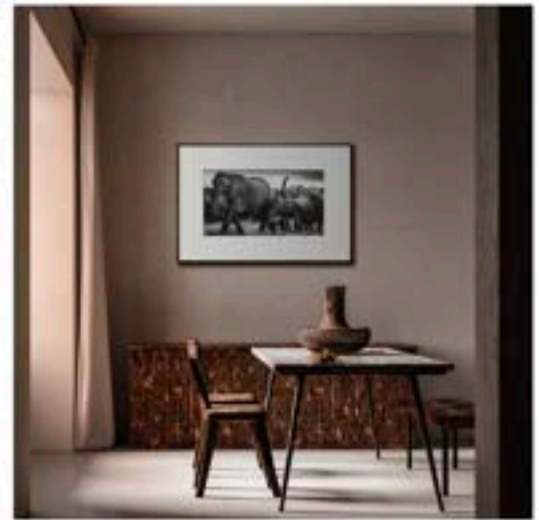
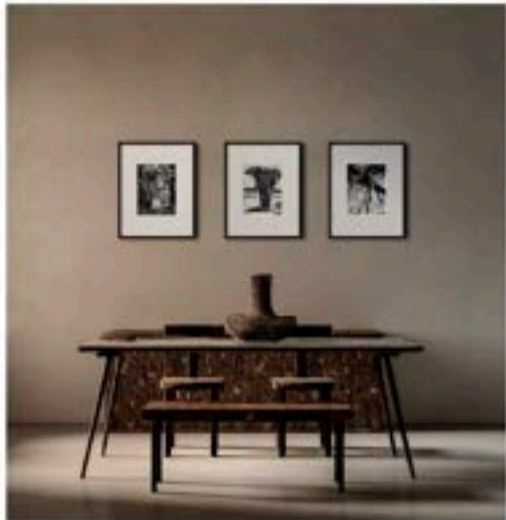
100% deductible for companies



Phase 6 (Closing)

In conclusion, IONNYK is much more than just a connected art environment. It's a complete, personalised and evolving artistic experience, available at your fingertips. It's a fusion of cutting-edge technology and art, allowing everyone to immerse themselves in a unique artistic universe.

Join the IONNYK artistic revolution today and discover how art can transcend your living space!



IONNYK

Sales Pitch alternatif (short version)

They had a brilliant idea, full of magic and passion: to create an evolving art gallery in the home.

To achieve this, IONNYK worked in two ways:

- **The first concerns the frame:** millions of ink capsules, no cables or wall cut-outs, just a small battery to charge for 4 hours, once a year!
- **The second is their mobile app,** which makes their collection and expertise accessible.

The combination of the two creates a magical world, where you can merge the vintage feel of black and white with the modernity of the application. Photos can be changed instantly to suit your mood, with no power consumption. The result is a 'development', an instant print that encourages the art of change and artistic discovery to suit your mood or your guests.

Chaque photographie est celle d'un artiste, avec des conventions spécifiques, favorisant des relations durables avec ceux qui nous font confiance.

The price? €1,790 for our Jane frame, €3,990 for the Linn model and €8,890 for the Maxine. Less than €9,000 incl. VAT for an art gallery that's constantly evolving, offering you over 1,000 artworks of quality photographic art today. After the 3 months offered, you can choose a subscription that pays our artists according to their visibility.

What do you think?

IONNYK ^{STUDIO} *Prestige*

*"Turn your most beautiful personal photos
into works of art"*

— New —

With our new IONNYK "Studio Prestige" service,
it is now possible to enjoy personal photos
with your IONNYK frame.

Family photos, weddings or any of life's memorable events
will take on a whole new dimension thanks to IONNYK
and a little extra magic.

The offer includes a special retouch, essential in the process for optimal
rendering, carried out by our graphics team using our iconic black and
white and the creation of a unique and personal collection on your app.

Jane format: €49 per print
Linn format: €99 per print
Maxine format: €149 per print

IONNYK





*Frequently
asked questions*



I O N N Y K

How does electronic paper work?

Electronic paper uses a bi-stable technology consisting of magnetically charged black and white ink capsules. Thanks to a polarisation system and a low current, the capsules can be moved with precision to print infinite works.

What kind of artworks does IONNYK offer?

IONNYK has made the artistic choice to focus exclusively on black and white work. This visual style communicates emotion in a unique way, bringing out all the beauty and power of the photographs.

Can I upload my own photos?

Yes, with our members-only Studio Prestige offer, you can send your most cherished personal photos to our Studio. With our black and white expertise and worldwide patent, we'll process them and elevate them to works of art. Charges apply: €49 per print for the Jane format, €99 per print for the Linn format and €149 per print for the Maxine format.

How are artists paid?

Whatever the model (subscription and/or limited edition works), IONNYK always pays the artists in its collective 50% of the sale price.

How much do Limited Editions cost?

The price of a limited edition print is determined by the artist himself. Prices vary according to the artist's reputation and the number of digital prints available on the market, ranging from a few hundred euros to several thousand.

How can I recharge my frame?

An IONNYK frame lasts for around 1 year on a single charge. When the battery is empty, simply plug in your frame using the IONNYK magnetic cable supplied. Check the application for the charge status and enjoy another year of autonomy.

What is the lifespan and warranty?

We offer a standard 3-year guarantee. Because e-paper is a soft, durable technology, it has an exceptionally long life.

How do I connect my frame?

The IONNYK mobile application is available for Android and Apple smartphones. To connect, simply connect your frame to your home Wi-Fi network. It's very easy to use.

What happens if IONNYK disappears?

In any case, you will still have access to the mobile application and to your frame, which will contain the existing catalogue and the latest work you have printed. However, IONNYK is a well-established company, backed by major private and public investors, and experiencing strong growth in several European countries. There is therefore very little chance of this happening.