



Press Release  
10th September 2017

## Artfinder included in Sunday Times Hiscox Tech Track

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Artfinder, the art marketplace, selling original art at affordable prices, has been included in the 'Sunday Times Hiscox Tech Track Ones to Watch.' The Tech Track 100 league table ranks the UK's private tech, media and telecoms (TMT) companies with the fastest-growing sales.

Artfinder's sales grew by 75% in 2016 to £5m (including 190% growth in the US), with the London-based startup emerging as one of the leading players internationally, in a fragmented online art market.

The business also secured \$2.2m of investment and brought on new investors Oxford Capital and Amazon Alexa co-creator William Tunstall Pedoe, whose interest lies in the sector's growth potential through new technology.

Jonas Almgren, Artfinder CEO comments:

"We're delighted to be included in this prestigious list and in such good company. It's so encouraging to see a new generation and a new kind of art buyer emerging. Our audience are typically younger than those who buy from galleries, and they don't necessarily classify themselves as 'collectors' – they're not buying for investment, they're buying for fun, and because they want something handmade by a real person on their wall, something unique and personal - they want to discover new art and new artists their friends have not discovered yet. They despise the mass-produced reproductions you find at museums and retailers."

Artfinder sells original art from 10,000 artists in 106 countries, making it the world's largest marketplace for art.

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About Artfinder

Artfinder is the art marketplace.

We're on a mission to create a world where everyone owns art. A world where independent artists can make a living doing what they love.

Founded in March 2013 and based in London, Artfinder connects people to artists and art. For all tastes, all budgets, all styles. From everywhere and for everyone. And every single piece signed by the artist.

The site is growing fast, currently connecting 600,000 subscribers around the world with:

- 10,000 artists and galleries internationally
- 400,000+ artworks in categories including painting, printmaking, photography, sculpture, drawing and collage [www.artfinder.com](http://www.artfinder.com)