



The Native SA and Paddle8 Enter a Strategic Partnership, Launch Paddle8 Lab and Announce "BidCoin" - the First Art Auction Accepting All Major Cryptocurrencies

The Swiss listed eCommerce services firm and New York based online auction house will together bring technology innovation to the markets of art and luxury.

January 23, 2018, New York – Lausanne – The Native SA (NTIV: SWX), the Swiss listed content marketing, technology and eCommerce services company and Paddle8, the New York based leading online auction house announce their strategic partnership. Today they launched [Paddle8 Lab](#) which will bring technology innovation to art and luxury markets. The inaugural project "BidCoin" set to take place on August 18, 2018, which coincides with the ten year anniversary of the launch of the Bitcoin, will be the first ever auction of art and collectible luxury which accepts cryptocurrencies as a form of payment. Powered by The Native's Blockchain Lab business unit, Paddle8 Lab will add blockchain "passportization" services for its consigners and clients.

"Paddle8, a pioneer in the online auction space, together with The Native SA are primed to create a dynamic new marketplace for art and collectible luxury," states Alexander Gilkes, Paddle8 co-founder. "The backing of tech-savvy The Native SA makes it possible for Paddle8 to develop the first ever art auction that will accept all the major cryptocurrencies as a form of payment and provide our consigners and clients with the best available exchange rates."

"The tech innovation in the art and collectibles world is long overdue, and recognition of the rising economic power of the cryptocurrency owners is just a matter of time," commented Izabela Depczyk, the founder and Executive Board Member of The Native SA. "Paddle8 and The Native partnership brings all the right competencies together to execute on exceptional opportunities of matching the art world with the new tech world," Ms Depczyk added.

A new Paddle8 will relaunch in spring of 2018 with service offerings to expand beyond art and collectibles, with the focus remaining on servicing millennial customers worldwide.

Cameron and Tyler Winklevoss, cryptocurrency pioneers, have remained strategic advisors to Paddle8 since 2015. "We've long considered cryptocurrency as key to increasing transparency in markets around the world, including the art market," said Cameron Winklevoss. "This new strategic partnership with The Native SA and Paddle8 is yet another opportunity to disrupt the status quo," commented Tyler Winklevoss.

STRATEGIC PARTNERSHIP

Details of the strategic partnership include an equity investment of The Native SA into P8H Inc, the New York-based owner and operator of Paddle8.

The Native's technological support of the newly launched Paddle8 Lab is aimed at bringing tech innovation into the arts and luxury space by commercializing some of the existing technologies owned by The Native's Blockchain Lab, and an active use of The Native's eCommerce services and content marketing capabilities in expanding the business of Paddle8. The investment from The Native SA will be used both for immediate new initiatives and the gradual overhaul of the existing Paddle8 offering aimed to expand its scope beyond its current offerings of art and collectibles.

The Native SA provides significant technology and capital support to P8H Inc, with The Native's operating subsidiaries Asknet AG, Blockchain Lab AG and The Native Media Inc taking active engagement with P8H Inc in the areas of eCommerce handling, technology development and content marketing respectively. As a part of the strategic partnership, The Native SA acquired 15% ownership Interest in P8H Inc for a total consideration of CHF 8.5 million payable in cash and certain assets, and now holds the call option to acquire further 36% of P8H Inc for CHF 24.5 million. When and if executed, the call option allows for the full consolidation of P8H Inc into The Native SA.

PADDLES LAB

Paddle8 Lab's inaugural auction BidCoin will take place on August 18, 2018, commemorating the 10-year anniversary of the Bitcoin, the pioneering cryptocurrency of which aggregate value stands at nearly \$230 billion USD. Consigners are invited to consign to BidCoin starting on March 1, 2018 at consignments@paddle8.com, the works selected for the auction will receive the blockchain passports (P8 Pass) from Paddle8 Lab to significantly simplify further transactions. The BidCoin auction will be supported by The Native SA, P8H Inc and The Native's German-listed and Karlsruhe based subsidiary Asknet AG.

For more information about please visit www.thenative.ch or email office@thenative.ch.

ABOUT THE NATIVE SA

www.thenative.ch

The Native SA is the Swiss-listed international technology and media company that enables our corporate clients around the world with the best-in-class e-commerce, data analytics and blockchain technologies, payment services, customer support, and content & digital marketing. We are the digital natives helping your business grow online and beyond.

ABOUT P8H INC/PADDLES

www.paddle8.com

Founded in 2011, Paddle8 brings the tradition-bound auction world into the 21st century. Offering a seamless online process, Paddle8 makes collecting and selling art online an

easy, efficient, and enjoyable experience. Paddle8 features specialist-curated auctions, nonprofit auctions, private and buy-now sales in the categories of Post-War and Contemporary Art, Prints and Multiples, Photographs, Street Art, and Collectibles. Paddle8 is especially proud to partner with more than 350 nonprofit organizations worldwide to present their benefit auctions to a global community of 500,000 collectors, helping each organization expand its fundraising results.