

<b>Project Title:</b> Art Capabilities Rebrand	<b>Date:</b> 05/22/19
<b>Version #:</b> Final	<b>Agency/Production Company:</b> Newfangled Studios
<b>Total Run Time:</b> 2:01	<b>AR#:</b>

**Audio Script**

**On screen copy:**  
Unlocking the Power of Art

**On screen copy:**  
Evan Beard  
Art Services Executive

Hi, my name is Evan Beard. The art services comprises four key capabilities. Art lending, art planning, consignment services, and arts institutional services.

**On screen copy:**  
Art Lending  
Art Planning  
Consignment Services  
Arts Institutional Services

**On screen copy:**  
Art Lending

We have one of the largest art lending businesses in the world, whether it's unlocking capital while keeping the art on the wall to buy real estate, or to use as a working capital line for your small business, and in even some cases to pay down estate taxes, or to just buy more art.

**On screen copy:**  
Art Planning

We have a dedicated team of art planning specialists, whether it's tax planning, philanthropic planning, transitioning their art into a museum or building a museum

around their collection. We're there to navigate the disposition of the collection, and help collectors develop a legacy around that collection.

**On screen copy:**  
Consignment Services

Consignment services is a service we provide for our clients who want to save dollars on the consignment process. We can eliminate fees, negotiate guarantees through our official relationships with many of the auction houses.

**On screen copy:**  
Non-Profit Services

We have a very big institutional philanthropic business. We have a team of art specialists that will work with your entity on developing a strategic plan to operate within this very unique ecosystem known as the art world.

**Disclosure:**

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Our art service group, which is part of a broad enterprise that has a deep long-lasting commitment to the art space, will fund projects all around the world at museums and the conservation of some of their great paintings.

**On screen copy:**  
Investment products:

<b>Are Not FDIC Insured</b>	<b>Are Not Bank Guaranteed</b>	<b>May Lose Value</b>
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That commitment to the arts gives us a good bit of credibility, not only with the individual collector, but also that arts organization, or arts institution.

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They feel very good about the fact that we've committed ourself as an enterprise to support the arts in a very big way.

**On screen copy:**

Bank of America Private Bank logo