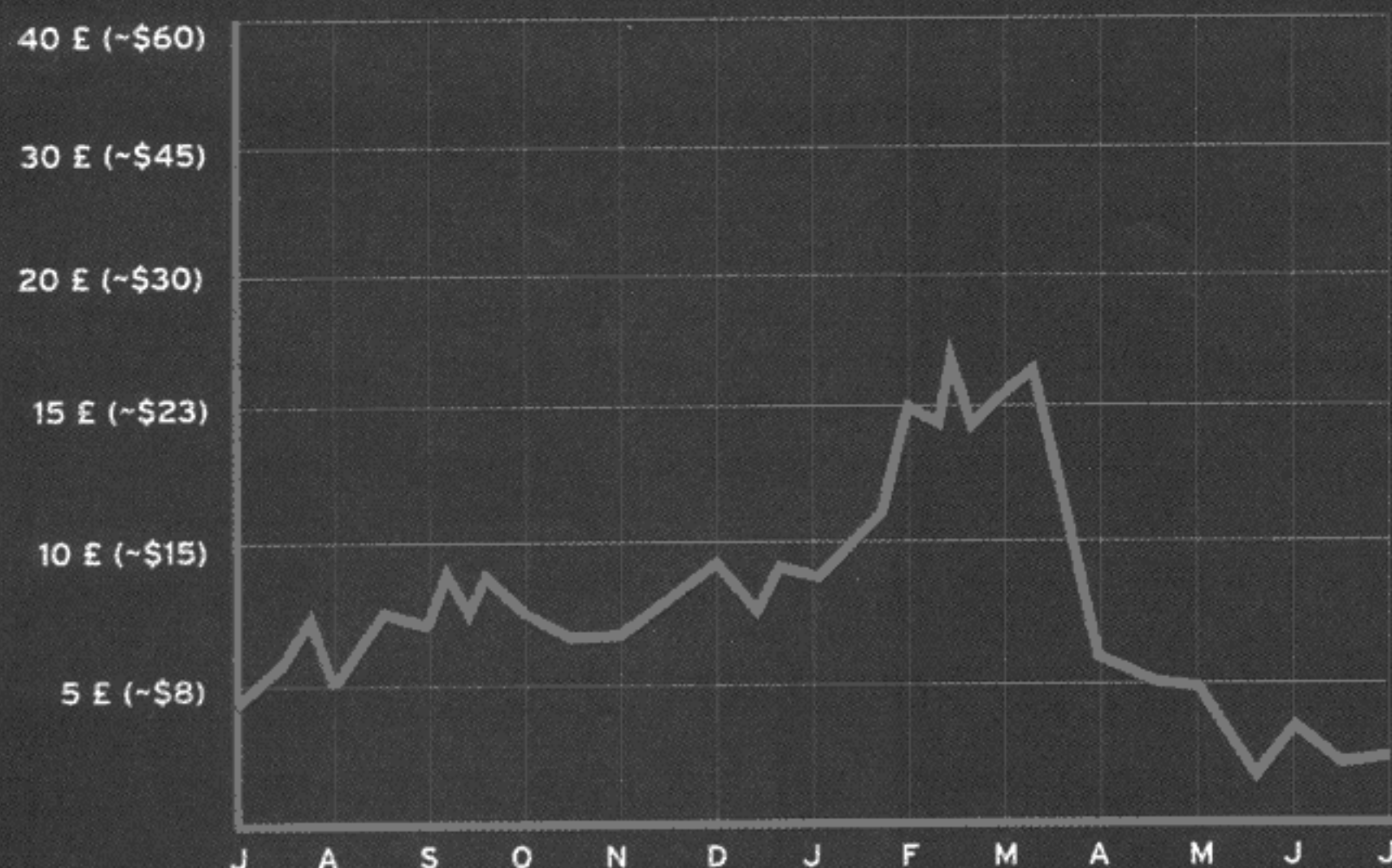


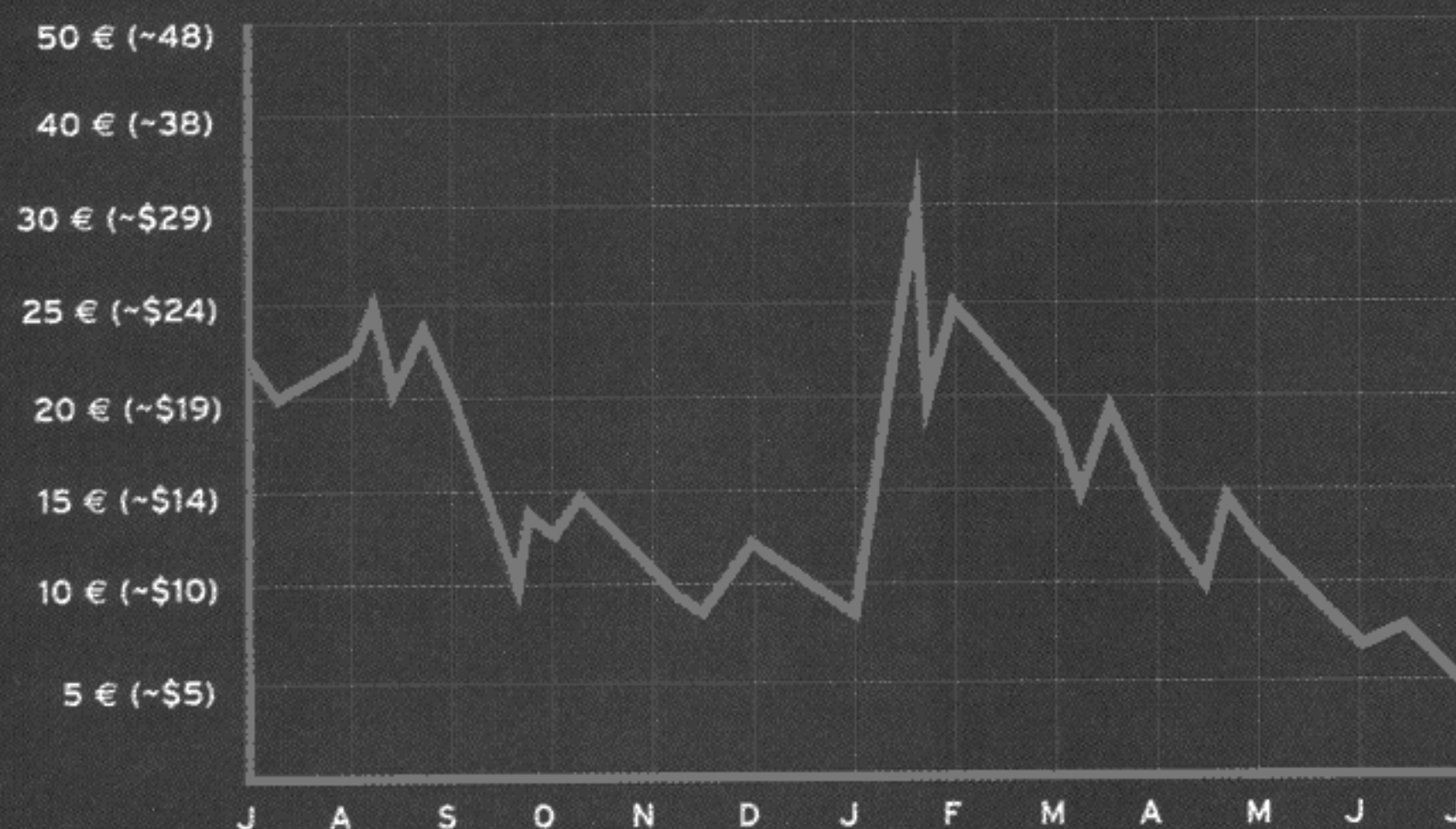
Stock Watch: July 1, 1999 to July 1, 2000

ICollector (ICollector ON LONDON'S OFEX)



Since February of this year, iCollector's stock has lost over two-thirds of its value. One reason is a weak financial report for 1999. Conversions into U.S. dollars are approximate and were based on currency values as of June 30, 2000.

Artnet (AYD ON FRANKFURT'S NEUER MARKT)



Artnet's stock dropped so low in June that *Der Spiegel* online placed Artnet on a high-risk list, saying that its days could be numbered. Conversions into U.S. dollars are approximate and were based on currency values as of June 30, 2000.

volume: When Hewlett Packard sells a huge quantity of printers directly to another business, it makes, in effect, several thousand sales with a single transaction. In the case of Circline and Guild.com, however, the "businesses" doing the shopping are smaller, consisting mainly of decorators and interior designers. Or as one venture capitalist puts it, "Circline and Guild are really 'b-to-mini-b' models."

But even a b-to-mini-b model has its advantages. "Designers are a known audience, easily reached by direct marketing," says Robert Kagle, a general partner at Menlo Park, California-based Benchmark Capital, which has funded both Guild and eBay. "In addition, they tend to return to these sites to buy multiple items."

"In late 1996, my wife [Rachel Meyer] and I started with an idea," says Sean Mast, co-founder and CEO of Circline. "We wanted to create a centralized marketplace for people searching for decorative arts, a site that would aggregate dealers'

expertise and inventory." After going online in April 1998 with an undisclosed amount of "angel" money, within four months Circline received \$7.4 million from Silicon Valley investment firms Bessemer Venture Partners and Trinity Ventures. Circline is currently in its third round of financing.

One of the most highly praised of the art dot-coms, particularly for its keen attention to customer service, Circline boasts over 600 art and antiques dealers, about half of whom reside in Europe. Names include New York's A La Vieille Russie, London's John Eskenazi and Paris's Philippe Cazeau/Jacques de la Béraudière. "We invite dealers onto our site after carefully reviewing their businesses," Mast explains. "We turn down about 200 inquiries a month, including most solicited applications."

Circline's average price point for works sold, Mast claims, is \$25,000. It's a healthy figure when you consider that Circline charges both a five percent buyer's premium