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Art Technology Holdings Launches Taste, Bringing Aesthetic Intelligence to the Curation of Fine Art and Luxury Goods

ATH marks the launch with a Paris reception for leading auction houses, global galleries and luxury brand executives on the opening night of Art Basel Paris

PARIS, October 22, 2026: Art Technology Holdings, Inc. (ATH), the aesthetic intelligence company building the preference layer for fine art and luxury, today announced the launch of Taste, the company's founding product. Taste captures the signals that pass between sellers and buyers, learns the judgment behind highly considered purchases and puts it to work for every specialist. Sellers of fine art and luxury goods use Taste to recommend the works and objects that suit discerning buyers, with a precision that has historically lived only in the minds of the most experienced advisors.

Taste identifies purchase intent and preference signals that traditional CRM and outreach workflows miss. It turns those signals into next-best-action recommendations for the specialists, advisors and client teams who manage collector relationships. A client record shows what a collector bought. Taste anticipates what they will want next. The platform is an AI application that allows advisors to better cater to the needs of their clients by amplifying productivity. It runs inside the seller's own data infrastructure, leaving specialists in control and client knowledge with the seller.

ATH works with some of the largest global auction houses, cultural institutions and luxury brands, creating more bespoke connections between buyers and sellers. For the sell side, Taste creates sales velocity: the right work reaches the right buyer at the right time, and client teams can serve more collectors without an incremental investment in headcount. For collectors, Taste creates a more personal experience, shaped by their own taste rather than by broad marketing outreach or market trends.

"The finest specialists in our industry have always known what a collector will love before the collector indicates it," said Garry McGuire, Chairman and CEO of ATH. "A great advisor can read a collector's walls and predict the watch, the wine or the house that matches their taste. That intuition and judgment have lived in a small number of talented advisors. Taste makes this knowledge available to every specialist on the team, while the specialist stays in control and the

client knowledge stays with the seller. For ATH clients, this means more relevant targeting and faster sales. For collectors, this means every conversation and opportunity feels personalized and arrives at the right moment."

To mark the launch, ATH is hosting a private reception in Paris this evening, Thursday, October 22, with leading auction house clients, global art galleries and executives from major luxury brands. The reception coincides with the opening of Art Basel Paris, whose public Vernissage takes place the same day ahead of the fair's run at the Grand Palais from October 23 through 25.

Taste is available now to auction houses, galleries and luxury brands through partnerships with industry software providers and system integrators serving the fine art and luxury segment. More information is available at www.ath-taste.com.

About Art Technology Holdings

Art Technology Holdings, Inc. (ATH) is an AI-native aesthetic intelligence company serving the fine art and luxury markets. Its founding product, Taste, is a collector intelligence and next-best-action recommendation platform for auction houses, galleries and luxury brands. ATH also develops Title, a secure asset registry that combines hyperspectral imaging and tamper-resistant asset tags. ATH is headquartered in San Francisco, California.

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