

PHILLIPS AUCTION BIDDING GUIDE: BEST PRACTICES AND TIPS

Welcome to Phillips, where the world's curious and bold connect with the art, design, and luxury that inspires them.

This guide will help you navigate the bidding experience, from registration to participation and securing a winning bid. Instructions for both online-only and live auctions are included below, alongside frequently asked questions. If you have further questions, contact

onlinebidsnewyork@phillips.com, bidslondon@phillips.com, bidsgeneva@phillips.com, bidsparis@phillips.com, bidshongkong@phillips.com

A “**live auction**” takes place in a physical location with bidders present in person. Bidders can also participate via live online bidding in our digital saleroom or by leaving telephone, absentee, or advance online bids.

An “**online-only auction**” occurs only online, with participation exclusively through phillips.com or our app.

1 Online Bidding Registration and ID Verification

Step 1: Register on <http://Phillips.com>

- Head to the Phillips website. If you are not already logged in, you will be prompted to log in or create an account.
- Once logged in, you will gain access to the registration form to enter your basic details, including contact details.

Step 2: Submit ID for verification

- We run automated checks on all clients to comply with “know your client” (KYC) legal requirements. As part of this process, you must submit a photo ID.
- We have partnered with Shufti Pro, an identity verification service, to collect your information safely and confidentially. KYC checks can be completed on a mobile device, tablet, or desktop computer.

Step 3: Confirmation

- You will receive an email notification once your sale registration is approved.
- You will only have to verify your identity through Shufti Pro once, provided your identity documents do not change. Thereafter, you can register for future sales without providing further identification. Please note that you will still need to register for bidding in each individual auction.

Best Practice: Register well in advance of the auction to avoid last-minute delays. Although your account might be verified, you will still need to register for each specific sale individually.

2 Online Bid Management and Notifications via the Phillips App or Website

Set up lot alerts

During online-only auctions, you can activate alerts at the following moments:

- When bidding opens
- When you've been outbid

Automatic bidding options

For online-only auctions, you can leave a “maximum bid” to be executed on your behalf until you have either secured the lot or reached your maximum bid amount. If a higher bid is placed, you will receive an alert offering you the opportunity to increase your maximum bid again – but only if enough time remains in the sale. Please note that bids cannot be edited/cancelled once placed.

Advance bids

For live auctions, you may place an advance online bid, which the auctioneer will execute on your behalf during the live auction. You can modify this bid at any point until the specific lot is open for bidding.

Best practice: Review your bids and maximum bids before the end of the auction to ensure they align with your strategy.

3 FAQ

Why can't I place a bid when I've already submitted my registration request?

- If you cannot place a bid, you may still need to provide your KYC (“Know Your Client”) documentation. Check your spam folder if you haven't received the Shufti Pro request.
- Alternatively, we may require additional financial information before approval for higher-value sales. Check your emails to see if we have requested further information.

Why can't I place a bid when I've received an email stating I'm approved?

- Try logging out and back in on all your devices. If you are still unable to place a bid, please contact the Bids Department in your region. Contact Information: onlinebidsnewyork@phillips.com, bidslondon@phillips.com, bidsgeneva@phillips.com, bidsparis@phillips.com, bidshongkong@phillips.com

How do I cancel or modify a bid?

Online-only auction

- You cannot cancel or lower a bid after it has been placed. However, you may increase your maximum bid amount at any point by visiting the lot page and clicking on “Increase Max Bid”.

Live auction

- Advance bids can be modified (increased, lowered, or canceled) at any point until live bidding begins on that specific lot. Visit the lot page or the “My Bids” page in your Phillips account to make these adjustments. Bids placed live during the auction are final and cannot be retracted.

3 FAQ Continued

How does the auto-bid function work in online-only sales?

- Once your maximum bid is set, the system will automatically increase your bid incrementally in competition against other bids placed until your maximum amount is reached.

How does the bidding extension work in online-only sales?

- If a bid is placed within the final three minutes of bidding time on any given lot, the remaining bidding time for that specific lot is reset to a full three minutes. This will continue indefinitely until no further bids are placed within the last three minutes of the previous bid. An extension of bidding time on one lot will not alter the bidding time on the remaining lots.

Online-Only Auction

An “**online-only auction**” occurs only online, with participation exclusively through phillips.com or our app.

Online-Only Auction Bidding Guide

- 1. Access the lot page:** Navigate to the auction and select your desired lot to view details, images, and the starting bid price.
- 2. Place a bid:** Choose the next increment to place a single bid or set a maximum bid amount if you prefer automatic bidding.
- 3. Track your bid status:** You can receive notifications by email or in the app. If you are outbid, you can increase your bid.
- 4. Lot closing times and extensions:** Lots will close one minute apart. If a bid is placed on any lot within the final three minutes of bidding time for that lot, the bidding time will be reset to three minutes. This will continue indefinitely until no further bids are placed within the last three minutes of the lot.
- 5. Winning confirmation:** After the auction closes, you will receive an email with confirmation that you have secured the lot.

Tip: Set a maximum bid early on to avoid missing out due to last-minute competition.

Live Auction

A “**live auction**” takes place in a physical location with bidders present in person. Bidders can also participate via live online bidding in our digital saleroom or by leaving telephone, absentee, or advance online bids.

Online Bidding for Live Auctions

There are multiple ways to participate in a live auction through our online bidding platform.

Advance Bidding

Advance bidding allows you to place a maximum bid on a lot before the live auction begins. This bid is recorded via our online bidding platform. The auctioneer and online clerk will execute your bid up to your specified maximum during the live auction. Please note that bid amounts do not include buyer’s premium and applicable sales tax.

How it works: Use your Phillips account to leave a maximum bid ahead of the auction. Bids will be executed on your behalf until you either win the item or reach your maximum bid. This will remain confidential. Bids may be placed as soon as the catalogue is online and up until the moment the lot is opened for live bidding on the sale day.

Best for: Bidders who can’t attend the live auction in real time but still want to participate.

Tip: Place your bid early and set a realistic maximum, as this bid competes directly with live bids once the auction starts.

Live Online Bidding

Live online bidding allows you to participate in real-time during the auction in our digital saleroom. You can join the digital saleroom through a browser on your desktop computer or via our iOS or Android apps, and place bids as the sale progresses. If you would like to bid using our digital saleroom, you must register 24 hours before the start of the sale. Please note that bid amounts do not include buyer’s premium and applicable sales tax.

How it works: Log into your Phillips account on auction day to access the live auction. Bids can be placed instantly by clicking on the “Place Bid” button and confirming the bid amount.

Best for: Bidders who want to experience the excitement of the live auction from anywhere in the world.

Tip: Ensure a stable internet connection for a smooth experience, as delays could impact your bid timing. If you’re bidding from your phone or tablet, use the Phillips app rather than accessing the website through a browser app.

Telephone Bidding

As with live online bidding, telephone bidding enables you to participate in real-time during an auction, even if you cannot be there in person. One of our team will contact you during the sale and bid with you live over the phone. Please note that bid amounts do not include buyer's premium and applicable sales tax.

How it works: To bid in an auction you will not be attending, complete the form for telephone bidding and submit via email at least 24 hours before the sale. The registration forms for each sale location (London, New York, Hong Kong, Geneva) are different, so double-check that you have the correct form.

Submit ID for verification: We run KYC/AML checks on all clients to comply with "know your client" legal requirements. As part of this process, you must submit ID docs. You will receive an email notification once your sale registration is approved. For telephone bids, the auctioneer will bid on your behalf up to your maximum bid amount against other bids placed.

Best for: Bidders who prefer a personal touch and assistance with their bidding but may not be able to attend in person or online.

Tip: Be prepared with your maximum bid range in case the bidding moves quickly, allowing your representative to act efficiently on your behalf. Provide a backup number in case the first one can't be reached.

Absentee Bidding

As with live online bidding, absentee bidding enables you to participate in real-time during an auction, even if you cannot be there in person. One of our team will contact you during the sale and bid with you live over the phone. Please note that bid amounts do not include buyer's premium and applicable sales tax.

How it works: To bid in an auction you will not be attending, complete the form for telephone bidding and submit via email at least 24 hours before the sale. The registration forms for each sale location (London, New York, Hong Kong, Geneva) are different, so double-check that you have the correct form.

Submit ID for verification: We run KYC/AML checks on all clients to comply with "know your client" legal requirements. As part of this process, you must submit ID documents. You will receive an email notification once your sale registration is approved. For absentee bids, the auctioneer will bid on your behalf up to your maximum bid amount against other bids placed.

Best for: Bidders who prefer a personal touch and assistance with their bidding but may not be able to attend in person or online.

Tip: Be prepared with your maximum bid range in case the bidding moves quickly, allowing your representative to act efficiently on your behalf. Please provide a backup number in case the first one can't be reached.

In-Person Bidding

In-person bidding allows you to experience the excitement of a live auction firsthand by attending the auction physically in Phillips' saleroom. Please note that bid amounts do not include buyer's premium and applicable sales tax.

How it works: To bid in person, you must register for a paddle by filling out and submitting a registration form. The registration forms for each sale location (London, New York, Hong Kong, Geneva) are different, so double-check that you have the correct form.

Submit ID for verification: We run automated checks on all clients to comply with "know your client" legal requirements. As part of this process, you must submit a photo ID. We have partnered with Shufti Pro, an identity verification service, to collect your information safely and confidentially. KYC checks can be completed on a mobile device, tablet, or desktop computer. You will receive an email notification once your sale registration is approved.

To bid on one of our lots, you must raise your paddle to ensure the auctioneer clearly sees your paddle number.

Best for: Bidders who enjoy the atmosphere of a live auction and want to participate in the in-room action.

Tip: Arrive early to familiarize yourself with the auction timings and preview the lots. Having a bidding strategy and knowing your limits can help you stay focused during the auction.