



PRESS RELEASE

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JEMA, THE FIRST SWISS DIGITAL APP DESIGNED TO HELP COLLECTORS PROTECT, ENHANCE AND TRANSMIT THEIR EXCEPTIONAL ASSETS WITH CONFIDENCE

In a rapidly digitalizing art market and amid rising risks, **JEMA** offers a clear solution: a single application to centralize, secure, and elevate the management of exceptional assets.

A vision shaped by real-world experience

With **over 15 years of experience** at the crossroads of insurance and the art market, **Fanny Eyraud** identified a clear gap:

« I saw professionals using fragmented tools, leading to valuation inconsistencies and siloed data. JEMA was born out of this observation: to offer a unified and reliable view of one's assets. »

JEMA delivers a secure, seamless, and confidential experience, allowing users to centralize their assets, monitor collection values in real time, access essential documentation instantly, and simplify collaboration between collectors, experts, and insurers.

A market in transformation

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- **51%** of collectors now purchase artworks **online** (Art Basel & UBS 2025)
- In Switzerland, **73%** of family offices place **generational wealth transfer** at the heart of their strategy (Empaxis 2024)

Swiss technology built for trust

JEMA is committed to applying Switzerland's highest standards in cybersecurity and data privacy by 2026:

- **100% Swiss hosting**, ISO and GDPR compliant
- **Advanced encryption** and **two-factor authentication**
- **Modular architecture** designed to integrate with insurers, family offices, and art experts



About JEMA

Founded in Geneva by **Fanny Eyraud**, wealth expert and tech entrepreneur, **JEMA** is the first Swiss application at the intersection of art, insurance, and data. Born from over 15 years of field experience, JEMA addresses a clear need: to create a digital reference tool that reconnects the stakeholders of exceptional wealth, and brings a new level of secure transparency to asset management.

Tagline: *Exceptional assets. Smartly managed.*

Signature: *Protect. Enhance. Transmit.*

Availability: App Store – currently rolling out on Google Play

Subscription: Tailored pricing based on asset type and value

Trial & demo on request: contact@jemapp.ch

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