



Your vote matters – here's how to vote!

You may vote online or by phone instead of mailing this card.



Votes submitted electronically must be received by 11:59pm, (EDT), on September 4, 2019.

Online

Go to www.investorvote.com/BID or scan the QR code – login details are located in the shaded bar below.



Phone

Call toll free 1-800-652-VOTE (8683) within the USA, US territories and Canada



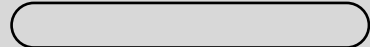
Save paper, time and money!

Sign up for electronic delivery at www.investorvote.com/BID

Using a **black ink** pen, mark your votes with an **X** as shown in this example. Please do not write outside the designated areas.



2019 Special Meeting Proxy Card



▼ IF VOTING BY MAIL, SIGN, DETACH AND RETURN THE BOTTOM PORTION IN THE ENCLOSED ENVELOPE. ▼



A Proposals – The Board of Directors recommend a vote FOR Proposals 1 and 2.

- | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1. To consider and vote on a proposal to adopt the Agreement and Plan of Merger, dated as of June 16, 2019, as it may be amended from time to time (the "merger agreement"), by and among Sotheby's, BidFair USA LLC, ("Parent"), and BidFair MergeRight Inc., a wholly owned subsidiary of Parent ("Merger Sub"). Pursuant to the merger agreement, Merger Sub will be merged with and into Sotheby's (the "merger"), with Sotheby's continuing as the surviving corporation and a wholly owned subsidiary of Parent.</p> | <p>For
<input type="checkbox"/></p> <p>Against
<input type="checkbox"/></p> <p>Abstain
<input type="checkbox"/></p> | <p>2. To consider and vote on a proposal to approve, by non-binding, advisory vote, certain compensation arrangements for Sotheby's named executive officers in connection with the merger.</p> | <p>For
<input type="checkbox"/></p> <p>Against
<input type="checkbox"/></p> <p>Abstain
<input type="checkbox"/></p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|

B Authorized Signatures – This section must be completed for your vote to count. Please date and sign below.

Please sign exactly as name(s) appears hereon. Joint owners should each sign. When signing as attorney, executor, administrator, corporate officer, trustee, guardian, or custodian, please give full title.

Date (mm/dd/yyyy) – Please print date below.

Signature 1 – Please keep signature within the box.

Signature 2 – Please keep signature within the box.

/ /



2019 Special Meeting Admission Ticket

2019 Special Meeting of Sotheby's Stockholders

September 5, 2019 at 9:00 a.m. EDT

Sotheby's Offices

1334 York Avenue, New York, NY 10021

Upon arrival, please present this admission ticket and photo identification at the registration desk.

Dear Stockholders of Sotheby's:

Whether or not you expect to attend the Special Meeting, please complete and return promptly the attached proxy card in the accompanying envelope, which requires no postage if mailed in the United States. As a stockholder, please remember that your vote is important to us. We look forward to hearing from you.

For Certain Sotheby's Employees Who Are Retirement Savings Plan Participants: The attached proxy card covers shares for which you have the right to give voting instructions to Vanguard Fiduciary Trust Company, Trustee of the Company's Retirement Savings Plan (the "Plan"). The attached proxy card, when properly executed, will be voted as directed as long as the proxy card is received by Computershare no later than August 30, 2019. If no direction is given to the Trustee by such date, the Trustee will vote your shares held in the Plan in the same proportion as votes received from other participants in the Plan.



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Sotheby's



Notice of 2019 Special Meeting of Stockholders

Proxy Solicited by Board of Directors for Special Meeting of Stockholders – September 5, 2019

Thomas S. Smith, Jr., Jonathan A. Olsoff and David G. Schwartz (each, a "Proxy"), or any of them, each with the power of substitution, are hereby authorized to represent and vote the shares of the undersigned, with all the powers which the undersigned would possess if personally present, at the Special Meeting of Stockholders of Sotheby's to be held on September 5, 2019 or at any postponement or adjournment thereof.

Shares represented by this proxy will be voted by the stockholder. If no such directions are indicated, the Proxies will have authority to vote FOR Proposals 1 and 2.

In their discretion, the Proxies are authorized to vote upon such other business as may properly come before the meeting.

(Items to be voted appear on reverse side)

C Non-Voting Items

Change of Address – Please print new address below.

Comments – Please print your comments below.

