

Phillips' New Buyer's Premium Structure

Phillips' new Buyer's Premium structure, featuring lower rates for Priority Bidding, will take effect on 1 September 2025.

Bid early and save with Priority Bidding

Phillips' new Priority Bidding scheme will reward clients who commit to buy a Lot early (not less than 48 hours before the auction) and pay for it on time. The Priority Bidding scheme will be available for all live auctions held globally in the Fall 2025 sale season and for all sale categories, excluding Watches.

Details of Phillips' Priority Bidding scheme can be found [here](#) and in the applicable Conditions of Sale.

Currently excluded from the Priority Bidding scheme are:

- **Phillips' Watch auctions** organised in association with Bacs & Russo. For the Fall 2025 season, standard Buyer's Premium rates remain unchanged and will apply to both live and timed online only auctions.
- **Timed online-only auctions:** For the Fall 2025 season, new standard Buyer's Premium rates apply for all categories.

Phillips' Buyer's Premium Rates

NEW YORK

Hammer Price	Standard Rates (live and timed online auctions)	Priority Bidding Rates* (live auctions only)
Up to and including US\$1,000,000	29%	25%
Portion of the Hammer Price above US\$1,000,000 up to and including US\$6,000,000	22%	20%
Portion of the hammer price exceeding US\$6,000,000	15%	14%

Rates shown exclude local taxes, which may be payable on the Buyer's Premium

**Only bidders satisfying the Priority Bidding conditions will benefit from the lower Buyer's Premium rates for Priority Bidding.*

LONDON

Hammer Price	Standard Rates (live and timed online auctions)	Priority Bidding Rates* (live auctions only)
Up to and including GBP 800,000	29%	25%

Hammer Price	Standard Rates (live and timed online auctions)	Priority Bidding Rates* (live auctions only)
Portion of the Hammer Price above GBP800,000 up to and including GBP 4,500,000	22%	20%
Portion of the hammer price exceeding GBP 4,500,000	15%	14%

Rates shown exclude local taxes, which may be payable on the Buyer's Premium
Where VAT is payable on the Buyer's Premium, the VAT inclusive Buyer's Premium rates are:

- Priority Bidding rates: 30%, 24% and 16.8 % respectively.
- Standard rates: 34.8%, 26.4% and 18 % respectively.

*Only bidders satisfying the Priority Bidding conditions will benefit from the lower Buyer's Premium rates for Priority Bidding.

PARIS

Hammer Price	Standard Rates (live and timed online auctions)	Priority Bidding Rates* (live auctions only)
Up to and including Euros 800,000	29%	25%
Portion of the Hammer Price above Euros 800,000 up to and including Euros 4,000,000	22%	20%
Portion of the hammer price exceeding Euros 4,500,000	15%	14%

Rates shown exclude local taxes which may be payable on the Buyer's Premium

*Only bidders satisfying the Priority Bidding conditions will benefit from the lower Buyer's Premium rates for Priority Bidding.

GENEVA

Hammer Price	Standard Rates (live and timed online auctions)	Priority Bidding Rates* (live auctions only)
Up to and including CHF1,000,000	29%	25%
Portion of the Hammer Price above CHF 1,000,000 up to and including CHF 6,000,000	22%	20%
Portion of the hammer price exceeding CHF6,000,000	15%	14%

Rates shown exclude local taxes which may be payable on the Buyer's Premium

*Only bidders satisfying the Priority Bidding conditions will benefit from the lower Buyer's Premium rates for Priority Bidding.

HONG KONG

Hammer Price	Standard Rates	Priority Bidding Rates * (live auctions only)
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	(live and timed online auctions)	
Up to and including HK\$7,500,000	29%	25%
Portion of the Hammer Price above HK\$7,500,000 up to and including HK\$ 50,000,000	22%	20%
Portion of the hammer price exceeding HK\$ 50,000,000	15%	14%

**Only bidders satisfying the Priority Bidding conditions will benefit from the lower Buyer's Premium rates for Priority Bidding.*

Watch Auctions

NEW YORK

Hammer Price	Standard Buyer's Premium Rates (live and timed online only auctions)
Up to and including US\$1,000,000	27%
Portion of the Hammer Price above US\$1,000,000 up to and including US\$6,000,000	21%
Portion of the hammer price exceeding US\$6,000,000	14.5%

Rates shown exclude local taxes which may be payable on the Buyer's Premium

GENEVA

Hammer Price	Standard Buyer's Premium Rates (live and timed online only auctions)
Up to and including CHF1,000,000	27%
Portion of the Hammer Price above CHF 1,000,000 up to and including CHF 6,000,000	21%
Portion of the hammer price exceeding CHF6,000,000	14.5%

Rates shown exclude local taxes which may be payable on the Buyer's Premium

HONG KONG

Hammer Price	Standard Buyer's Premium Rates (live and timed online only auctions)
Up to and including HK\$7,500,000	27%
Portion of the Hammer Price above HK\$7,500,000 up to and including HK\$ 50,000,000	21%
Portion of the hammer price exceeding HK\$ 50,000,000	14.5%