

THE
PURE GOLD
COMPANY

INVESTMENTS IN
GOLD AND SILVER

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ABOUT THE PURE GOLD COMPANY



Our London offices are located at No1 Royal Exchange, appropriately positioned beside the Bank of England.

Founded in 2012, The Pure Gold Company views itself as a **trusted market leader**. We are members of the **London Bullion Market Association**, Royal Numismatic Society and British Chamber of Commerce, and are **authorised distributors for the Royal Mint**. We have **5* published reviews** from clients and we are featured in the press as a thought leader. We have been featured by the **FT, Daily Mail, Reuters, WSJ, MoneyWeek, Observer, Guardian, Your Money** and others.

Exclusively working with those who are looking to invest five thousand pounds or more, we offer a **uniquely consultative approach** to buying and selling physical gold and silver. The clients we help range from experienced investors to those who are just getting started.

Our in-house specialists hold qualifications in Law, Accountancy, Investment Banking and Property, and use their extensive knowledge to deliver practical and tax efficient solutions for our clients.

“The Pure Gold Company have excellent market positioning and a very flexible buy back facility”

Jimmy Nicou

WHY CHOOSE THE PURE GOLD COMPANY?

- **Featured in the press:** FT, Daily Mail, Reuters, WSJ, MoneyWeek, Observer, Guardian, Your Money and others.
- **Transparent & trustworthy** – we’re proud of the independent testimonials we’ve received from respected UK business leaders.
- **Investment guidance** on products, markets and timing, with no obligation to purchase.
- **Simple yet innovative solutions** designed to safeguard your wealth and minimise tax exposure.
- **Suitable for beginners and experienced investors.**
- **Personal gold consultant** and a service tailored to you.
- **Members of** the London Bullion Market Association, fully accredited by the British Chamber of Commerce, Royal Numismatic Society and the British Numismatic Society.
- **Fully certified metals** with supporting documentation.
- **Insured delivery** or vaulted storage options.
- **Buy Back Guarantee** enables you to liquidate your gold and silver at any time.
- **Private & confidential** – your personal details and transaction history are kept strictly confidential.

IN PARTNERSHIP WITH



The Royal Numismatic Society



If you have any further questions regarding physical gold investment through The Pure Gold Company, then please do not hesitate to call us on [0207 060 6902](tel:02070606902).

Email us: info@thepuregoldcompany.co.uk | Write to us: 1 Royal Exchange, London, EC3V 3DG | Visit us online: thepuregoldcompany.co.uk | Company Number 07953325

WHO WE ARE

Founded by CEO Josh Saul after a decade in the precious metals investment industry, The Pure Gold Company is a rapidly growing physical gold and silver brokerage.



The Pure Gold Company team

In a short space of time, we have built our reputation on our **uniquely consultative approach**. This simple and tailored strategy enables us to engage with first-time buyers and experienced investors alike, to find the precious metal investment that will benefit them most.

We are ranked no. 1 in the MoneyWeek Directory of physical gold bullion companies. We have also been featured in respected news outlets such as the **FT, Reuters, Wall Street Journal, Daily Mail, Metro and CNBC**. Our strong brand profile has quickly enhanced our credibility, resulting in an ongoing 25% year-on-year growth in our business.

JOSH SAUL, CEO

Josh was headhunted from law school and began his career as a financial analyst at FTI Consulting, a publicly listed U.S. corporate finance firm. Josh's role at FTI was within the Financial Intelligence Unit, analysing and identifying markets and trends, companies and asset classes. The firm's direct involvement in the bankruptcy of Lehman Brothers and General Motors gave him exposure to counterparty risk and the value and necessity of protecting one's financial portfolio.

Josh has 19 years' experience in the precious metals investment market, including three years as Head of Trading at the largest precious metals company in the United States and as Head of Sales and Trading for a UK-leading precious metals company. As head of The Pure Gold Company, Josh is regularly invited to speak on investment panels and to provide insight on the gold market both nationally and internationally.



Josh Saul, Founder & CEO

WHAT OUR CUSTOMERS SAY



“Over the foreseeable future I see gold rising considerably because of global economic and financial instability, in particular with banks... if in the foreseeable future gold went on a downward trajectory, I would be delighted as it would mean greater financial stability and as a result our other investments should hold strong or grow in value.”

Laura Delow, Retired Financial Advisor

“A friend recommended The Pure Gold Company, as they have a reputation of assisting beginners, and they were fantastic. They explained in detail how it all works and what options would best suit our circumstances. They guided us on timing and saved us 6% by waiting a couple of weeks.”

Racheline Natalie Michaels, Director, Hexagon of Highgate Ltd

“Having thoroughly researched the gold investment market I found The Pure Gold Company. Their consultants were knowledgeable, transparent and kept it all very simple. My gold arrived the next day and I'm now discussing options for silver storage. I highly recommend them.”

Oliver Shipton, Partner at Lee & Thompson LLP

“I feel their reputation is well deserved. I was kept informed, anything I didn't understand was explained well. I have no reservations in recommending The Pure Gold Company.”

Charles Campling, Police Officer, Surrey Police Service

“The Pure Gold Company have excellent market positioning and a very flexible buy back facility.”

Jimmy Nicou

“I found The Pure Gold Company knowledgeable and trustworthy and wouldn't hesitate in recommending them.”

Sir Geoffrey Leigh,
Property Entrepreneur

“I was looking above all for somebody I could trust.”

Andrew Morris



The Pure Gold Company: eKomi 98.93% positive reviews

March 2024. <https://www.ekomi.co.uk/review-thepuregoldcompanycouk.html>

WHAT THE PRESS SAYS



GOLD DEMAND SOARS AS BRITS SEEK REFUGE FROM SPIRALLING COSTS

Simoney Kyriakou, November 2021

Investment firm The Pure Gold Company has experienced a 278 per cent increase in people purchasing physical gold coins and bars over November, compared with the monthly average in 2021.

<https://bit.ly/tbgcft>



GOLD DEMAND UP 400% THIS WEEK - DWARFING THE BREXIT RUSH

Paloma Kubiak, 29.09.22

With forecasts from Goldman Sachs suggesting inflation could top 22% next year, Saul said physical gold is a natural hedge against the rising cost of goods as it tends to increase (along with other goods or services).

“But it also serves to provide stability as a safe-haven asset when markets are uncertain, unpredictable and volatile, as they are now...” he explains.

<https://bit.ly/tpgcyour>



IS IT A GOOD TIME TO BUY PHYSICAL GOLD?

Dominic Frisby, 12.10.2022

Saul of Pure Gold makes a similar observation. His company makes a point of talking to clients as they buy and sell, to understand their motivations. As a result, they build up a lot of qualitative data.

<https://bit.ly/tpgcmoneyweek>



INVESTORS BUY GOLD IN RESPONSE TO GEOPOLITICS

Karen Gilchrist, May 2021

Gold’s role as a ‘safe haven’ asset in times of uncertainty is widely acknowledged, but according to the chief executive of The Pure Gold Company, it’s all about how you hold it.

<https://bit.ly/tpgccnbc>

MoneyWeek ranked gold brokers

Source: MoneyWeek, 2024

POSITION RANKED	COMPANY NAME	YEAR FOUNDED	BUY IN BRANCH	BUY BY PHONE	BUY ONLINE	BRANCH LOCATION
1	The Pure Gold Company	2012	Yes	Yes	Yes	London
2	Bullion by Post	2008	Yes	Yes	Yes	Birmingham
3	Physical Gold Ltd	2008	No	Yes	Yes	London
4	The Gold Bullion Company	1993	No	No	Yes	Birmingham
5	UKBullion	1993	No	No	Yes	Wolverhampton

LBMA MEMBERSHIP CERTIFICATE



LBMA

Membership

Affiliate Member

We hereby certify that.

The Pure Gold Company

having met the relevant LBMA criteria has been admitted as an Affiliate Member with effect from

30th January 2024


Chairman


Chief Executive

London Bullion Market Association

REFERENCE: BARCLAYS BANK



Barclays Bank Plc
1 Churchill Place
London
E14 5HP

7th February 2024

To whom it may concern

Reference – The Pure Gold Group Ltd

The above has been a client of Barclays since 2012. During this time the account has been conducted with the utmost professionalism and financial dealings have always been impeccably maintained.

Yours faithfully

James Maxwell

James Maxwell
Relationship Director
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Barclays Bank PLC. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority (Financial Services Register No. 122702).
Registered in England. Registered No. 1026167. Registered Office: 1 Churchill Place, London E14 5HP.

1595_LP (08/17)

Restricted - External

REFERENCE: THE ROYAL MINT



COMPANY BALANCE SHEET

THE PURE GOLD GROUP LIMITED

BALANCE SHEET

AS AT 31 MARCH 2022

	Notes	2022 £	£	2021 £	£
Fixed assets					
Tangible assets	4		693,822		478,118
Current assets					
Stocks		262,119		799,000	
Debtors	5	571,859		2,250,995	
Cash at bank and in hand		3,129,541		2,399,232	
		<u>3,963,519</u>		<u>5,449,227</u>	
Creditors: amounts falling due within one year	6	<u>(1,191,551)</u>		<u>(3,014,368)</u>	
Net current assets			<u>2,771,968</u>		<u>2,434,859</u>
Total assets less current liabilities			<u>3,465,790</u>		<u>2,912,977</u>
Creditors: amounts falling due after more than one year	7		(65,001)		-
Provisions for liabilities			<u>(31,525)</u>		<u>(22,526)</u>
Net assets			<u><u>3,369,264</u></u>		<u><u>2,890,451</u></u>
Capital and reserves					
Called up share capital	8		100		100
Profit and loss reserves			<u>3,369,164</u>		<u>2,890,351</u>
Total equity			<u><u>3,369,264</u></u>		<u><u>2,890,451</u></u>

COMPANIES HOUSE CONFIRMATION STATEMENT



Companies House

CS01_(ef)

Confirmation Statement

Company Name: **THE PURE GOLD GROUP LTD**

Company Number: **07953325**



XCG84JXV

Received for filing in Electronic Format on the: **13/11/2023**

Company Name: **THE PURE GOLD GROUP LTD**

Company Number: **07953325**

Confirmation **28/10/2023**

Statement date:

Electronically filed document for Company Number:

07953325

