The Pure Gold Company’s (TPGC) website and investor guide offer information only about investing and saving with a precious metals influence. TPGC does not offer any personal or financial advice. TPGC does not offer any opportunity to participate in options, derivatives, futures or any security. Instead, TPGC can only assist in physical metal (gold / silver - coins and bars) for delivery or storage. As such, if you’re unsure of the suitability of an investment based on your circumstances, please seek independent advice. Users should understand the market rate for gold / silver can go down as well as up. It is your responsibility that you seek your own independent advice if you think you need it. For more information, please read our terms and conditions and our privacy policy.
Physical gold and silver offer the ultimate insurance policy in uncertain times. A tax efficient investment, depending on individual circumstances, and a stable global currency — financial experts recommend that part of your wealth be invested in this safe-haven asset, now more than ever. Find out why.

**Financial Security**
Gold and silver represent a safe-haven asset, especially in times of economic, social and political insecurity. Today, we are witnessing more of these global uncertainties than we’ve seen in our lifetime. Physical gold and silver offer “the ultimate insurance policy – an essential part of your portfolio” (MoneyWeek).

The global economy has come under extreme strain in 2022. Years of accumulated government support, from quantitative easing to bailouts and pandemic handouts, have flooded the economy with money and caused a major inflation crisis. The Russia/Ukraine war compounded the issue, leading to economic contractions, recessions and substantial volatility in the markets. The outlook for 2023 is very subdued. Inflation is not yet under control. In this environment, gold comes into its own – as a safe-haven asset that tends to increase when other assets are declining, and as a relative hedge against inflation.

**A Universal Currency**
Physical gold and silver are currencies recognised throughout the world. They have an intrinsic value and unlike shares or funds, their value can never drop to zero. They can be liquidated quickly, come with no counterparty risk and don’t attract management charges.

**Free from VAT & Capital Gains Tax**
Physical gold and silver provide several tax advantages depending on individual circumstances. Our clients are able to make private investments free from VAT (if the gold is investment grade or the silver is stored outside the EU) and Capital Gains Tax (when buying Royal Mint minted coins). The UK Government allows pension holders to purchase physical gold bars through their pension scheme, whilst claiming up to 45% income tax relief.

Call one of our consultants to find out how this could work for you on 0207 060 6902.

**Flexible Investments, Tailored To You**
Gold or silver can be purchased as a one-off investment or as part of a regular savings plan or sophisticated portfolio. It’s suitable for both experienced investors and those with little or no investment experience.

This Investor Guide will explore how gold and silver can benefit you and the various tax efficient ways to get started.
ABOUT THE PURE GOLD COMPANY

Founded in 2012, The Pure Gold Company views itself as a trusted market leader. We are proud members of the Royal Numismatic Society, British Numismatic Society, British Chamber of Commerce, and we 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?

- 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.
- 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.
GOLD INVESTMENT IN MORE DETAIL

A HISTORIC GLOBAL CURRENCY
Gold has been traded as a form of currency for thousands of years. In fact, it was goldsmiths during the 17th century who created the banking industry as we know it today. Gold’s rarity and adaptability ensure it’s a tradable currency throughout the world, and the ultimate store of wealth.

Central banks and countries are duty-bound to hold a certain percentage of their wealth in gold, in order to protect themselves from financial risk.

WHY BUY GOLD NOW?
Economic instability – Financial, social and political uncertainty leads to economic instability, such as these ongoing threats:
- Endemic inflation risk
- Stunted global economic growth
- Stock market volatility and other asset contagion
- Inflationary erosion of real income
- Property and labour market uncertainty
- Counterparty risk

PRIVATE INVESTMENT – Unlike shares or banking, there is no requirement to register ownership of gold. Physical gold is one of the only forms of private investment left today.

INHERITANCE & LEGACY – Purchasing physical gold is a private store of wealth that allows clients to effectively transfer wealth to loved ones (subject to the 7-year inheritance tax rule).

INSURANCE AGAINST INFLATION – In times of inflation, gold’s value tends to increase in line with other products and commodities.

TO DIVERSIFY YOUR PORTFOLIO – Experts recommend investing in gold as part of a diverse portfolio because gold tends to increase in value when other commonly held assets fall.

CAPITAL GROWTH & RETURNS – Gold remains one of the best performing UK assets of the 21st century, growing over 10% per year on average since 2000, compared with 4.5% for the FTSE 100 (Total Return) and 5.7% for property (UK house price index).

TAX ADVANTAGES – Certain types of physical gold are free from any tax on growth depending on individual circumstances.

SITS OUTSIDE THE BANKING SYSTEM – When you convert your savings or pension into physical gold, you are essentially removing it from the banking system and any counterparty risks associated with it.

UNIVERSAL CURRENCY, EASY TO LIQUIDATE – Physical gold is recognised and sought after all over the world and as such can be exchanged for global currency, goods or services, and is easily liquidated.

Rarity – Unlike currency, gold cannot simply be created, its finite supply ensures its enduring value. There is only enough gold in the world to fill two Olympic-size swimming pools.

INVESTMENT BENEFITS
During uncertain times, people are reluctant to invest in the stock market or leave money in the bank. However, physical gold has always been used as a safe store of wealth, its value growing with demand, much like it did in 2008 and 2020. Find out how you could benefit.
A POWERFUL ASSET FOR THE FUTURE

Experts regard gold as a safe-haven asset with a promising future. Gold forecasts for the first half of 2023 are mostly muted as interest rates in the US are expected to rise further, which can impact on gold price growth. However, investment bank Bank of America expects gold to average $2,000 an ounce in the second half of the year.

The World Gold Council forecasts a mixed and uncertain picture for 2023, based on scenarios that include weak global growth, a weaker dollar and geo-political flare-ups. “On balance, this mixed set of influences implies a stable but positive performance for gold”, the Council said in its 2023 outlook.

“A friend recommended The Pure Gold Company, as they have a reputation for assisting beginners. 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

Whether you’re ready to invest or would like to explore your options, we’d love to hear from you. Call for a no-obligation consultation today on 0207 060 6902.

Email us: info@thepuregoldcompany.co.uk | Write to us: 1 Royal Exchange, London, EC3V 3DG | Visit us online: thepuregoldcompany.co.uk | Company Number 07953325
THE COLOUR OF MONEY
In over 90 different languages the word silver means ‘money’. This is hardly surprising, as the precious metal has been widely traded as a form of currency for thousands of years.

The difference between silver and other precious metals is its growing demand as an industrial metal. Each year, more and more uses are discovered for silver’s unique chemical properties, ranging from biotech to electronics, and there is a growing concern that in less than 15 years, there will be no silver left. There’s simply not enough silver to meet this growing demand, which makes physical silver an attractive and undervalued investment.

WHY BUY SILVER NOW?
Silver is a physical, tangible asset in limited supply and many of the benefits of gold investment also apply to silver. Find out how you could benefit.

- **Private investment** – Unlike shares or banking, there is no requirement to register ownership of silver. Physical silver is one of the only forms of private investment left today.
- **Inheritance & legacy** – Purchasing physical silver is a private store of wealth that allows clients to effectively transfer wealth to loved ones (subject to the 7-year inheritance tax rule).
- **Insurance against inflation** – In times of inflation, silver’s value tends to increase in line with other products and commodities.
- **To diversify your portfolio** – Silver tends to increase when other commonly held assets fall in value, which is why experts recommend investing in precious metals as part of a diverse portfolio.
- **Capital growth & returns** – Silver remains one of the best performing UK assets of the 21st century, growing over 10% per year on average since 2000, compared with 4.5% for the FSE 100 and 5.7% for property (UK house price index).
- **Tax advantages** – Individuals that purchase physical silver within the EU are required to pay VAT. However The Pure Gold Company is able to supply physical silver free from VAT when stored outside the EU, and free from Capital Gains Tax when purchasing coins minted by the Royal Mint.
- **Sits outside the banking system** – When you convert your savings into physical silver you are essentially removing it from the banking system and any counterparty risks associated with it.
- **Universal currency, easy to liquidate** – Physical silver is recognised and sought after all over the world and as such can be exchanged for global currency, goods or services and is easily liquidated.
- **Rarity** – As demand increases, the global supply of silver is rapidly running out, pushing up its price.

Whether you’re ready to invest or would like to explore your options, we’d love to hear from you. Call for a no-obligation consultation today on: 0207 060 6902.

Email us: info@thepuregoldcompany.co.uk | Write to us: 1 Royal Exchange, London, EC3V 3DG | Visit us online: thepuregoldcompany.co.uk | Company Number 07953325
SILVER’S SHINY FUTURE
Silver investment has many of the same benefits as gold investment, but any growth in gold is often magnified in silver. The relationship between gold and silver is an important one. For hundreds of years before the twentieth century, 12 ounces of silver could buy you one ounce of gold, at a ratio of 12:1. This rose to an average of 47:1 in the 1900s. In January 2023 the gold/silver ratio was 80:1, substantially higher than its historical level, and some analysts believe the silver price is massively undervalued.

Silver has many more uses than gold and owes around half of global demand to its use in industrial contexts. The Silver Institute believes that macroeconomic and geopolitical conditions will remain broadly supportive for precious metals, encouraging investors to stay net buyers of silver overall, a development that should lift silver prices higher.

“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
There are various ways of investing in gold/silver and each has its advantages and drawbacks.

Purchasing shares in a gold or silver exchange-traded fund (ETF), a traditional fund, mining company, spread betting, futures or contracts for difference (CFD) will give you exposure to gold/silver investment but carry additional risks. These forms of investment are often better suited to short-term speculation, rather than long-term stability, and will not protect you from economic crises or insure your portfolio.

As you can see from the Pyramid of Risk, owning and investing in physical gold/silver bullion presents the least risk and highest level of control, in a tax-efficient way depending on individual circumstances.
GOLD AND SILVER AS ALTERNATIVES TO TRADITIONAL SAVINGS

Many people invest in gold and silver as an alternative to traditional cash savings, to insure against inflation and economic instability and enjoy higher returns. Here’s why...

**INSURE YOUR SAVINGS AGAINST INFLATION**

In 1920, a $20 note or a 1oz gold coin would rent you a two-bedroom flat in London for one week. Today, the same $20 note wouldn’t be enough to cover a week’s electricity bill for that flat. However, the 1oz gold coin would still cover a week’s rent.

This is a prime example of how gold has more than maintained its purchasing power, whereas the value of currency has been slowly decreasing due to inflation. Is it really worth risking your hard-earned savings, in exchange for the 2-3% (or less) currently offered by savings accounts?

“It was really easy to do and with no capital gains tax, it just made so much sense.”

Andrew Morris

**WHY SAVE GOLD OR SILVER INSTEAD OF CASH?**

- **Higher returns** – Gold and silver have beaten inflation in the past whereas cash has not.
- **No minimum investment** – So you can start small and grow your investment as and when you are able.
- **Liquid investment** – Gold and silver can be liquidated easily and sold in any quantity.
- **Flexible** – You can sell gold or silver at any time with no penalty.
- **100% insured & protected** – While bank accounts are only guaranteed for up to £85k.
- **Security** – Gold and silver are physical, tangible assets and not exposed to counterparty risk.
## DIFFERENT TYPES OF GOLD

### PROS AND CONS

<table>
<thead>
<tr>
<th>ADVANTAGES</th>
<th>DISADVANTAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Physical Gold Coins</strong></td>
<td>Can’t put into a SIPP or pension</td>
</tr>
<tr>
<td>- Completely tax-free depending on individual circumstances (if investing in Royal Mint minted coins)</td>
<td>- Less demand from non-UK residents</td>
</tr>
<tr>
<td>- No counterparty risk, tangible asset</td>
<td></td>
</tr>
<tr>
<td>- Intrinsic value</td>
<td></td>
</tr>
<tr>
<td>- Currency value</td>
<td></td>
</tr>
<tr>
<td>- Private investment</td>
<td></td>
</tr>
<tr>
<td>- VAT exempt on investment-grade gold</td>
<td></td>
</tr>
<tr>
<td>- No management charges</td>
<td></td>
</tr>
<tr>
<td>- Very liquid and divisible</td>
<td></td>
</tr>
<tr>
<td>- High buy back prices</td>
<td></td>
</tr>
<tr>
<td><strong>Physical Gold Bars</strong></td>
<td></td>
</tr>
<tr>
<td>- No counterparty risk, tangible asset, has intrinsic value, private investment</td>
<td>Capital Gains Tax is applicable on any growth</td>
</tr>
<tr>
<td>- VAT exempt on investment-grade gold</td>
<td>- Potentially reportable - less private than coins</td>
</tr>
<tr>
<td>- No management charges</td>
<td>- Less demand results in weaker buy back prices</td>
</tr>
<tr>
<td>- Can purchase gold bullion bars within SIPP/pension</td>
<td>compared to coins</td>
</tr>
<tr>
<td><strong>ETF</strong></td>
<td></td>
</tr>
<tr>
<td>- Relatively cheap, fast &amp; easy to buy and sell</td>
<td>Counterparty risk, may not be fully physically backed, cannot take physical delivery, gains and losses can be larger than changes in gold price, annual management charges, taxes applicable</td>
</tr>
<tr>
<td>- Can purchase gold ETFs within SIPP/pension</td>
<td></td>
</tr>
<tr>
<td><strong>Gold Fund</strong></td>
<td></td>
</tr>
<tr>
<td>- Well established, easy to access, relatively cheap</td>
<td>Counterparty risk, may not be fully physically backed, cannot take physical delivery, gains and losses can be larger than changes in gold price, annual management charges, taxes applicable</td>
</tr>
<tr>
<td>- Can purchase gold fund within SIPP/pension</td>
<td></td>
</tr>
<tr>
<td><strong>Gold Mining Company</strong></td>
<td></td>
</tr>
<tr>
<td>- Potential for higher gain than the gold price, dividend potential</td>
<td>Counterparty risk, potentially high risk, apart from gold performance, share price determined by how company is run and profitability of gold mine</td>
</tr>
<tr>
<td><strong>Spread Betting</strong></td>
<td></td>
</tr>
<tr>
<td>- Potential for very high gains, tax exempt</td>
<td>Speculative, complicated and high risk, can lose more than initial investment</td>
</tr>
<tr>
<td><strong>Futures</strong></td>
<td></td>
</tr>
<tr>
<td>- Potential for very high gains</td>
<td>Speculative, complicated and high risk, can lose more than initial investment</td>
</tr>
<tr>
<td><strong>CFD</strong></td>
<td></td>
</tr>
<tr>
<td>- Potential for very high gains</td>
<td>Speculative, complicated and high risk, can lose more than initial investment</td>
</tr>
</tbody>
</table>

Whether you’re ready to invest or would like to explore your options, we’d love to hear from you. Call for a no-obligation consultation today on: 0207 060 6902. Email us: info@thepuregoldcompany.co.uk | Write to us: 1 Royal Exchange, London, EC3V 3DG | Visit us online: thepuregoldcompany.co.uk | Company Number 07953325
Gold has a thousand-year track record for retaining its value while other asset classes have risen and fallen at the whim of economic and political events.

The graphs below show how gold has performed relative to other asset classes during both a 5 and 20 year period.

Over the last five years, gold and silver has outperformed most other asset classes. The stock market and domestic property sit above the rate of inflation. Meanwhile bank savings, Cash ISAs and government bonds have all underperformed inflation and show a loss in real terms. If you invested £10,000 five years ago:

- In a bank current account, it would be worth £10,131
- In a cash ISA, it would be worth £10,298
- In ten-year government bonds, it would be worth £10,606
- In residential property, it would be worth £13,201
- In the FTSE 100, it would be worth £11,757
- In SILVER, it would be worth £15,345
- In GOLD, it would be worth £15,280

Growth in various UK physical gold and silver products results in no capital gains tax depending on individual circumstances.
HOW DO OTHER ASSET CLASSES FARE?

Stock Market
The world had only just started to emerge from the torpor of pandemic lockdowns when 2022 offered up a slew of events, from wars to inflation to interest rate rises, that have conspired to unsettle the global economy. Markets have been very volatile throughout the year, and many of the main global indices are entering 2023 down substantially. Few market commentators would be comfortable calling the bottom with so much uncertainty ahead, so 2023 looks to be offering up more unpredictability.

Property
The property market tends to be a more steady growth investment, although it can also decline. For many people, it is their most significant investment, but it is entirely illiquid. The cost-of-living crisis, a recession and repeated interest rate rises have converged to squeeze households just as mortgage prices are surging. The outlook for the housing market in the UK is now forecast to be several years of falling prices.

Gold
By contrast, gold investments are highly liquid and its value has increased during most recessions over the last century. Gold forecasts range from static to modest growth, with expectations for a greater increase in the second half of the year when US interest rates are expected to have peaked. Bank of America expects an average of £2,000 an ounce of gold in the latter half of the year once the markets calm.

Over a 20 year period, both gold and silver have soared and have considerably outperformed all other asset classes. Whilst most asset classes have outperformed inflation, the combined returns on gold and silver are almost four times higher than the average of other asset classes. And any money invested in a savings account for the last 20 years would be less as inflation eats into the value.

- In a bank current account, it would be worth £11,822
- In a cash ISA, it would be worth £14,854
- In ten-year government bonds, it would be worth £17,369
- In the FTSE 100, it would be worth £41,195
- In residential property, it would be worth £23,775
- In SILVER, it would be worth £64,082
- In GOLD, it would be worth £66,758

Growth in various UK physical gold and silver products results in no capital gains tax depending on individual circumstances.

“I feel their reputation is well deserved. I was kept informed and 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
YOUR TAX-FREE INVESTMENT OPTIONS

All our products are designed to minimise your tax exposure and protect your wealth.

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

Sir Geoffrey Leigh, Property Entrepreneur

TAX-FREE GOLD
Depending on individual circumstances, tax-free gold allows you to invest in and grow your gold investment without paying tax on your gains. Tax-free gold, in the form of UK investment-grade gold coins minted by the Royal Mint, is legal tender and therefore HMRC does not regard any growth as taxable. This tax treatment may be subject to change in the future.

TAX-FREE SILVER
Depending on individual circumstances, tax-free silver allows you to invest in and grow your physical silver portfolio without having to pay any tax on your gains. Though in the UK buyers are required to pay VAT on purchases of physical silver, we are able to supply physical silver without our customers having to pay VAT (if customers choose storage outside the EU), or Capital Gains Tax (if customers choose silver coins minted by the Royal Mint).

GOLD PENSION PLAN
In 2006, the government made it possible for individuals to diversify and protect their nest egg by purchasing physical gold bars within their pension or SIPP and benefit from up to 45% income tax relief depending on individual circumstances. As leaders in our field, we are ideally placed to explain how this simple but effective structure could work for you.
BUYING
GUIDE:
TAX-FREE
GOLD

Protect and grow your wealth with physical gold.

Physical gold offers the ultimate insurance policy in uncertain times. A tax efficient investment, depending on individual circumstances, and a stable global currency – financial experts recommend that part of your wealth be invested in this safe-haven asset, now more than ever.

FINANCIAL SECURITY
Gold represents a safe-haven asset, especially in times of economic, social and political instability. Because physical gold sits outside the banking system, you do not expose your savings to bank insecurities or counterparty risk.

INSURANCE AGAINST INFLATION
In times of inflation, gold’s value tends to increase in line with other products and commodities, unlike your cash savings or ISAs.

GROWTH & RETURNS
Gold remains one of the best performing UK assets of the 21st century, growing over 10% per year on average since 2000, compared with 4.5% for the FTSE 100 (Total Return) and 5.7% for property (UK house price index).

FREE FROM VAT & CAPITAL GAINS TAX
Customers can purchase tax-free gold in the form of UK investment-grade gold coins depending on individual circumstances (and this tax treatment may be subject to change in the future). Because gold coins minted by the Royal Mint are considered legal tender, HMRC does not require payment of capital gains tax. Investment-grade gold is not subject to VAT.

A FLEXIBLE INVESTMENT & EASY TO LIQUIDATE
Gold can be purchased as a one-off investment or as part of a regular savings plan or sophisticated portfolio. What’s more, as it is recognised and sought after across the world, it is easy to liquidate at any time.

OUR APPROACH
Established in 2012, The Pure Gold Company views itself as a trusted market leader for gold and silver investments. We offer a uniquely consultative approach to buying and selling physical gold and silver, guiding clients ranging from experienced investors to those who are just getting started. Simply tell us your goals and the amount you’d like to invest and we will guide you to the right, fully certified gold investment for you. You can choose to have your metals delivered directly to you or stored in vaults and when you are ready, take advantage of our Buy Back Guarantee.
BUYING GUIDE: VAT-FREE SILVER

Protect and grow your wealth with physical silver.

Investing in physical silver is an affordable way to save for your future and protect your wealth. With many of the benefits of gold, this in-demand metal is a smart investment.

FINANCIAL SECURITY
Silver represents a safe-haven asset, especially in times of economic, social and political instability. Because physical silver sits outside the banking system, you do not expose your savings to bank insecurities or counterparty risk. What’s more, in times of inflation, silver’s value tends to increase in line with other commodities, unlike your cash savings.

GROWTH & RETURNS
Silver remains one of the best performing UK assets of the 21st century, growing over 10% per year on average since 2000, compared with 4.5% for the FTSE 100 and 5.7% for property (UK house price index).

FREE FROM VAT & CAPITAL GAINS TAX
Individuals who purchase physical silver within the EU are required to pay VAT. However, The Pure Gold Company is able to supply physical silver free from VAT when stored outside the EU, and free from Capital Gains Tax when purchasing coins minted by the Royal Mint.

FIND OUT MORE TODAY BY CALLING A CONSULTANT ON 0207 060 6902 OR EMAIL US AT INFO@THEPUREGOLDCOMPANY.CO.UK

Whether you’re ready to invest or would like to explore your options, we’d love to hear from you. Call for a no-obligation consultation today on: 0207 060 6902.

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

Secure your retirement with a balanced portfolio that includes safe-haven assets.

Gold investment will safeguard your pension savings from economic instability and comes with significant tax advantages. Here’s why you should consider adding gold to your Self-Invested Personal Pension (SIPP).

**TAX RELIEF**
When you invest in gold as part of your personal pension, you are entitled to up to 45% income tax relief on your contributions and any gains you make are free from Capital Gains Tax depending on individual circumstances.

**INSURANCE AGAINST VOLATILITY**
Gold represents a safe-haven asset, especially in times of economic, social and political instability – such as those being experienced globally today. Adding gold to your pension provides stability and balance, as well as the chance of good returns.

**FLEXIBLE & EASY TO LIQUIDATE**
If you decide to add to or make withdrawals from your pension fund, gold is quick and simple to transfer or liquidate, buying and selling in large quantities or as little as a single gold bar at a time.

**SAFELY STORED & INSURED**
Your pension gold will be allocated in your name, securely stored (separately from our other clients’ gold) in a London Bullion Market Association (LBMA) member vault and fully insured by Lloyd’s of London.

**APPROVED BY LEADING SIPP PROVIDERS**
The Pure Gold Company has been approved as a preferred product provider for many of the UK’s leading SIPP providers. Call us to find out which cost-effective solution might work for you.

**OUR APPROACH**
Established in 2012, The Pure Gold Company views itself as a trusted market leader for gold and silver investments. We offer a uniquely consultative approach to buying and selling physical gold and silver, guiding clients ranging from experienced investors to those who are just getting started. Simply tell us your goals and the amount you’d like to invest and we will guide you to the right, fully certified gold investment for you. You can choose to have your metals delivered directly to you or stored in vaults and when you are ready, take advantage of our Buy Back Guarantee.
HOW TO GET STARTED

Whether you’re ready to invest or would like to explore your options, we’d love to hear from you. Call for a no-obligation consultation today on 0207 060 6902.

CONSULTATION
One of our dedicated specialists will work with you to identify which products are available to you and will benefit you most. The length of the consultation is down to you and is an opportunity to ask us as many questions as you like.

PURCHASE ORDER
When you feel confident that you’ve had all your questions answered, you will be asked to complete a purchase order, which is your instruction to purchase metals. We work exclusively with clients who are looking to invest five thousand pounds or more.

PAYMENT
In order to lock in the price and complete your order, you must then make a payment, via bank transfer or personal cheque.

STORAGE OR DELIVERY
We can either deliver your gold directly to you, via our fully insured delivery service, or you can choose to have your gold safely stored, in a London Bullion Market Association (LBMA) member vault, where your physical metals are allocated in your name.

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

* Investing in physical gold and silver involves risk – the value of your investment and the return from it may go down as well as up. Investing in physical gold and silver is not an activity regulated by the FCA. That means you will not have the protection of the Financial Ombudsman Service or the Financial Services Compensation Scheme. If you are unsure about investing, you should seek independent financial advice.