

THE
PURE GOLD
COMPANY

GOLD AND SILVER
INVESTOR GUIDE

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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](#).

WHY INVEST IN GOLD AND SILVER?

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).

2023 was a very muted year for the global economy. While the inflation highs of 2022 were finally brought under control, growth in many developed economies was tepid at best. While the UK actually performed better than originally expected, this only amounted to GDP growth of around 0.6%, while inflation remained higher than forecast and the outlook for the next few years has had to be downgraded. Investing in a slow growth economy in 2024 means diversification should be a priority. 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 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



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

theguardian

FINANCIAL TIMES

REUTERS

YourMoney.com

CNBC

BBC

MONEYWEEK

The Telegraph

WSJ

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.

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 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:

- Continued 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

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.

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 10.5% per year on average since 2000, compared with 4.6% for the FTSE 100 (Total Return) and 5.5% 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.

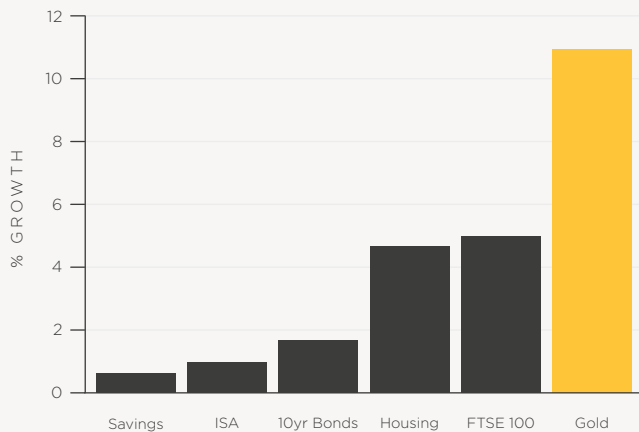
Rarity – Unlike currency, gold cannot simply be created, its finite supply ensures its enduring value. There is only enough gold in the world to fill two Olympic-size swimming pools.

A POWERFUL ASSET FOR THE FUTURE

Experts regard gold as a safe-haven asset with a promising future. The spot gold price hit an all-time high in 2023, and its strength has been a testament to the stability it can offer in times of uncertainty. The year ahead offers more of the same uncertainty. While interest rates have risen sharply over the last two years, inflation has eased enough for central banks to consider lowering rates, which often helps to support non-interest bearing gold investments.

The World Gold Council said in its outlook for 2024 that many economists expect a 'soft landing' for the US economy which could be neutral to negative for the yellow metal. But importantly, geopolitical and economic uncertainty, similar to the bank collapses and Israel-Hamas war of 2023, could drive up gold demand. In addition, central bank buying, which has been high for the past two years, could add 10% to gold's performance in 2024.

AVERAGE YEARLY GROWTH OVER 5 YEARS



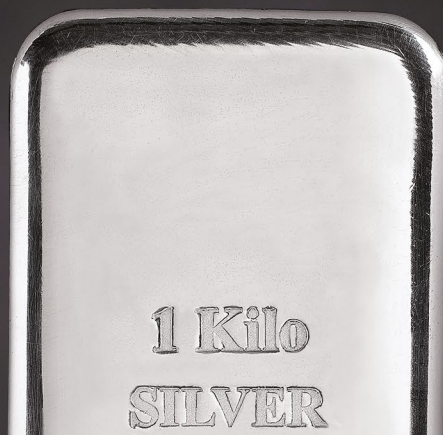
GOLD PRICES JAN '09 TO JAN '24



“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

SILVER INVESTMENT IN MORE DETAIL



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.

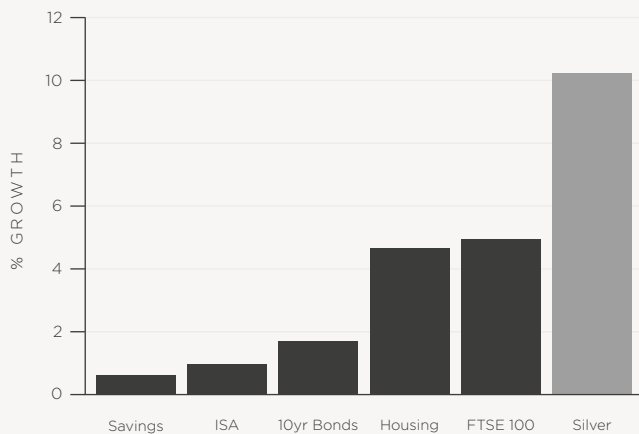
- **Private investment** – Unlike shares or banking, there is no requirement to register ownership of silver. Physical silver is one of the only forms of private investment left today.
- **Inheritance & legacy** – Purchasing physical silver is a private store of wealth that allows clients to effectively 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 almost 10% per year on average since 2000, compared with 4.6% for the FSE 100 and 5.5% 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.

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 2024 the gold/silver ratio was around 88:1**, 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. Research by Oxford Economics for the Silver Institute forecasts that between 2023 and 2033, the output of end users of industrial silver will increase by 46% in real terms. That demand will underpin the silver market alongside investment and jewellery demand, reflecting silver's long-term value and growth potential.

AVERAGE YEARLY GROWTH OVER 5 YEARS



SILVER PRICES JAN '09 TO JAN '24



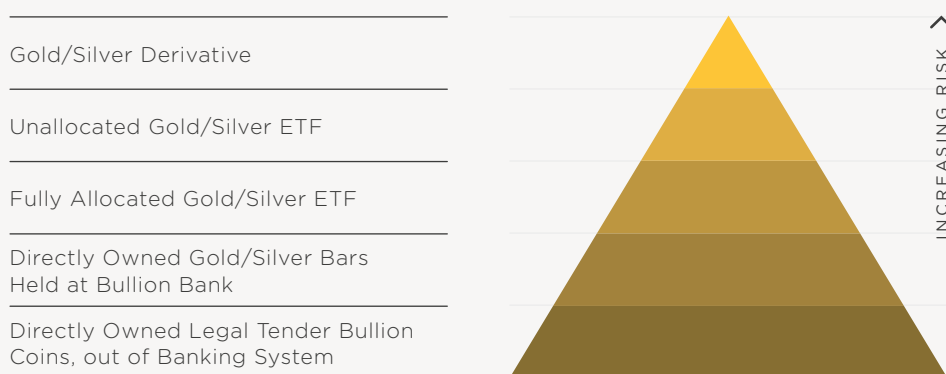
“Having thoroughly researched the gold investment market I found The Pure Gold Company. Their consultants were knowledgeable, transparent and kept it all very simple. My gold arrived the next day and I’m now discussing options for silver storage. I highly recommend them.”

Oliver Shipton, Partner at Lee & Thompson LLP

PHYSICAL VS PAPER (ELECTRONIC) METALS

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

PYRAMID OF RISK



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. As interest rates have risen, so has the interest paid on savings accounts, but with inflation only recently off long-term highs, it's still easy to lose out to value erosion. Meanwhile gold continues to provide a secure investment that holds its long-term value.

“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.
- **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** when stored in a secure vault – 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

	ADVANTAGES	DISADVANTAGES
Physical Gold Coins	<ul style="list-style-type: none"> • Completely tax-free depending on individual circumstances (if investing in Royal Mint minted coins) • No counterparty risk, tangible asset • Intrinsic value • Currency value • Private investment • VAT exempt on investment-grade gold • No management charges • Very liquid and divisible • High buy back prices 	<ul style="list-style-type: none"> • Can't put into a SIPP or pension • Less demand from non-UK residents
Physical Gold Bars	<ul style="list-style-type: none"> • No counterparty risk, tangible asset, has intrinsic value, private investment • VAT exempt on investment-grade gold • No management charges • Can purchase gold bullion bars within SIPP/pension 	<ul style="list-style-type: none"> • Capital Gains Tax is applicable on any growth • Potentially reportable - less private than coins • Less demand results in weaker buy back prices compared to coins
ETF	<ul style="list-style-type: none"> • Relatively cheap, fast & easy to buy and sell • Can purchase gold ETFs within SIPP/pension 	<ul style="list-style-type: none"> • 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
Gold Fund	<ul style="list-style-type: none"> • Well established, easy to access, relatively cheap • Can purchase gold fund within SIPP/pension 	<ul style="list-style-type: none"> • 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
Gold Mining Company	<ul style="list-style-type: none"> • Potential for higher gain than the gold price, dividend potential 	<ul style="list-style-type: none"> • Counterparty risk, potentially high risk, apart from gold performance, share price determined by how company is run and profitability of gold mine
Spread Betting	<ul style="list-style-type: none"> • Potential for very high gains, tax exempt 	<ul style="list-style-type: none"> • Speculative, complicated and high risk, can lose more than initial investment
Futures	<ul style="list-style-type: none"> • Potential for very high gains 	<ul style="list-style-type: none"> • Speculative, complicated and high risk, can lose more than initial investment
CFD	<ul style="list-style-type: none"> • Potential for very high gains 	<ul style="list-style-type: none"> • Speculative, complicated and high risk, can lose more than initial investment

GOLD'S PERFORMANCE COMPARED TO OTHER INVESTMENTS

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.

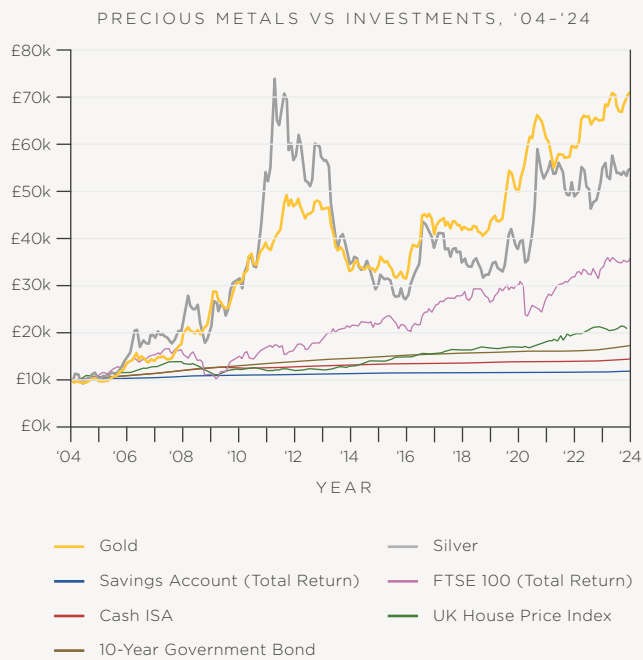
PRECIOUS METALS VS INVESTMENTS, '19-'24



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 **£10,332**
- In a cash ISA, it would be worth **£10,494**
- In ten-year government bonds, it would be worth **£10,885**
- In residential property, it would be worth **£13,087**
- In the FTSE 100, it would be worth **£13,382**
- In SILVER, it would be worth **£15,663**
- In GOLD, it would be worth **£16,031**

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



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 worth less as inflation eats into the value. If you invested £10,000 20 years ago:

- In a bank current account, it would be worth **£11,948**
- In a cash ISA, it would be worth **£14,424**
- In ten-year government bonds, it would be worth **£17,282**
- In the FTSE 100, it would be worth **£35,795**
- In residential property, it would be worth **£21,005**
- **In SILVER, it would be worth £54,657**
- **In GOLD, it would be worth £70,710**

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

Stock markets in 2023 had a volatile year. After surging inflation prompted a rapid rise in interest rates, both have finally slowed but the future is far from certain. Global growth is expected to be muted in 2024 as consumers and businesses nurse an inflation-induced hangover with high rates adding to the pain. Meanwhile markets remain wary of geo-political and economic shocks like the bank collapses of 2023 and the Israel-Hamas war. After several years of uncertainty, 2024 looks likely to be as unpredictable as all the rest.

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. 14 consecutive interest rate rises in less than two years in the UK has had a lasting impact on the property industry. Even with rates on hold, home buyers used to low mortgage rates are being priced out of the market. The Office for Budget Responsibility forecasts that house prices will fall by 4.7% in 2024.

Gold

By contrast, gold investments are highly liquid and its value has increased during most recessions over the last century. The anticipation of lower interest rates in the US and the geopolitical tensions expected ahead of the elections there in 2024 could provide support for the gold price. Forecasts vary, but many banks and economists see some upside to gold in 2024, with all-time highs likely to be tested again following strong growth in 2023.

“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

FIND OUT MORE
TODAY BY CALLING
A CONSULTANT ON
0207 060 6902
OR EMAIL US AT
[INFO@THEPURE
GOLDCOMPANY.CO.UK](mailto:INFO@THEPUREGOLDCOMPANY.CO.UK)

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

FIND OUT MORE
TODAY BY CALLING
A CONSULTANT ON
0207 060 6902
OR EMAIL US AT
[INFO@THEPURE
GOLDCOMPANY.CO.UK](mailto:info@thepuregoldcompany.co.uk)

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 10.5% per year on average since 2000, compared with 4.6% for the FTSE 100 (Total Return) and 5.5% 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 almost 10% per year on average since 2000, compared with 4.6% for the FTSE 100 and 5.5% 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.

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. A growing demand, together with a diminishing supply, pushes up the price.

DIVERSIFY YOUR PORTFOLIO

Silver comes with many of the same advantages as gold, in terms of securing your savings, but it is cheaper and has the potential for even greater returns. By diversifying between gold and silver you can further protect your investments.

FLEXIBLE, AFFORDABLE & EASY TO LIQUIDATE

Silver can be purchased as a one-off investment or as part of a regular savings plan. It is much cheaper than gold and is also easy to liquidate.

BUYING GUIDE: PENSION GOLD

FIND OUT MORE
TODAY BY CALLING
A CONSULTANT ON
0207 060 6902
OR EMAIL US AT
[INFO@THEPURE
GOLDCOMPANY.CO.UK](mailto:info@thepuregoldcompany.co.uk)

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.

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

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.

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.

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

Andrew Morris



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.

* 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.

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](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

