





OUR STRATEGY

“Gold is in hot demand as an investment, a status symbol, and a key component in many electronic products. But it's also a finite resource, and there will eventually come a stage when there is none left to be mined.” – BBC 2022

Gold is the one of the most secure stores of wealth on the planet and its consistent growth has drawn substantial investment. However, the way it is mined has come under ever closer scrutiny in recent years. Artisanal and Small-Scale Mining (ASM) accounts for over 20% of annual gold production worldwide and it is within this segment that much of the recent growth has occurred. ASM presents a series of challenges and opportunities for ethical investment in the gold industry.

We are committed to fair trade, and we are proud members of the Fairmined initiative, supporting high environmental and labour standards in mining regions. We believe that investment in ethical ASM operations presents both an attractive return for the investor and for the local people engaged in the industry. This win-win is made possible by ensuring the integrity of the supply chain, from mine-to-market. We buy direct from miners at a fair price, ensuring that the middlemen are removed from the equation, and we sell to refineries, wholesalers, and retail consumers. With a written audit trail to demonstrate the entire process from end to end, our strategy is simple and straightforward.

WHY GOLD, WHY NOW?

“According to David Coombs, head of multi-asset investments at UK-based wealth manager Rathbone Investment Management, gold has a place in a portfolio now more than at any other point since the 1970s” (The Economist, 2022)

In the post pandemic world, inflation is hitting a 40-year high, Europe is experiencing its largest armed conflict since 1945 and storm clouds are gathering over many of the traditional financial markets. These systemic issues are leading to uncertainty in many financial markets. Gold is one of the few asset classes that presents a sustainable hedge against this volatility. Gold has long been viewed by economists and investment professionals alike as a store of value when inflation rises substantially above its long-term average.

Of all the gold produced annually, around half is used for jewellery and technology, whilst the other half is held as an asset by central banks, institutions, and retail investors. Key to underpinning the value of gold through both ‘Bull’ and ‘Bear’ markets is the fact that the demand for the first half is procyclical, i.e. it positively linked to the economic cycle, whereas the countercyclical, i.e. it is negatively linked to the economic cycle. This means that in times of economic growth, stagnation, or contraction the market is well balanced and able to support its own value





WHY INVEST WITH US?

LGX is the retail gold arm of the London DE Group of Companies, who have been established for over 9 years. We operate across globe and we cover the entire precious metal market, from bullion to graded coins. Speak to one our team in our three main offices for further information:

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