

JINGYI GOLD CO LTD

PROMINENT COMPANY IN CHINA

ISSUES BRANDED GOLD INVESTMENT BARS

Jingyi Gold Co Ltd, a limited liability company that focuses mainly on the supply of gold-related products and services to banks, retail partners, institutional customers and the public, has its national headquarters in the Xicheng district of Beijing.

The company, a subsidiary of **J & Y Holding Co Ltd**, has been a General Member of the Shanghai Gold Exchange since 2003.

Since 2010, it has offered private investors an opportunity to buy gold bars online on the Internet. It is understood to be the first company in China to offer this service.

RANGE OF GOLD BARS

In 2009, the company launched a range of 7 ounce-denominated investment bars that bear the official stamp of Jingyi Gold Co Ltd.

Minted: 100 oz, 50 oz, 10 oz, 5 oz, 3 oz, 2 oz, 1 oz

Since 2010, it has also offered a standard range of 4 gram-denominated investment bars, manufactured by Metalor Technologies (Suzhou) Co Ltd.

Cast: 1000 g, 500 g, 100 g, 50 g

In addition, the company issues other bars that have decorative or commemorative designs.

BACKGROUND

J & Y Holding Co Ltd, known by this name since 2003, was established as a private company in 2000. It traces its origins back to a Chinese government-owned company that had been founded in 1992 to undertake trading in commodity futures.

The group is structured in 5 divisions, each with subsidiary companies or companies in which J & Y has an investment:

Division	Examples Subsidiary Companies	Formal Establishment
Financial Investment	Jingyi Gold Co Ltd	2006
	Jingyi Futures Co Ltd	1992
Jewellery Industry	Beijing Diamond Jewellery Co Ltd	1996
Mining Investment	Various shareholdings	-
Capital Operations	Various investments	-
Venture Capital	Various investments	-

Jingyi Futures Co Ltd has been a member of the Shanghai Futures Exchange since 1999.

Beijing Diamond Jewellery Co Ltd has the distinction of being authorized to import gold jewellery that is manufactured outside China, but designed by Chinese designers in consultation with foreign manufacturers.



Jingyi Gold, a limited liability company, is headquartered in Beijing.



The company has issued ounce-denominated gold investment bars since 2009.



At this stage, its bars are distributed mainly through banks and retail partners in 10 cities.

Nationwide coverage is anticipated over time.



Jingyi Gold Co Ltd, formally established in 2006, undertakes an extensive range of gold-related activities, including the following:

Category	Examples
Physical Gold Trading	Services institutions on trading aspects, e.g. spot trading, forwards, swaps, gold loans. Services banks and other partners in retailing of gold bars. On-line Internet service for the public to purchase gold bars online.
Gold Research	Many studies, including renowned annual survey of the Chinese gold market. Gold market news on company website.
Gold Investment Training Services	Educational programs for banks and other entities on aspects relating to trading and retailing of gold.

Its operations are supported by staff in 10 offices around China:

Region	Province	City
North East	Jilin	Changchun
North East	Liaoning	Dalian
North West	Shaanxi	Xi'an
North	-	Beijing*
East	-	Shanghai*
East	Shangdong	Qingdao
East	Jiangsu	Taizhou
South Central	Guangdong	Shenzhen
South Central	Henan	Zhengzhou
South West	Sichuan	Chengdu

*Beijing and Shanghai, classified as Municipalities, do not fall within a Province.

Number of employees: 60 (Jingyi Gold), 800 (J & Y Holding Group)

Website: www.jy-gold.com



Jingyi Gold also offers gram-denominated gold bars issued by the Metalor Technologies Group.

OFFICIAL STAMP

Applied to selected bars, issued by Jingyi Gold, since 2009.

The combination of a bull, a bear and a tai-chi symbol represents balance.



Jingyi Gold has published an Annual Gold Survey on the Chinese gold market since 2008.

SUPPLEMENTARY STAMP

Applied to the reverse side of ounce-denominated bars, issued by Jingyi Gold, since 2009.

“Lijintong” stands for “gold with liquidity”.



TECHNICAL DESCRIPTION – MAIN GOLD INVESTMENT BARS

TROY OUNCE

Weight	Type	Fineness	Shape	Dimensions mm	First Issued	Serial Number System
100 oz	Minted	999.9	Rectangular	169 x 93.6 x 10	2009	100 plus 5 numbers
50 oz	Minted	999.9	Rectangular	130 x 72 x 8.6	2009	50 plus 5 numbers
10 oz	Minted	999.9	Rectangular	65 x 39 x 6.4	2009	10 plus 5 numbers
5 oz	Minted	999.9	Rectangular	53 x 31.8 x 4.8	2009	5 plus 5 numbers
3 oz	Minted	999.9	Rectangular	45 x 27 x 4	2009	3 plus 5 numbers
2 oz	Minted	999.9	Rectangular	40 x 24 x 3.5	2009	2 plus 5 numbers
1 oz	Minted	999.9	Rectangular	32 x 19.2 x 2.7	2009	1 plus 5 numbers

Source: Jingyi Gold Co Ltd

GRAM

Name	Type	Fineness	Shape	Comment	Weights	First Offered by Jingyi Gold
Metalor Brand	Cast	999.9	Rectangular	Each bar has a DataMatrix code	1000 g, 500 g, 100 g, 50 g	2010

Note: The gram-denominated bars record the official stamp of Metalor Technologies (Suzhou) Co Ltd.

As a General Member of the Shanghai Gold Exchange, the company also trades Shanghai Good Delivery bars.

SUPPLEMENTARY GOLD BARS

In addition to the main ounce-denominated investment bars, the company issues other bars, and other products that are traded at prices based on the value of fine gold content.

For example:



Name	Type	Fineness	Shape	Comment	Weights	First Issued
Chinese Lunar Animal Series	Minted	999	Rectangular	Annual design change	1000 g, 500 g, 200 g, 100 g, 50 g, 30 g, 20 g, 10 g	2010
Golden Rabbit	Cast	999	Rabbit	For luck and wealth	200 g, 100 g, 50 g, 30 g, 20 g, 10 g	2010
Golden Fish	Cast	999	Fish	For luck and wealth	1000 g, 500 g, 200 g, 100 g, 50 g, 30 g, 20 g, 10 g	2010

Source: Jingyi Gold Co Ltd

RETAIL DISTRIBUTION

The company, at this time, distributes its branded and other gold bars and products for retail customers through the major outlets of two banks (Beijing Rural Commercial Bank and Shanghai Rural Commercial Bank) and 10 other companies. Number of outlets: approximately 100 in 10 cities. Nationwide coverage is anticipated over time.

Internet On-line Sales Service

Launched in 2010. Minimum purchase: 1 oz (31.10 g). Payment, prior to confirmation and delivery, is required to be made to the company's ICBC bank account.



Jingyi Gold Co Ltd, formally established in 2006, traces its origins back to 1992.



MAIN GOLD INVESTMENT BARS

TROY OUNCE



The Jingyi Gold range of ounce-denominated bars (1 oz – 100 oz) was launched in 2009.



Illustrating the standard reverse side.



GRAM



1000 g



500 g



100 g



50 g

Jingyi Gold has offered a Metalor range of gram-denominated bars since 2010.



Each bar incorporates not only a serial number but also an innovative security feature in the form of an engraved **DataMatrix** code, which can contain diverse information relating to the fabrication and origin of the bar.



SUPPLEMENTARY GOLD BARS



The Chinese Lunar Animal Series was launched in 2010.
Range of 8 minted bars in two versions: 10 g – 1000 g.



The Golden Fish was launched in 2010.
Range of 8 cast "model" bars: 10 g – 1000 g



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