

GOLD BARS WORLDWIDE

WWW.GOLDBARSWORLDWIDE.COM



PROSPECTUS

The Gold Bars Worldwide website is the gold industry's primary source of information on gold bars and the world's leading gold refiners.

In addition, the website provides comprehensive information on the world's leading gold bullion coins.

Launched in 2007 with support from the World Gold Council, the website is used to promote gold and gold investment worldwide by providing original research data – that is available nowhere else on the Internet.

Containing more than 120 rigorously researched sections and supplements, it is regularly cited as an invaluable resource by dealers, investors, refiners, mints, mining companies, central banks, associations and others with an interest in the international gold bar and bullion coin market.

The private sale of the Gold Bars Worldwide website offers a unique opportunity to position the new owner as a leader within the global gold industry and to draw international attention to its country of location.

UNSOLICITED COMMENTS

"I think very highly of your project and frankly have recently been using it more than ever as a point of reference for some questions asked."

Former Chairman of LBMA

"This is an important website for us – the Wikipedia of gold players."

Rand Refinery (South Africa)

"Thank you for the hard work to edit the information about our refinery. We have read it, and the article is very accurate and detailed."

The Great Wall Gold & Silver Refinery (China)

"Thank you for a brilliant supplement ... we keep on learning from your effort."

MMTC-PAMP (India)

"I have a quick run through the Panda Coin file. I think it is excellent information."

World Gold Council (Far East)

"We can confirm our support of your excellent website."

Johnson Matthey Gold & Silver Refining (USA)



Grendon International Research Pty Ltd
Manager, www.goldbarsworldwide.com

Major Sponsor: World Gold Council (2007-2013)

PROMOTING GOLD WORLDWIDE



IMPORTANCE OF GOLD BARS

- Gold investment bars alone accounted for 1,377 tonnes (32%) of world gold supply of 4,254 tonnes* in 2013.
- The accumulated investment in Exchange Traded Gold exceeds 1,800 tonnes, almost all of which is backed by London Good Delivery 400 oz bars.
- The annual issue of gold bullion coins derived from gold bars has exceeded 300 tonnes in recent years.
- Most jewellery and industrial gold products are also derived from gold bars in some form.

Yet despite the critical importance of gold bars to the international gold market, www.goldbarsworldwide.com is the only website to provide comprehensive information on widely-traded gold bars and their manufacturers.

*Source: GFMS, Thomson Reuters – Annual Gold Survey 2014

BENEFITING THE INDUSTRY

The Gold Bars Worldwide (GBW) website is a valuable resource to the gold industry:

Original Research	GBW offers easy access to a unique international information base on gold bars, gold refiners, gold bullion coins and related aspects, rigorously researched and simply presented in PDF format.
Liquidity	GBW includes hundreds of photographs of gold bars , offering the trade and investors easy access to clear visual references.
New Product Development	GBW draws attention to innovative bars to stimulate new product development. GBW's information base also assists bar manufacturers to be aware of current norms in the manufacture of bars.
Customs Departments	GBW's broad definition of a gold bar and supplements on how bars are manufactured have been used to influence Customs codes and reduce taxes on bars.
Market Sentiment	GBW's sections and supplements are carefully designed to support the promotion of gold .
Industry Training	GBW enables new staff , with an involvement in gold bars and bullion coins, to obtain, within an hour, a basic understanding – that might otherwise have taken years to acquire.

PROVEN IMPACT

GBW's value to the gold industry has been widely acknowledged since its establishment:

In June 2012, the **LBMA's Physical Committee** advised that it was relying on GBW for authoritative information on gold **kilobars** and had embedded a link to GBW on the LBMA website for its members.

The industry's nine **leading international gold refiners** have supported GBW as corporate sponsors every year since its establishment.

Mints have particularly valued GBW's provision of **gold bullion coin statistics** broken down by coin size, as many of these figures are not easily obtainable.

The GBW supplement on the Turkish State Mint's **Meskuk and Ziynet**, the first report to offer extensive information on the world's best-selling gold bullion coins over the past decade, has been widely acclaimed.

GBW's comprehensive report, **"Gold Refiners and Bars in the Russian Federation"**, was translated into Russian by The Gokhran of Russia and circulated to the "highest levels", including Russia's central bank.

INFORMATION FOR THE INTERNATIONAL GOLD MARKET



The Gold Bars Worldwide website, derived from original research undertaken in 30 countries, groups the information under two main categories: **Basic Information and Industry Information.**

BASIC INFORMATION

There are 12 "basic" sections for those who want an introduction to the world of gold bars, gold refiners and gold bullion coins.

About Gold Bars

- Buying and Selling Gold Bars
- Accredited Gold Bar Manufacturers
- Gold Conversion Tables
- Definitions: Bar Types
- Bar Weights & Purities
- London Good Delivery Bars
- Kilobars
- Smaller Cast Bars
- Minted Bars
- Diverse Range of Investment Bars
- Gold Associations & Exchanges

Gold Bullion Coins

- An International Guide

INDUSTRY INFORMATION

There are more than 110 supplements, grouped under eight categories, for those that require more detailed information, particularly trade entities:

Category	Focus	Supplements
Major Refiners & Brands	GBW's international refiner sponsors – they operate 17 refineries and manufacture over 50% of the world's bars.	11
Additional Refiners & Brands	Bars from other refiners and issuers in 22 countries.	54
New Bars	New and innovative bars.	21
Bar Registers	Includes the Kilobar Compendium.	9
Historical Bars	Renowned manufacturers in the past.	7
Technical Reports	Bar manufacturing methods and packaging.	4
National Reports	GIR books: "Gold Refiners and Bars in the Russian Federation" and "An Introduction to the Indian Gold Market".	2
Bullion Coins	Includes "Gold Bullion Coins – An International Guide".	9
Additional	Included as minor categories.	6

A minimum of 12 new supplements has normally been placed on GBW each year, while a further 25 or more supplements have been revised or updated each year.

WEBSITE USAGE AND TRAFFIC

The website is available to the gold market worldwide – typically, for viewing on an as-needed basis when specific information is sought.

Traffic: January – December 2013

- Average number of unique visitors per month: 3,545
- Average number of visits per month: 5,611
- Average number of hits per month: 247,866
- Average number of hits per visit: 44.2
- Sources: Direct address (67%), Search engines (15%), External websites (18%)
- National : USA (31%), UK, Germany, India, Japan, China and 90 other countries.

Source: cpanel



GIR normally also sends an email, every 2 – 3 months, to a proprietary list of over 250 industry entities to alert them to new supplements on the website.

FOUNDER AND SPONSORS

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FOUNDER

Grendon International Research Pty Ltd was established in Australia in 1989 by Nigel and Brigida Desebrock.

Educated in South Africa and at Oxford University in England, Nigel has been associated with the gold industry for more than 30 years. From 1980 to 1986, he worked for **International Gold Corporation**, the gold marketing arm of the Chamber of Mines of South Africa, in London and Johannesburg, where he became Manager, Investment Division (Worldwide), which included the promotion of South Africa's Kruggerands worldwide.

Moving to Australia in 1986, he worked for **Gold Corporation** (which included The Perth Mint and Australian Gold Refineries) where he became a board director and Managing Director, GoldCorp Australia.

In 1989, he left Gold Corporation to set up Grendon International Research Pty Ltd (GIR).



In addition to acting as a consultant within the gold industry, GIR has published standard reference books, including the following:

- Gold Refiners & Bars Worldwide (1991 – 476 pages)
- The Industry Catalogue of Gold Bars Worldwide (1998 – 344 pages)
- The Industry Catalogue of Gold Bullion Coins (1999 – 380 pages)
- An Introduction to the Indian Gold Market (2002 – 192 pages)
- Gold Refiners and Bars in the Russian Federation (2009 – 100 pages, on website)

In 1993, GIR established **The Industry Collection of Gold Bars Worldwide** with N.M. Rothschild & Sons (Australia) Limited. In 2013, the Collection, which contains over 1,000 bars from 35 countries, was acquired by Degussa Goldhandel GmbH for inclusion in a gold museum being planned for Germany.

SPONSORS

The Gold Bars Worldwide website was developed in consultation with the **World Gold Council**, which acted as the major sponsor from 2007 until 2013.

The world's nine leading gold refining companies, two international banks and two major bullion coins have supported the website as corporate sponsors over many years:

- Argor-Heraeus SA – Switzerland
- Heraeus Group – Germany, USA, Hong Kong
- Johnson Matthey Goup – USA, Canada
- Metalor Group – Switzerland, USA, Hong Kong, China, Singapore
- PAMP SA – Switzerland, India
- The Perth Mint – Australia
- Rand Refinery Ltd – South Africa
- Tanaka Kikinzoku Kogyo K.K. – Japan
- Valcambi SA – Switzerland

- Commerzbank AG Luxembourg Branch – Dealing offices in Luxembourg, USA, Singapore
- Standard Bank Plc – Dealing offices in London, Dubai, Singapore and other countries

- Australian Kangaroo & Lunar Series
- Kruggerand

To underline the authority of the website, sponsorship has only been requested from leading industry entities.

TRANSFERRING THE WEBSITE

To facilitate the transfer of the website to the new owner, GIR would provide the following:

- **High resolution versions** of all sections and supplements: DVD from which low resolution versions can be derived for placing on the website, and from which revised versions can be made, if required.
- More than **1,000 photographs** that have been used in the sections and supplements: DVD with photographs grouped by section or supplement.
- Names of the **contact persons** in over 70 companies that assisted GIR to prepare the supplements.

In addition:

- GIR would act as a **consultant** to the new owner over six months to ensure a smooth transfer of the website.
- GIR would authorize the new owner to have free access to the information in **GIR's books**, related to gold bars, gold refiners and gold bullion coins, for inclusion on the website, if required.