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Golden Dram



GOLD BULLION

Golden Dram is guided by a seasoned team with a collective 15 years of experience spanning the spirits industry, investment strategies, and product development.

Our primary commitment lies in delivering exceptional value and premium alternative asset opportunities to both trade partners and retail buyers alike.

Golden Dram presents an exclusive opportunity to enhance & diversify your portfolio with premium tangible assets.

Our carefully curated selections include, Single Malt Scotch Whisky Casks, Fine Tequila Casks and high-value Gold & Silver Bullion.

Each asset class offers a unique avenue for wealth preservation and potential growth. Designed for discerning buyers, these assets combine timeless appeal with the potential for long-term stability in an ever-evolving market.

Recent years have witnessed a growing interest in alternative assets, driven by diverse motivations - from investment potential to commemorating milestones, engaging in distinctive experiences and more.

While traditional assets such as stocks and bonds remain foundational to most portfolios, alternative assets present a compelling compliment. They offer the potential to mitigate economic uncertainty, navigate market fluctuations, hedge against inflation and leverage emerging market trends. This strategy provides a well-rounded and resilient approach to portfolio diversification.





Our Exclusive Loyalty Rewards Programme: Earn with Every Purchase

At **Golden Dram**, we are delighted to unveil **Dramcoin**—our groundbreaking loyalty rewards programme created exclusively for our esteemed clients. **Dramcoin** represents a new era in the world of spirits, offering an unparalleled way to earn, redeem, and enhance your portfolio with every retail purchase.

What Makes **Dramcoin** Exceptional?

Dramcoin is the world's first loyalty rewards programme tailored specifically for the discerning spirits enthusiast and buyer. With this unique initiative, we're redefining what it means to be rewarded by blending the art of fine spirits with the power of premium purchasing opportunities. Whether you're a coin collector or a strategic bullion buyer, **Dramcoin** provides an exciting new dimension to your journey.

How **Dramcoin** Works

Earn **Dramcoin** on Every Purchase

Every time you make a purchase on our platform, you'll earn **Dramcoin** equivalent to 2.5% of the total amount spent. **For example, for every £1000 spent, you'll accumulate Dramcoin worth £25.** It's a seamless way to see your retail activity translate directly into tangible rewards.

Redeem Your **Dramcoin** for Exceptional Value

Once you've earned **Dramcoin**, the possibilities are vast. Use your **Dramcoin** to offset the cost—partially or in full—on a curated selection of alternative assets available exclusively on our platform. This includes exclusive cask opportunities, and other high-value offerings designed to complement your portfolio.



Our Exclusive Loyalty Rewards Programme: Earn with Every Purchase

Why Choose **Dramcoin**?

- **Unmatched Rewards:** **Dramcoin** offers a higher rate of return on your purchases compared to standard loyalty programmes, making every transaction inherently rewarding.
- **Exclusivity:** As a pioneering loyalty programme in the spirits industry, **Dramcoin** offers opportunities unavailable anywhere else.
- **Portfolio Growth:** By redeeming **Dramcoin** on premium products and alternative assets, you're not just enjoying rewards—you're adding lasting value to your portfolio.
- **Effortless Integration:** Your **Dramcoin** rewards are automatically tracked with each purchase, ensuring a simple and hassle-free experience.

Join the **Dramcoin** Revolution

With **Dramcoin**, every purchase you make is an investment in something greater. From enhancing your collection to expanding your portfolio with exclusive assets, the opportunities are endless. Elevate your loyalty experience and be part of a programme that values your passion and dedication.

Start earning **Dramcoin** today and unlock a world of exceptional rewards, exclusive opportunities, and unparalleled benefits. The future of loyalty in the world of alternative assets begins here.

Visit our site to start earning your **Dramcoin**!
www.goldendraminvestments.co.uk

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We can provide you with market guidance and trends, and also suggest hints and tips on what others tend to do with their gold when it comes time to exit.

Purchasing an alternative asset doesn't have to be complicated, we have introduced a four step method to help simplify the process.

Step 1: Explore the Asset you want to purchase; do your research.

Step 2: Speak to the team at **Golden Dram**, arrange a free consultation to discuss any questions you may have.

With the help of **Golden Dram** & our team of experts, we can help you select your gold based on the following criteria:

- What do you intend to do with your gold, why are you purchasing it?
- Your specified entry price point.

Step 3: Purchase your asset of choice.

Upon selection of your Gold, you as the proud new owner, will receive a formal documented **Assay Certificate**, certifying the purity and authenticity of the gold. **Serial numbers** will be provided as unique identifiers & to enhance traceability on gold bars and your transaction will be fully documented with proof of purchase receipts and/or contracts. Your gold will be delivered to you or we can arrange secure vaulted storage on your behalf where your asset will continue to appreciate in value until you decide to exit/divest/liquidate it.

NOTE: Storage in a secure vault is offered at an additional cost. Please enquire for pricing.

Step 4: Earn rewards with **Dramcoin**. (see page 3)

Why Choose Us?

At **Golden Dram**, we differentiate ourselves by offering a tailored, transparent, and value-driven approach designed to meet the discerning standards of gold bullion buyers.

Here's what sets us apart

Dram Coin Rewards Programme: Buying from us comes with added benefits. Our exclusive loyalty rewards programme, **Dramcoin**, enhances your journey by offering meaningful incentives that add value over time.

Diverse Investment-Grade Assets: Beyond gold we offer a curated portfolio of investment-grade physical assets, enabling you to diversify with confidence and sophistication.

Buyer Education: We believe in empowering our clients with knowledge. An informed buyer makes astute decisions, transforming the experience from being sold to, to choosing to purchase wisely.



What is Gold?

Ancient civilizations, from the Egyptians to the Mesopotamians, cherished gold, crafting it into ornate jewellery, ceremonial artifacts, and early forms of currency.

The Egyptians revered it as the “flesh of the gods” a material representing immortality and divine power.



Beyond its cultural significance, gold has historically served as the cornerstone of economic stability. From the first gold coins minted by the Lydians around 600 BC to its role as the foundation of the Gold Standard in the 19th century, gold has endured as a trusted store of value. Even after the abandonment of the Gold standard in the 20th century, gold's intrinsic worth has remained unshaken, solidifying its position as a timeless asset.

The acquisition of gold offers a unique combination of stability, liquidity and tangibility. Its role as a “safe haven” asset makes it particularly appealing during times of economic uncertainty; serving as a hedge against inflation and market volatility. Unlike paper assets, gold's physical nature ensures its enduring value, free from the vulnerabilities of digital or fiat systems.

Throughout history, gold has held a unique place as a symbol of **enduring value, beauty, and prestige.**

Coveted for its rarity and intrinsic worth, it has transcended civilizations, serving as a **universal measure of wealth and power.**

Today, gold remains **one of the most sought-after assets**, prized not only for its aesthetic appeal but also for its stability and reliability in **preserving wealth across generations.**

For those seeking an opportunity that combines **timeless allure with financial resilience**, gold continues to stand unmatched.



At **Golden Dram**, our mission is to guide discerning buyers through the rewarding landscape of Gold Bullion ownership.

With our commitment to transparency, we empower you to make informed, strategic decisions that align with your aspirations & appreciation for this exceptional asset class.

Gold

Global Demand (2023) - Highest on record 4.899T.

In 2023, gold reaffirmed its status as a reliable store of value amid global economic uncertainty.

Early headwinds from rising interest rates were offset by growing demand as a hedge against inflation and geopolitical risks.

Central banks continued record purchases, underscoring gold's importance in diversifying reserves, while retail and institutional investors turned to gold for portfolio stability.

Despite market fluctuations, gold's resilience highlighted its enduring appeal as a tangible asset and a cornerstone of wealth preservation in a volatile global landscape.



The **global gold market remains resilient and well-positioned as of December 2024**, reflecting its status as a safe-haven asset and a strategic component for wealth preservation.

Key Economic Indicators and Market Drivers

Gold Prices and Economic Downturns:

Historically, gold has demonstrated a strong correlation with economic downturns, often acting as a buffer during periods of uncertainty. In 2023, as global economic challenges persisted—rising inflation, interest rate hikes by major central banks, and geopolitical tensions—demand for gold increased. This trend continued into 2024 as investors sought security and diversification amidst market volatility.

Inflation and Gold Correlation:

Gold has traditionally been viewed as a hedge against inflation. In 2023, the rise in global inflation rates highlighted gold's role as a store of value, especially in regions with high inflation like the U.S., Europe, and parts of Asia. The precious metal's ability to retain value amid devaluing currencies made it an attractive investment, driving higher demand among retail and institutional buyers.

Currency Fluctuations:

The inverse relationship between gold prices and currency strength remains significant. In periods of dollar strength, gold prices may drop as investors seek safe-haven assets denominated in stronger currencies. Conversely, during periods of dollar weakness—such as the current scenario where the U.S. dollar has faced depreciation—gold tends to perform well, as it becomes more affordable for international buyers and retains its value as a global currency hedge.

Recent Trends in Gold Prices and Demand Shifts

In 2023, gold prices averaged around \$1,943 per troy ounce, reflecting resilience amid a backdrop of rising interest rates, inflationary pressures, and geopolitical risks.

2024 Trends: Gold prices continued to be influenced by economic data releases, including consumer price indexes and Federal Reserve policy announcements. Despite initial market corrections, the price of gold remained steady, supported by ongoing central bank purchases and robust retail demand.

Demand Shifts: Strong demand for gold jewellery in key markets like India and China, driven by cultural celebrations and the festival season, underpinned a significant portion of the market. Additionally, growing industrial demand, particularly in electronics and renewable energy sectors, bolstered gold's position as a critical commodity.



Market Trajectory:

As economic uncertainties persist—driven by geopolitical tensions, inflationary pressures, and fluctuations in global currencies—gold's role as a strategic asset is more pronounced than ever. The gold market is projected to continue its steady growth, supported by sustained central bank acquisitions, robust consumer demand, and its adaptability in emerging technologies.

For discerning investors, gold remains an essential addition to portfolios, offering both stability and the potential for long-term value.

FORMS OF GOLD BULLION

Gold Bars

Typically preferred for large-scale investments.

- **Kilobars:** Popular among high-net-worth individuals.
- **Good Delivery Bars:** Trusted in international markets (400 troy ounces).

Gold Coins

For collectors and small-scale investors.

- Examples: American Gold Eagle, Canadian Maple Leaf, Krugerrand.

Allocated vs. Unallocated Gold

- *Allocated:* Direct ownership with physical storage.
- *Unallocated:* Easier access with lower premiums but no specific claim to a physical item

THE BENEFITS OF PURCHASING GOLD BULLION

Wealth Preservation

Gold is historically resilient during market crashes & currency devaluation.

Portfolio Diversification

Gold assists in counterbalancing the volatility of stocks, bonds, & other financial instruments.

Liquidity

Gold is easy to buy, sell, or trade globally, with consistent demand.

Hedge Against Inflation

- Gold tends to increase in value as currencies weaken.

A Golden Opportunity

Acquiring **Gold Bullion** can be a secure and rewarding addition to your portfolio. By prioritizing purity, securing appropriate storage, and planning for liquidity, you can safeguard your purchase and reap the benefits of this timeless asset.

Gold bullion remains one of the most trusted and time-tested asset classes. Before making your purchase, here are the **three critical factors to consider** to ensure your purchase aligns with your financial goals.

1. The Purity and Quality of the Gold

When investing in gold, purity and quality are paramount. Gold bullion is typically measured in fineness, with investment-grade gold requiring a purity of at least 99.5%. To guarantee authenticity and quality, ensure the gold you purchase is certified by globally recognized organizations like the London Bullion Market Association (LBMA). LBMA certification assures that the gold meets stringent standards, providing confidence in its value and marketability. Always request documentation verifying the gold's origin and quality from a reputable dealer.

2. Storage and Insurance Solutions

Securing your gold investment requires thoughtful planning around storage and insurance. Options include:

Home Storage: Suitable for smaller quantities, but ensure you have a high-quality safe and adequate home insurance coverage.

- Bank Safety Deposit Boxes: A reliable and discreet option, though it may come with annual rental fees.

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- **Specialized Gold Vaults:** Many investors opt for professional vaulting services that offer state-of-the-art security and insurance. Some providers also allow you to audit your holdings for peace of mind.

Evaluate the costs and risks associated with each storage option to choose one that best meets your needs.

3. Liquidity and Exit Strategies

Gold is renowned for its liquidity, but understanding the exit strategy is vital to maximizing your returns. Key considerations include:

Market Accessibility: Choose bullion products that are widely recognized and traded, such as LBMA-certified bars and coins.

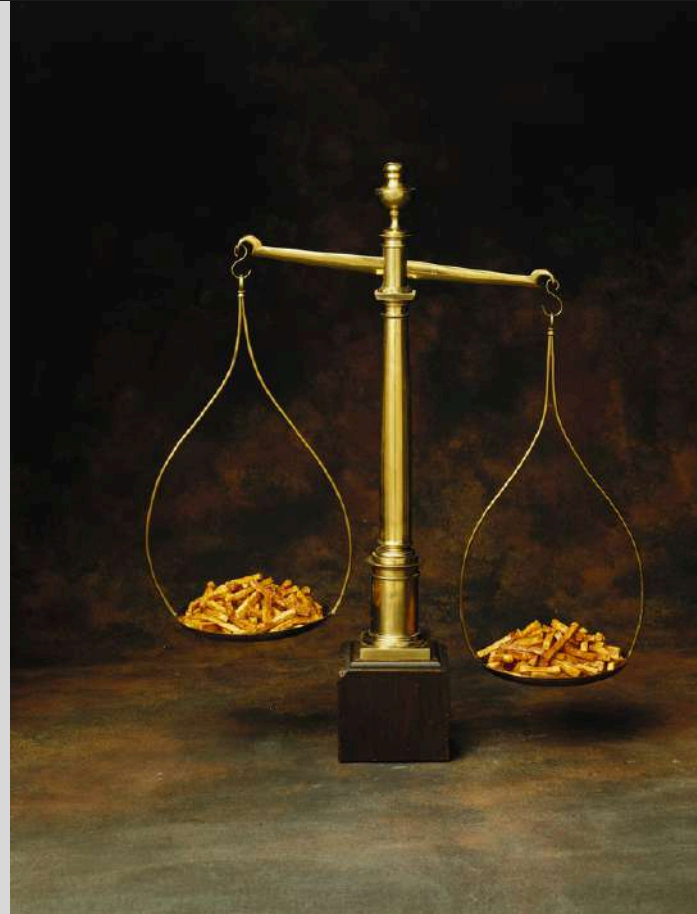
Resale Options: Work with reputable dealers who offer buy-back programs or facilitate direct sales to other investors.

Timing the Market: Monitor gold prices and market trends to sell when conditions are favourable. By planning your liquidity strategy in advance, you'll be well-positioned to convert your gold into cash quickly and efficiently when needed.



Taxation

Understanding the tax implications of gold bullion purchase is essential. In the UK, gold bullion that qualifies as investment gold is VAT-free. However, Capital Gains Tax (CGT) may apply when you sell your bullion for a profit, depending on your annual tax-free allowance. In South Africa, VAT is generally applicable to gold that does not meet specific investment criteria. Additionally, profits from the sale of gold bullion are subject to CGT, which is calculated based on the difference between the purchase and sale price. Consult a tax advisor to understand your obligations and maximize tax efficiency.



Ownership Records

Maintaining accurate ownership records is critical for safeguarding your purchase.

Always retain:

- **Assay Certificates:** These confirm the gold's purity and authenticity.
- **Serial Numbers:** Unique identifiers for bars that facilitate traceability.
- **Receipts and Contracts:** Proof of purchase and ownership. Proper documentation ensures smooth resale and compliance with legal requirements.

Regulatory Compliance

Purchasing from a trusted dealer like **GOLDEN DRAM** who adheres to global standards is crucial. Organizations like the **London Bullion Market Association (LBMA)** set rigorous benchmarks for gold purity, ethical sourcing, and market practices. Choosing an LBMA-accredited dealer ensures you are purchasing gold that meets **internationally recognized standards**, providing peace of mind and enhanced marketability.

Exiting your gold investment strategically can help you realize its full value. Here is a refined guide based on the 5WH Framework.

When: *Timing is everything.* Stay informed about market conditions and aim to sell during periods of heightened demand or favourable gold prices to achieve optimal returns.

Where: Engage with reputable outlets, including LBMA-accredited dealers, established bullion exchanges, and prominent auction houses. These platforms ensure secure transactions and competitive pricing.

Who: Partner with credible buyers, such as certified dealers or experienced private investors, who can offer transparency and fair market value.

Why: Divesting gold may serve various purposes, from liquidating assets for new investments to capitalizing on advantageous market trends or funding significant financial goals such as retirement or property acquisition.

What: Opt to sell products that are widely recognized and certified, such as LBMA-approved bars or popular bullion coins, as these attract premium resale value due to their marketability and authenticity.

How: Prepare thoroughly. Ensure all necessary documentation, including *assay certificates, serial numbers, and proof of ownership*, is in order. Seek a professional appraisal to determine the current market value of your gold and negotiate confidently based on this assessment.

Top tip:

You can monitor market trends, auction results & buyer demand to identify peak selling opportunities. It is also wise to leverage high-demand periods for example; limited edition releases or growing interest from emerging markets to maximize returns.

The largest sources of mined gold currently include several top-producing countries:

1. **China:** Leading global production, China mined 370 metric tonnes of gold in 2023, accounting for approximately 10% of the world's total gold production. The country continues to expand its output due to high domestic demand for gold bars and coins
2. **Australia:** With 310 metric tonnes mined in 2023, Australia ties with Russia as the second-largest gold producer. Despite facing occasional production dips due to weather conditions, its significant reserves ensure continued importance in the gold market
3. **Russia:** Another major producer at 310 metric tonnes in 2023, Russia has increased its gold production amidst geopolitical challenges, viewing gold as a hedge against economic sanctions and currency fluctuations
4. **Canada:** Ranked fourth globally, Canada produced 200 metric tonnes in 2023. Recent expansions in mining activities have bolstered its output significantly
5. **United States:** Producing 170 metric tonnes in 2023, the U.S. maintains a strong position in gold mining with substantial contributions from Nevada's prolific mines

Other notable producers include Kazakhstan (130 MT), Mexico (120 MT), Indonesia (110 MT), and South Africa and Uzbekistan, each with 100 MT.



These countries **collectively drive the global gold market**, reflecting diverse geographic sources and economic strategies.

Tip: For detailed insights on production and reserves, the World Gold Council and US Geological Survey provide valuable resources.

PRODUCTION TERMINOLOGY

- **ASSAY:** A test to determine the purity and composition of gold.
- **DORE BAR:** A semi-pure alloy of gold and silver, produced at mines, later refined into bullion.
- **HALLMARK:** A stamped certification on gold bars or coins to confirm their purity and authenticity.
- **REFINING:** The process of purifying gold to a specified fineness.
- **TROY OUNCE:** A standard unit of weight used for precious metals, equivalent to 31.1035 grams.
- **CASTING:** A method of pouring molten gold into moulds to create bars or ingots.
- **MINTING:** The process of pressing gold into coins or medallions, often with detailed designs.

VARIATIONS OF GOLD BULLION

- **BULLION:** Gold in the form of bars, ingots, or coins, valued by weight and purity rather than rarity or design.
- **FINE GOLD:** Gold with a purity level of 99.5% or higher.
- **KILOBAR:** A gold bar weighing 1 kilogram, commonly used for large-scale investments.
- **GOLD COINS:** Minted coins such as the American Gold Eagle, Krugerrand, or Canadian Maple Leaf, which can carry collectible value beyond their gold content.
- **GOLD ROUNDS:** Coin-shaped bullion pieces not issued by a government mint, typically without legal tender status.
- **UNALLOCATED GOLD:** Gold held by a custodian on behalf of an investor, but not specific to a particular bar or coin.
- **ALLOCATED GOLD:** Gold assigned to a specific bar or coin with identifiable serial numbers.

REGIONAL & CULTURAL JARGON

KARAT (K): A measure of gold purity, used primarily outside the bullion trade (e.g., 24K is pure gold).

LBMA (London Bullion Market Association): The global authority for the gold and silver market, responsible for setting standards and spot prices.

GOOD DELIVERY BAR: Gold bars meeting LBMA standards for size, shape, and purity, often weighing 400 troy ounces.

CHINESE GOLD PANDA: A popular gold coin issued by the People's Republic of China, featuring annually changing panda designs.

INDIAN GOLD: Often associated with cultural and ceremonial uses, particularly in jewellery and investment.

SWISS GOLD BAR: Highly regarded gold bars produced by Swiss refiners like PAMP and Valcambi, known for quality and reliability

MISCELLANEOUS TERMS

SPOT PRICE: The current market price of gold for immediate delivery.

PREMIUM: The amount added to the spot price for production, distribution, and dealer profit, especially for coins or small bars.

BID-ASK SPREAD: The difference between the buying price (bid) and the selling price (ask) of gold.

FINENESS: The measure of gold's purity, often expressed in parts per thousand (e.g., .999).

SAFE HAVEN ASSET: A term used to describe gold's role as a stable investment during economic uncertainty.

COMEX: A major exchange for trading gold futures, influencing global gold prices.

HEDGING: Using gold to offset potential losses in other investments.

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BOOK A CONSULTATION

If you like what you have read so far or perhaps have more questions, please reach out to us via the website or contact us using the below details, to discuss with the team at Golden Dram.

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