

# PLATINUM

DIVERSE DRIVERS OF DEMAND

Platinum is one of the **rarest metals in the world** with unique physical and catalytic properties making it highly valued across a number of **diverse demand segments**.

## THE DRIVERS OF DEMAND

There are four core segments of platinum demand:

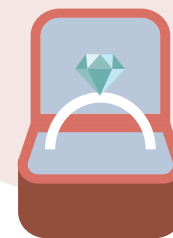
**AUTOMOTIVE**  
**31–43%\***



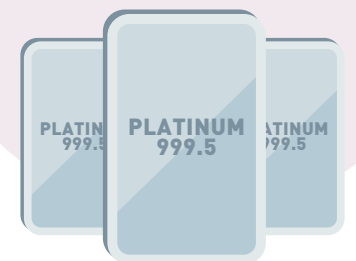
**INDUSTRIAL**  
**22–27%\***



**JEWELLERY**  
**24–32%\***



**INVESTMENT**  
**0–20%\***



\* Minimum and maximum ranges over period 2015 - 2019