

Together, the designs for the Caibai series of seven 30g platinum investment bars symbolise the Chinese character for good fortune. Picture credit: Caibai



The World Platinum Investment Council (WPIC) and Beijing Caishikou Department Store Co. Ltd. (Caibai) have signed a strategic agreement to introduce the first-ever platinum investment bar series to be stocked by Caibai, marking a significant milestone for platinum's retail investment presence in China. The initiative was officially unveiled during a signing ceremony on the third day of Shanghai Platinum Week 2026.

Established in 1956, Caibai's flagship four-floor jewellery store is a well-known Beijing landmark, celebrated not only for its extensive jewellery collections but also for its long-standing offering of physical bullion products, including gold and silver bars and coins; Caibai is the largest gold bar and coin retailer in China's northern market.

With immediate effect, a series of seven 30g platinum investment bars will now be available to customers, further expanding the store's precious metals proposition.

Caibai's dual role as both a jewellery retailer and a bullion distributor reflects a distinctive feature of Asian precious metals markets, where jewellery has long held a quasi-investment function.

High-purity pieces are commonly purchased as both adornment and a store of value, with pricing often closely linked to underlying metal prices.

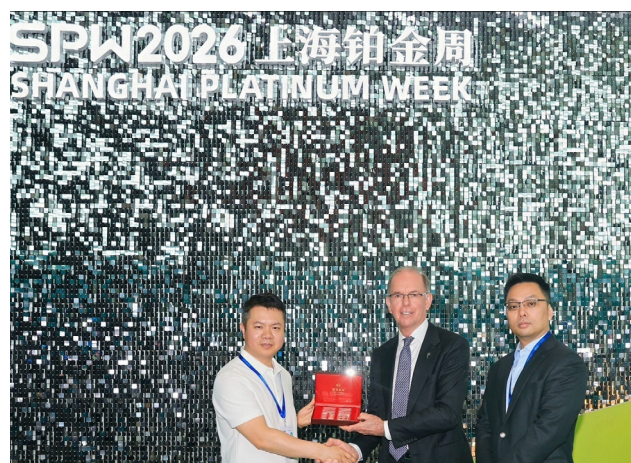
# DOORS OPEN FOR PLATINUM

Renowned Beijing jewellery retailer to stock its first series of platinum investment bars

## Trusted investment

This has led to a high degree of interchangeability between jewellery and investment products, making it common for retailers to offer both. Consumers frequently make jewellery purchases with the expectation that the items can be resold or exchanged based on metal content, reinforcing precious metals as a trusted investment vehicle.

The addition of platinum bars to Caibai's range is therefore a natural progression, positioning the metal within an already well-established retail investment framework. It also comes at a time of rapid expansion in China's platinum bar and coin market, which has grown from negligible levels in 2018 to an estimated 404 koz in 2025.



From left to right: Caigang Ning, General Manager, Caibai; Trevor Raymond, CEO, WPIC; and Weibin Deng, Regional Head of Asia Pacific, WPIC, at the signing ceremony during Shanghai Platinum Week 2026

Commenting on the decision to stock platinum investment products for the first time, Mr. Caigang Ning, General Manager at Caibai, said:

“The growing interest in platinum as an investment product presents an exciting opportunity for us, and we have added the first platinum investment bar series to our range to give our customers more choice and enable them to access this market. We believe that there is significant development potential for platinum investment.”

Weibin Deng, WPIC’s Regional Head of Asia Pacific, added:

“Our partnership with Caibai supports WPIC’s broader strategy of expanding platinum investment demand by improving retail accessibility. Caibai’s strong reputation and high footfall provide a compelling platform to introduce platinum to an even wider base of Chinese investors.”

The series of seven 30g platinum investment bars are each struck in 99.95 per cent pure platinum and minted by Metalor, China. While each bar can be purchased separately, the collection carries a design that, when the seven bars are combined together, symbolises the Chinese character for good fortune.

Contacts:

Vicki Barker, Investor Communications, [vbarker@platinuminvestment.com](mailto:vbarker@platinuminvestment.com)

Brendan Clifford, Institutional Distribution, [bclifford@platinuminvestment.com](mailto:bclifford@platinuminvestment.com)

Edward Sterck, Research, [esterck@platinuminvestment.com](mailto:esterck@platinuminvestment.com)



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