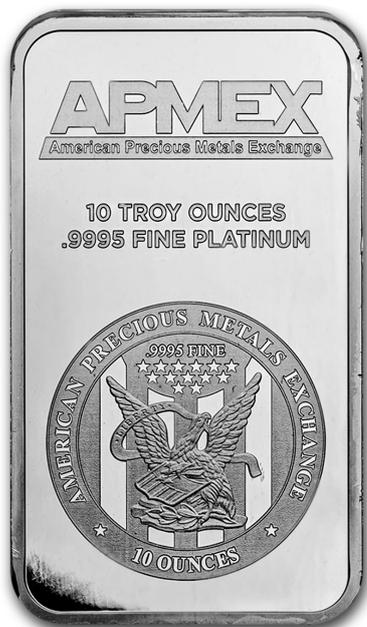


The APMEX-branded 10 oz platinum bullion bar



## BARS AND COINS

North American investor demand for physical platinum bar and coin bullion products set for new high in 2022

Platinum bullion is an umbrella term that refers to two types of investment product – bars and coins – that share common characteristics, with guaranteed purity of 99.95 per cent being the key criterion. Both provide a straightforward and widely available way of adding physical platinum to an investment portfolio. Investment in platinum bullion also gives investors reassurance in terms of provenance and quality; platinum bullion bars can be made by refineries that meet the stringent ‘Good Delivery’ requirements set out by the London Platinum and Palladium Market (LPPM), the major international trading centre for platinum bullion, and platinum bars and coins are frequently issued by Sovereign mints, such as the US Mint or The Royal Mint in the UK.

Platinum bullion products also offer investors improved liquidity over non-bullion products. They can be bought and sold easily, with value derived from their purity or ‘finesness’ and the prevailing spot market price for platinum, adjusted to include manufacturing costs and supplier margin. In certain jurisdictions, like the US, platinum bullion products can be held as part of a retirement savings plan. There can also be tax benefits from holding certain platinum bullion

investments, although this varies depending upon jurisdiction and the tax rules applicable to individual investors or trusts.

This year, North American demand for platinum bullion bar and coin is set to post a new high of 292 koz, reflecting strong investor appetite for hard assets amid rising inflation concerns. This comes as sales of the 2022, 1 oz platinum bullion American Eagle coin have reached the second-highest level ever recorded at 80,000 oz year-to-date.



The APMEX-branded 1 oz platinum bullion bar

## Further investor choice

Investor choice has been widened further with the recent launch of new platinum bullion products from APMEX, the major US-based e-commerce business specialising in the trading of precious metal products.

The APMEX-branded bars, which are 99.95 per cent fine platinum are offered in three weights, 10 oz, 1 oz and 1 gram. Each APMEX platinum bullion bar is delivered in secure, tamper-proof packaging.

Commenting on this latest addition to APMEX's portfolio of platinum bullion products Ken Lewis, Chief Executive Officer, said:

"The new APMEX-branded platinum bars have been years in the making and I am so happy to have finally added these to our assortment. Customers who wish to expand their portfolios in response to recent increases in platinum demand now have another option alongside our fine gold and silver products."

### Contacts:

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

Trevor Raymond, Research, [traymond@platinuminvestment.com](mailto:traymond@platinuminvestment.com)

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

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



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