



# GOLD YOU CAN TRUST

## RESPONSIBLY SOURCED GOLD WITH IRREFUTABLE CHAIN OF CUSTODY TRANSPARENCY IS NOW AVAILABLE TO MEET ESG-SENSITIVE DEMAND

- Today's informed jewellery customers, who buy and gift for sentimental reasons, are increasingly interested in sustainable products.
- Buyers are willing to pay premiums for high-end jewellery with proven positive social impacts for local communities
- They want assurance that purchases are not tarnished with conflict gold or extracted under unacceptable environmental and labour conditions.
- Luxury brands are keen to convey a sense of responsibility and a respect for natural resources. Many have adopted responsible sourcing standards.
- However, existing chain of custody certifications focus on recycled gold with unknown provenance and sustainable development impact and cannot provide mine to refinery transparency.

Jewellery with irrefutable information on ethical provenance stands out just like an exclusively designed piece.

## RESPONSIBLE GOLD™ IS THE LEADING OPTION FOR JEWELLERS WITH RESPONSIBLE SOURCING COMMITMENTS

- Responsible Gold is conflict-free and responsibly sourced
- Records are blockchain-based and provide irrefutable proof of provenance and chain of custody transparency
- Supply chain participants, who adhere to the Responsible Gold Standards, use a mobile app to irrefutably record custody transfers in real time from mine to fabricators.
- Responsible Gold provides unprecedented visibility into the supply chain to generate customer trust



### SUSTAINABILITY

Source gold from permitted supply chain participants dedicated to operating at the highest ESG standards



### TRACEABILITY

For the first time, trace primary gold sources and custody history all the way back to originating mines.



### TRANSPARENCY

With a click of a button, demonstrate irrefutable chain of custody information directly to customers



### ACCOUNTABILITY

Trust in every ounce of gold as real time tracking replaces point-in-time, risk and paper based supply chain due diligence



### SUPPLY CERTAINTY

Comfortably meet demand as Responsible Gold is supplied by large-scale miners

## RESPONSIBLE GOLD SUPPLY CHAIN PARTICIPANTS RAISE PROVENANCE AND ESG PRACTICES TO NEW HEIGHTS

Each Responsible Gold supply chain participant uses the mobile Responsible Gold Supply Chain Application to record custody transfers directly onto the blockchain.

Participants adhere to the Responsible Gold Standards, strengthening the gold supply chain against conflict financing, money laundering and crucial environmental, social and labour issues.

KYB Portals accessible by refiners and jewellers provide the history of Responsible Gold products and access to KYC and due diligence information to support compliance.



### RESPONSIBLE GOLD: BENEFITS TO JEWELLERS

- **Peace of mind:** Confidence that “dirty gold” has not infiltrated the supply chain and the avoidance of headline shocks
- **Integrated KYB portals:** Sourcing information including supplier due diligence records can be fully integrated onto jewellers’ database
- **Favorable funding:** Fully allocated and reconciled stock qualifies for cheaper consignment rates
- **Go digital:** G-Coin tokens, digital titles to Responsible Gold, can be physically redeemed and used to buy jewellery. In addition, jewellers can “pre-sell” products to customers through G-Coin tokens to be redeemed for the finished product at a later date

### LOOKING AHEAD

- Expansion plans include offering Responsible Silver, Platinum and Palladium
- Development strategy targets interoperability with other commodity blockchains to offer jewellers more comprehensive records



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