

Beat: Business

## AS GOLD SHATTERS ITS HISTORICAL RECORDS IT REGAINS ITS APPEAL TO THE FRENCH

### REPORTS OR EN CASH LEADER FOR GOLD SALE

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**USPA NEWS** - With the gold price reaching historic highs, OR IN CASH (Gold in Cash), the French leader in gold buying, is seeing a notable increase in transactions within its network. The French, large savers, seek to diversify their investments, in particular alongside the traditional regulated savings accounts which are breaking collection records. They thus return to this safe haven, long shunned, by purchasing investment gold. Gold in Cash is also seeing a significant increase in the number of gold sales by individuals who own jewelry they no longer use and want to build up capital to increase their purchasing power.

The French inclined to diversify their investments by including investment gold. Or en Cash is the leading French integrated network for the sale and purchase of precious metals. With nearly 100 branches covering the national territory, Or en Cash achieves a turnover of 68 million euros (+ 50% in one year).

Over the past three months, transactions in the purchase of investment gold by individuals, i.e. physical gold intended for use as a means of savings, have increased by 10% within the Gold network in Cash. Long shunned by the French, while the Germans are the European champions in buying gold, the yellow metal seems to be regaining their favor. Safe haven par excellence, now totally tax-exempt after 22 years of holding, gold offers an alternative to traditional financial investments and is particularly appropriate in an uncertain economic and geopolitical context, since it is a "physical" purchase that is not subject to fluctuations in stock markets. Purchased regularly, and accessible from 300 euros, investment gold represents a great tool for building up long-term savings while limiting risks (adopting a long-term perspective, buying little but regularly, without taking course account).

#### BUYING GOLD IS NOT THE ONLY ACTIVITY SHOWING GROWTH IT IS ALSO THE CAS FOR THE SALE OF GOLD

Buying gold is not the only activity showing strong growth, it is also the case for the sale of gold by individuals. The Gold in Cash network has thus recorded an increase of approximately 15% in transactions in recent weeks. It can be explained in particular by the desire of individuals to take advantage of high prices to build up capital, whether to save it in anticipation of a difficult economic situation (unemployment, drop in income, etc.) or to finance a project ( travel, financing of housing, children's studies, etc.).

This activity, causes an uncertain economic and geopolitical situation which should favor the rise in gold prices and a return of the French to this safe haven The health crisis linked to COVID-19 has accentuated an already uncertain geopolitical and economic situation, particularly due to Sino-American tensions. In France, questions about the extent of the crisis persist, although there have never been so many job seekers in France since 1996, with 4,575,500 people deprived of employment. In April 2020, the number of category A unemployed registered with Pôle Emploi (excluding Mayotte) jumped 22.6%. This represents an increase of 843,000 job seekers compared to March. After a first explosion on the stock markets, the entire world economy is now feeling the effects of the coronavirus. Already reluctant to invest, the French are even less inclined in times of crisis. For example, 53% of French people said the coronavirus crisis caused them to save more money than before, according to a study by Statista.

However, their interest in regulated savings products is resurfacing. The collection of Livret A and Livret de Développement Durable et Solidaire (LDDS) has increased sharply since it has recorded an increase of more than 50% between March 2019 and 2020. And this, even though these products, very secure, are reporting little. But the fall in the rate of return of the Livret A and the LDDS to the floor threshold of 0.50% last February, this time seems to have led some savers to change their outlook on investment gold while analysts of Bank of America have just raised their 18-month price target to \$ 3,000 per ounce of gold.

#### ABOUT "OR EN CASH" IN BRIEF (Gold in Cash)

"Or en Cash" is the first integrated gold trading network with 100 branches across France for individuals wishing to sell or buy precious metals. It is a family business run by his owner Christophe Gerber, that achieves a turnover of €68 Million (2019), up 50% and employs 150 people. The company celebrated its 10th birthday and made their debut in 2020 in the "Les Echos" ranking of "Growth Champions" in France. "Or en Cash" was among the very first players in the sector to have developed a technology allowing it to offer the exact price of precious metals (live) on the London International Market. Transactions and the purchase of gold can thus be carried out at the right in time instant guaranteeing transparency, reliability and price at fair value. With its expertise in the precious metals sector, Or en Cash has been developing since 2016 the sale of investment gold, an alternative safe haven to financial investments. For more than 10 years, its activity of buying gold for recycling from individuals has made Gold in Cash one of the

pioneers of the circular economy in the sector, at the origin of the development of responsible gold.

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