

PRESS RELEASE

For Immediate Release

Kim Gold, with a focus on sustainability, renewability and transparency in pricing, launches her pre-loved jewellery brand.

Kim means Gold in two Chinese dialects, Hakka and Hokkien. Kim's Chinese name "锦" is often associated with breathtaking sceneries 好景(锦)象, bright prospects or glorious future. The "passing" of the pre-loved jewellery to the next owner is a symbolism of passing the beauty of Mother Nature in its current splendour to the next generation so they too can adore her beauty.

Kim Gold believes that sustainable fashion should be an integral part of sustainable living. Simple changes like opting for pre-loved jewellery helps lessen the demand to produce new jewellery. By doing so, this helps to reduce significant environmental implications or negative externalities that is brought about by sourcing or mining for new Gold.

At Kim Gold, jewellery is sold by Gold weight per gram plus a transparent premium (Kim Gold fee). Kim Gold offers this unique transparent pricing model for jewellery, allowing clients to clearly know their metal value and the revenue earned by Kim Gold. This is in line with one of Kim Gold's mission; ensuring transparency (pricing and processes) and to uphold the value of putting clients at the heart of our business.

For Kim Gold's launch, 3 featured series will first be introduced: Abacus Series, Wedding Series and Duo Glitter Series. Other exciting jewellery series will be introduced in the next few months.

Stringent processes in ensuring the authenticity and quality including cleaning and disinfecting of Kim Gold's jewellery are put in place. This provides clients with a piece of mind and confidence in the jewellery pieces they will buy from Kim Gold.

"Kim Gold is a brand GSC created to provide clients with more value for their jewellery and also empower our valued clients in their pursuit of ethical, responsible purchase and sustainable living." Said Brian Lan, Managing Director of GoldSilver Central.

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About GoldSilver Central

GoldSilver Central Pte Ltd, a Singapore registered company since 2011 specialises in physical bullion trading in gold, silver and platinum at real-time pricing, industry bullion supply, bullion buying and selling, collateral loan and secured storage under GoldSilver Central's Bullion Storage Program at the Le Freeport.

GoldSilver Central has been awarded Authorised Distributorship for Perth Mint products and also the Authorised Dealer for the Government Guaranteed Perth Mint Certificate Program. GoldSilver Central differentiates itself from its competitors with its full suite of integrated precious metals products and bullion services with a focus on making physical bullion investment accessible and liquid to the individual, at leading competitive rates.

GoldSilver Central is a current local associate corporate member of the Singapore Bullion Market Association (SBMA), formed in 1993 to support Singapore's goal to be a physical bullion hub in Southeast Asia.

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