

HOW TO INVEST IN PLATINUM

A wide range of accessible options exists for both private and professional investors, and low minimum investment levels are possible

Rarer than gold and with unique properties, in demand as both an industrial and precious metal, there are many reasons to consider platinum as an investment. As well as being a long-term store of value it can also act as a currency hedge and a portfolio diversifier, depending on investment goals.

Supply and demand fundamentals are a further consideration; the platinum market is currently in deficit due to strong demand drivers, including the growing hydrogen economy, and constrained supply. Like gold, platinum is a hard asset that investors can turn to at times of increased risk.

Rare and with unique properties, platinum is in demand as both an industrial and precious metal. There are many reasons to consider platinum as an investment.



A long-term store of value

Rarer than gold, platinum is recognised globally as an enduring symbol of quality and value.



A portfolio diversifier

Depending on individual investment goals, platinum can help provide diversification given its combination of precious and industrial attributes.



Accessible

A wide range of options exists for both private and professional investors, and low minimum investment levels are possible.



Supply/Demand balance

The platinum market is currently in deficit due to strong demand drivers, including the growing hydrogen economy, and constrained supply.



Currency Hedge

In certain circumstances, an investment in platinum can help protect against fluctuating exchange rates.

Investment options

Platinum investment demand is met by a range of investment products: for example, physical bars and coins, and physically-backed on-line bullion accounts and exchange traded funds. Indirect ownership can be achieved through the futures

market and by investing in the stocks and shares issued by platinum group metal mining companies.

A new [infographic from the World Platinum Investment Council](#) provides information on the different ways it is possible to invest in platinum.

Investment options range from: (depending on jurisdiction and geographical location)



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