

One Year Advertising Plan on SBMA Website

SBMA can accommodate a wide range of banners and corporate posting links on SBMA's website for advertisers; rates/plan shown below are for the period of one year. Customized website advertising packages can also be arranged on request to better suit your business needs.

Single-Plan Website Advertisement Rates (all pricing in SGD nett)

Position	Placement	No. of Placement	Member Price	Non-Member Price
A	Logo on Top Leader Board	1	S\$3,000	S\$4,000
B	Bottom Rectangle on Home Page	1	S\$1,000	S\$2,000
C	Right Rectangle on Another Webpage	1	S\$1,000	S\$2,000

Position A



Position B



Position C



* The above single-plan website advertisement rates are for 1 advertisement placement only. Should you be interested in taking more advertisement placements, do consider the package-plans below.

Package-Plan Website Advertising Rates

MEMBER PRICING



Gold Package (5 Ad Placement)

Position A Position B Position C x 3



S\$4,000 / year



Platinum Package (4 Ad Placement)

Position A Position B Position C x 2



S\$3,000 / year



Silver Package (3 Ad Placement)

Position A Position C x 2



S\$2,000 / year

3 Right Rectangles on 3 Other Pages (3 Ad Placement)

Position Cx Position Cy Position Cz



S\$1,500 / year

Package-Plan Website Advertising Rates

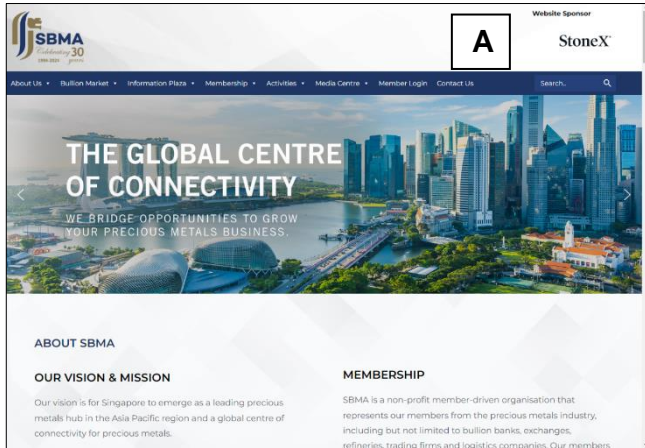
NON-MEMBER PRICING	
 <p>Gold Package (5 Ad Placement)</p> <p>Position A Position B Position C x 3</p>  <p>S\$5,000 / year</p>	 <p>Platinum Package (4 Ad Placement)</p> <p>Position A Position B Position C x 2</p>  <p>S\$4,000 / year</p>
 <p>Silver Package (3 Ad Placement)</p> <p>Position A Position C x 2</p>  <p>S\$3,000 / year</p>	<p>3 Right Rectangles on 3 Other Pages (3 Ad Placement)</p> <p>Position Cx Position Cy Position Cz</p>  <p>S\$2,000 / year</p>

ABOVE OPTIONS ARE SUBJECT TO AVAILABILITY.

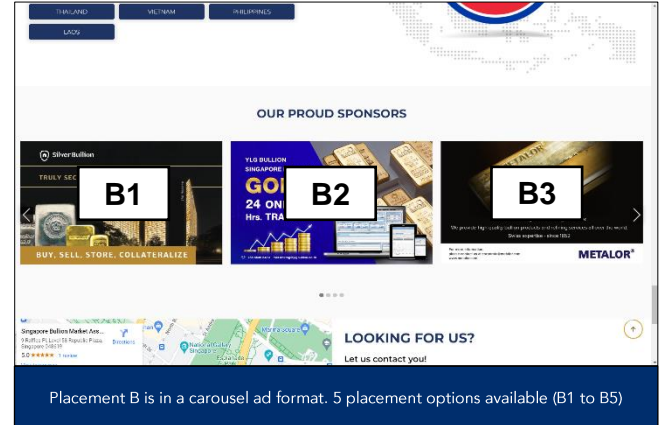
For any inquiries, please contact us at mail@sbma.org.sg or clara.chang@sbma.org.sg.
 Rates provided are accurate as at date of submission and are subject to change without prior notice.

Allocation of Advertisement Space

Placement A (Homepage)



Placement B1 to B5* (Homepage)



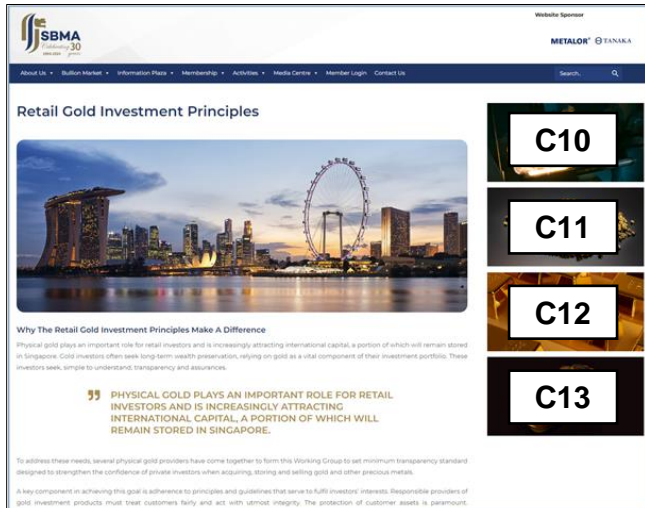
C1 to C5 (Singapore's Precious Metals Market)



C6 to C9 (Precious Metals Products)



C10 to C13 (Retail Gold Investment Principles)



C14 to C17 (ASEAN)



C18 to C21 (Indonesia)

Website Sponsor

StoneX

Indonesia's Gold Market

By SBMA



Indonesia stands as a pillar in the global gold industry, not only for its substantial gold reserves but also for its integrated market system. Home to the world-renowned Cibaung mine in the eastern Papua province, Indonesia proudly ranks third in the Top 20 Gold Producing Mine globally, according to Metals Focus. This is a testament to its robust ecosystem, which encompasses a world-class gold refinery, a thriving gold jewelry sector, and a diverse array of retail investment gold products.

Gold's role extends beyond mere ornamentation in Indonesia. It is a crucial investment tool, especially for those without banking access. This has been further emphasized as the Rupiah's depreciation continues to fuel a robust, long-term demand for gold within the nation.

Cold Mining

Indonesia stands as Southeast Asia's largest gold producer. While much of its gold is a by-product of copper mining, the nation saw substantial

C18

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C22 to C25 (Laos)

Website Sponsor

METALOR



LAOS' GOLD RUSH: A GOLDEN OPPORTUNITY FOR ECONOMIC GROWTH

By PPL Holding Company Limited

Laos, a country with rich cultural heritage and abundant natural resources, has witnessed significant growth in its gold mining sector over the last couple of decades. This growth not only contributes to the national economy but also positions Laos as an emerging player in the global precious metals market. The gold mining industry in Laos is reaching a significant milestone, with increasing investments, exploration, and mining activities.

BACKGROUND OF LAOS' GOLD MARKET

Gold holds a significant place in the economic, security and cultural fabric of Laotian society. As a stable store of value, it provides a reliable investment avenue amidst fluctuations in the national currency, the Laotian Kip. Unlike the kip, gold offers a hedge against inflation, maintaining its value over time. Many Lao families regard gold as a form of savings and security. By keeping gold at home, they ensure a readily accessible asset that can be sold for cash when needed, offering a safety net during economic hardships.

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C26 to C29 (Malaysia)

Website Sponsor

ABC

Malaysia's Gold Market

By Elio Chou, Senior Consultant, Metals Focus



Like many other South East Asian markets, Malaysians are familiar with using gold as a store of wealth, a currency hedge, or as gifts during cultural or religious ceremonies. That said, Malaysia is perhaps best known in the precious metals industry for being a gold jewellery exporter.

For example, in 2019 (pre-COVID), Malaysia exported \$1.4 billion worth of gold jewellery, which ranked 10th globally. With the onset of the pandemic, exports in 2020 and 2021 dropped sharply before enjoying a healthy recovery last year, with gold jewellery shipments returning to pre-COVID levels of \$1.37 billion.

Regarding investment, savers' options are available to Malaysians, including jewellery, bars and coins, digital tokens, gold accumulation programs, exchange-traded products, or saving plans available through a gold account.

Turning daily to mining, there are 46 gold mines in Malaysia, with Bagan and Selima being the main producing areas, nearly 80% of the domestic output comes from mines in these two locations. According to our data, Malaysia's gold production has remained steady at around 2.2

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C30 to C33 (Australia)

Website Sponsor

ABC



HISTORY OF GOLD IN AUSTRALIA & FUTURE TRENDS

By Nicholas Freggatt, Global Head Institutional Markets, ABC Refinery

Australia's relationship with gold began in the mid-19th century, marked by a monumental gold rush centred in the Victorian gold fields. This event fundamentally altered Australian society – an impact later historians deemed revolutionary.

The magnitude of this gold rush was only surpassed by California's gold rush, which occurred roughly three years earlier. Economists, including British economist William Stanley Jevons, were sceptical about the value of gold digging, viewing it as "almost a total loss of labour as regards the world in general – a wrong against the human race".

Yet, the residents of Melbourne, both then and over 170 years later, as well as the nation of Australia, would strongly contest this view. Today, the gold industry thrives, having reached A\$18 billion (US\$4.2 billion) in production in 2020 and generating A\$2.80 billion in revenue in 2022. Just like we've noted that these new discoveries would bolster markets, provide new homes, and open investment opportunities, potentially postponing the inevitable crisis of capitalism, his bleak outlook proved to be one of the most prescient among his peers, for all the right reasons. Despite the scepticism from some European intellectuals, there are numerous tales of entire ship crews, from the captain to the

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C34 to C37 (Myanmar)

Website Sponsor

ABC



Myanmar's Gold Market

Like many Asian countries, gold is a popular investment and used as a store of wealth in Myanmar, particularly as a safeguard in other areas of the economy, including the property market, and pushing local investors to invest in gold. The gold market in Myanmar is very fluid but is a illegal to export Myanmar gold.

The supply chain in Myanmar comprises wholesalers, processors, jewelers, refiners, miners and refiners, including four major refiners and 25 small refiners, with engine rooms located in Yangon and Mandalay. These refiners support the supply chain Myanmar Gold Development Public Company, Myanmar Gold Entrepreneurs Association, and Yangon Gems & Jewellery Entrepreneurs Association.

However, the infrastructure for gold trading is still not developed. Many activities, including settlement procedures, are currently not regulated. Settling funds are also below international standards (the quality gold is typically 99%, not "Four Nines"). As standardisation is not strict, the purity of gold varies depending on source.

The distribution of gold demand is as follows: 60% of wealth, 30% jewellery, 40% industrial 3%.

The wholesale market in Yangon, located at 42 Shwe Dhonk Thar Street, managed by the Myanmar Gold Entrepreneurs Association.

All market players (four traders) are members of the Myanmar Gold Entrepreneurs Association. The association has about 300 members, who pay a membership fee of \$20,000 (US\$340) per year. All traders are done by open outcry on the floor. There is no book, and all are only on the floor. Traders use mobile phones to contact mining partners and there is no paper trading system, trades are not recorded as such, so all of the trades were on the basis of trust. Settlements were done

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C38 to C41 (Philippines)

Website Sponsor

StoneX



Philippines' Gold Market

Introduction

Banko Sentral ng Pilipinas (BSP), the central bank of the Philippines, is the only agency that purchases and exports gold from miners in the country. In addition, BSP is an LBMA-accredited gold refiner, and also holds 196 tonnes of gold in its reserves, which represents 0.81% of the country's total gold reserve (P5, January 2007).

ACCORDING TO METALS FOCUS, MINE PRODUCTION IN THE PHILIPPINES WAS 42 TONNES, AND RECYCLING WAS 2 TONNES IN 2016.

The Philippines is one of the leading producers of gold in ASEAN. According to Metals Focus, mine production in the Philippines was 42 tonnes.

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C42 to C45 (Thailand)

Thailand's Gold Market
By Pawon Nawaratanaul, CEO, YLG Bullion Singapore

Our last two articles (published in Crucible #77 and #79) highlighted the challenges and problems Thailand's bullion industry faced while navigating the Covid-19 crisis.

In fact, even before the pandemic started, our records showed a downward trend in physical gold demand from 2015 to 2019 (2015: 763.2 tonnes, 2016: 61.5 tonnes, 2017: 75.4 tonnes, 2018: 80.6 tonnes, 2019: 46.5 tonnes). Subsequently, experiencing the full impact of the Covid-19 in 2020, the country witnessed a massive wave of physical gold disinvestment.

Thailand Gold Consumer Demand
In 2021, Thailand's turnaround from negative net disinvestment to positive investment.

StoneX

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C46 to C49 (Vietnam)

Vietnam's Gold Market
By Huynh Trung Khanh, Vice Chairman, Vietnam Gold Traders Association

Gold has played an important role in Vietnam's economy and in the lives of locals for many years. In the 20th century, Vietnam experienced war, high inflation, economic instability and currency devaluation. As a result, Vietnamese people trust gold more than the country's currency, and also is their preferred asset class, as with other Asians.

In 2021, Vietnam was the largest gold bullion and coin market in Southeast Asia and ranked among the top 10 globally. According to the World Gold Council, its demand for bars and coins was 311 tonnes, exceeding Thailand and Indonesia, whose demand was 267 and 188 tonnes, respectively. Adding to its demand for jewellery, Vietnam's consumer gold demand increased to 43 tonnes, second in the region, behind Indonesia's 46.8 tonnes.

ABC

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C50 to C53 (Japan)

0.25	-0.79	146,700	926	4,375	10.36	1.59	0.42	0.58	3.11
3.7	-0.54	402,000	1,494	4,670	11.20	1.86	0.25	0.33	3.69
2.18	-0.91	164,900	360	13,766	133.84	3.69	0.02	2.67	1.92
6.2	-2.48	13,524,900	84,448	6,398	10.82	1.92			
16.1	0.00	30,800	495	7,684	15.06				
0.34	-0.03	24,474,000	8,187	1,739					
2.44	-7.61	1,542,700	7,810	996	11.24				
1.01	-0.69	3,711,900							

Japan's Gold Market: A Paradigm Shift
By Bruce Kemizu, Representative Director, Japan Bullion Market Association

In the past, before China appeared on the world gold market, Japan stood as one of the largest gold importers globally. During the 1980s and 1990s, my primary role in physical gold trading at a trading house involved importing physical gold from Australia, Switzerland, London, South Africa and other sources. However, the dynamics of this business gradually shifted after the introduction of a consumption tax, and more dramatically after the bursting of Japan's economic bubble after the 2000s, following which the country became a net exporter of the gold, marking a 180-degree turn in our business operations.

During my 14-year tenure at a Tokyo bank branch, we imported gold only once but exported it countless times, mainly to Asia and when demand waned in Asia, to London. The consumption tax, initially introduced in 1989 at 3%, escalated to 5% in 1997, 8% in 2016 and finally 10% in 2019. What does this have to do with gold investment? Well, when you purchase gold in Japan, you have to pay this tax, but you will get it back when you sell it as the tax should be borne by the person who consumes it. In theory, this consumption tax should not have a negative effect on gold investment. Instead, it has its advantages, as you can now receive 10% over the selling price, regardless of whether you paid 0%, 3%, 5%, 8% or 10% tax when you bought it.

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C54 to C56 (Information Plaza – Gold)

INFORMATION PLAZA - GOLD

Welcome to SBMA's Information Plaza on Gold, the premier resource for comprehensive information pertaining to all facets of gold-related matters.

We at SBMA understand the gold holds a special place in the hearts and portfolios of investors worldwide. While we primarily operate as a B2B organization, we recognize the importance of equipping the general public and retail investors with the knowledge they need to make informed decisions about gold.

Our Information Plaza on Gold is designed with a singular mission to empower individuals with the resources and information necessary to navigate the complex world of gold investments. Whether you're a first-time investor, a seasoned enthusiast, or simply curious about the allure of this precious metal, our platform excels in guiding you toward the specific knowledge that aligns with your unique requirements.

VISIT THE WORLD GOLD COUNCIL'S WEBSITE TO KNOW:

[Why Invest in Gold](#)

[How to Purchase Gold](#)

PRECIOUS METALS PRICES CAN BE FOUND AT THE WEBSITES OF THE FOLLOWING COMPANIES:

[Goldstar Global Pte Ltd](#) [Green Bullion Pte Ltd](#)

[United Commerce Bank & Finance](#) [Katharine Index Services \(P\) Ltd](#)

MARKET INFORMATION CAN BE FOUND AT THE WEBSITES OF THE FOLLOWING COMPANIES:

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[World Gold Council](#) [YLG Bullion](#)

[MFS Gold Global Trading Ltd](#) [Katharine Index Services \(P\) Ltd](#)

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