

MEMBER SPOTLIGHT

URBAN MINING WITH MEANING: BR METALS CHAMPIONS RESPONSIBLE PRECIOUS METALS RECOVERY

With a commitment to clean technologies, social impact, and transparent recycling, BR Metals is redefining what ethical value creation means in the circular economy.

As the global metals sector faces increasing scrutiny over its environmental and social impact, Singapore-headquartered BR Metals demonstrates that profitability and purpose can coexist. Named a Business for Good Champion at the 2025 Brands for Good Awards, the company is reshaping how the precious metals recycling industry defines value – moving beyond dollars and troy ounces, toward long-term, verifiable impact.

BUILDING TRUST THROUGH RESPONSIBLE TRADE

At the core of BR Metals' operations is a commitment to responsible sourcing and ethical partnerships. While it does not conduct in-house refining, the company works exclusively with reputable, audited facilities that align with its values. These partners recover platinum, palladium, rhodium, gold, and silver from spent catalytic converters, jewellery sweeps and industrial waste, materials that would otherwise contribute to landfill waste. By facilitating the return of these high-value resources to the production cycle, BR Metals supports both economic and environmental sustainability.

Leading the company's transformation is founder Frank Chen, a two-time Entrepreneur of the Year (2019, 2024), who has expanded BR Metals' footprint across Singapore, China, Malaysia, Vietnam, and Thailand. His focus on ethics and operational excellence has positioned BR Metals as a trusted regional name in responsible secondary precious metals sourcing and trading.

BR Metals' venture into precious metals trading evolved naturally from its recovery partnerships. What began as a means to manage recovered metals has since become a core business division, addressing the market's demand

for transparent and accountable trading channels. With its emphasis on pricing integrity, transparency and responsible sourcing, BR Metals has earned the confidence of a wide customer base and established itself as an ethical facilitator within the broader circular economy, where commercial success is tied to doing what's right.

In a market often driven by price competition, BR Metals differentiates itself through transparency and trust. Its use of digitised assay reports, consistent sampling protocols, and open communication with clients establishes a clear framework for responsible trading. Customers can engage with the company confident that every ounce traded is ethically sourced and accurately represented — a value proposition that resonates in a marketplace increasingly defined by accountability and sustainability.



Catalytic converters recycling.

INNOVATING FOR A CLEANER, SAFER INDUSTRY

Although BR Metals does not operate its own recovery facilities, its investments in upstream innovation are helping raise industry standards and reduce environmental harm. The company's technology investments include patented bulk sampling systems designed to reduce dust pollution, cross-contamination, and worker exposure; automated laboratory processes that improve assay accuracy and safety, as well as reduces turnaround time, and significantly improves worker safety; and ongoing research into green recovery methods, such as using organic substances like sugar to replace hazardous chemicals.

"These aren't just technical upgrades," Chen noted. "They're strategic moves that help elevate safety, accuracy, and sustainability across our operations and partnerships."

CREATING SHARED VALUE BEYOND BUSINESS

BR Metals views business success and social impact as interconnected. Its corporate social responsibility strategy is focused on long-term, measurable outcomes, particularly in the areas of education, inclusion, and environmental stewardship.

Through its scholarships and educational partnerships, BR Metals supports the next generation of sustainability leaders. The BR Metals Scholarship at the Singapore Institute of Technology assists undergraduates in the Bachelor of Engineering (Honours) in Sustainable Built Environment programme, while the BR Metals Sustainability Scholarship at the Singapore Management University supported students pursuing sustainability-related studies from 2022 to 2024. Together, these initiatives underscore the company's belief in education as a catalyst for systemic change.

Beyond Singapore, BR Metals' commitment to education extends to underserved communities in the region. In Laos, the company supported the construction of Keosamy Primary School in the Longxan District, providing access to free education for rural children who previously lacked such opportunities. To complement the new facilities, BR Metals also sponsored the installation of a running water system and sanitation infrastructure, significantly improving hygiene standards and supporting student well-being. These projects

reflect a holistic approach – one that sees education, health, and dignity as interconnected aspects of community development.

“ DURING THE COVID-19 PANDEMIC, BR METALS PROVIDED SUPPLIES TO QUARANTINED MIGRANT WORKERS THROUGH THE MIGRANT CENTRE, REFLECTING ITS READINESS TO STEP IN DURING TIMES OF NEED

The company's social initiatives also focus on promoting equity and care. BR Metals supports Pro Bono SG to enhance access to legal aid for low-income individuals, and contributes to the Bukit Gombak Senior Citizens Fund to provide nutritious meals and social programmes for elderly residents of Singapore's Merdeka and Pioneer Generations. During the COVID-19 pandemic, BR Metals provided supplies to quarantined migrant workers through The Migrant Centre, reflecting its readiness to step in during times of need.

Environmental stewardship remains a central tenet of BR Metals' mission. In Guangzhou, the company has donated books on sustainability, environmental protection, and urban mining to public libraries, aiming to broaden community understanding of circular resource management. Its teams have also led river rehabilitation projects involving clean-up and tree-planting activities to combat soil erosion and restore local ecosystems. Meanwhile, Shaoguan BR Metals actively participates in local environmental and sustainability networks, contributing industry expertise to drive collective progress. These initiatives highlight a consistent message: responsible industry practices must be accompanied by a broader commitment to environmental education and restoration.

As global demand for platinum group metals continues to grow – driven by clean technologies like hydrogen fuel, emissions control and renewable energy – BR Metals continues to strengthen its role in shaping sustainable supply chains through strategic sourcing, reliable sampling, ethical trading, and technical advisory, enabling the circular economy to function with integrity.

By expanding its regional presence, deepening R&D collaborations, and reinforcing social partnerships, the company is positioning itself to lead a new era of responsible resource recovery – one where economic value creation and environmental responsibility advance in tandem.

In an industry historically driven by price per ounce, BR Metals illustrates that true value lies in integrity and long-term impact. Its recognition as a Business for Good Champion reflects both its leadership and its ongoing effort to set a higher standard for the precious metals trade — one grounded in sustainability, transparency, and shared prosperity.

The message is clear: in the future of metals, doing good is not just good optics — it's sound strategy, and it's here to stay.

ABOUT BR METALS



BR Metals is a leading precious metals trading and recycling services provider in Asia, specialising in platinum, palladium, rhodium, gold and silver sourced from end-of-life industrial materials. Headquartered in Singapore with operations across China, Malaysia, Thailand, and Vietnam, the company collaborates exclusively with reputable, like-minded partners for recovery and refining. It was named a Business for Good Champion in 2025 and is led by Frank Chen, a two-time Entrepreneur of the Year (2019, 2024). Learn more at www.brmetalsltd.com