

GUIDE TO INVESTING IN
**GOLD &
SILVER**



PURE
GOLD
SILVER

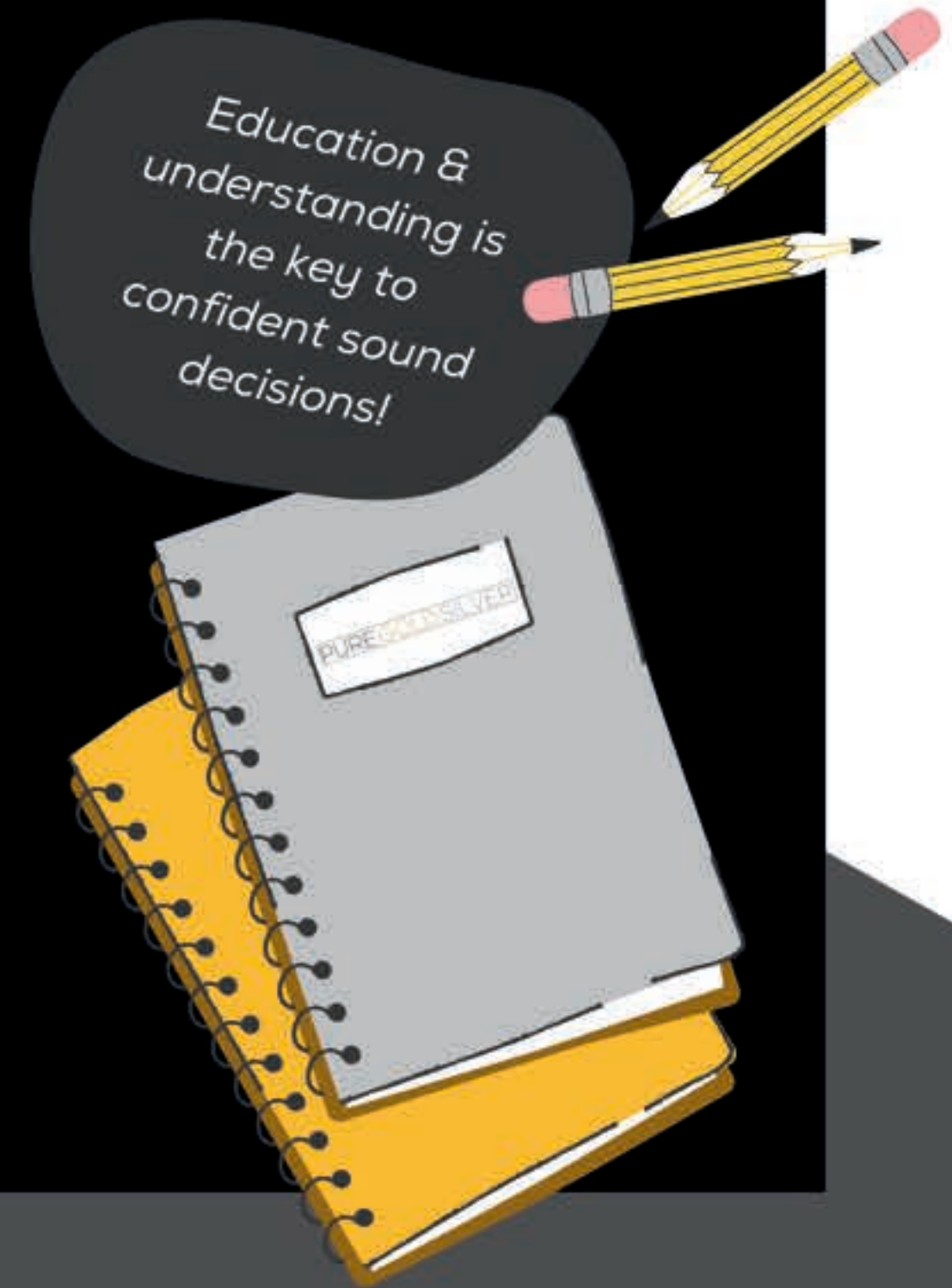
BUILD YOUR WEALTH IN OUNCES

WHO WE ARE

Since 2009 our team members have provided gold and silver education and resources to people interested in **Acquiring Physical Precious Metals**. We pride ourselves in the simplicity and security given through the entire process.

Pure Gold Silver Inc. (PGS) offers competitive pricing and a buyback option for purchases. Orders are delivered using priority service with full insurance, signature and tracking. Shipping is free on orders placed over five thousand dollars. If you choose not to have the product in hand, we offer secure storage that is convenient, safe, and cost effective.

Our Canadian customers can take advantage of our **Registered Accounts Program**.

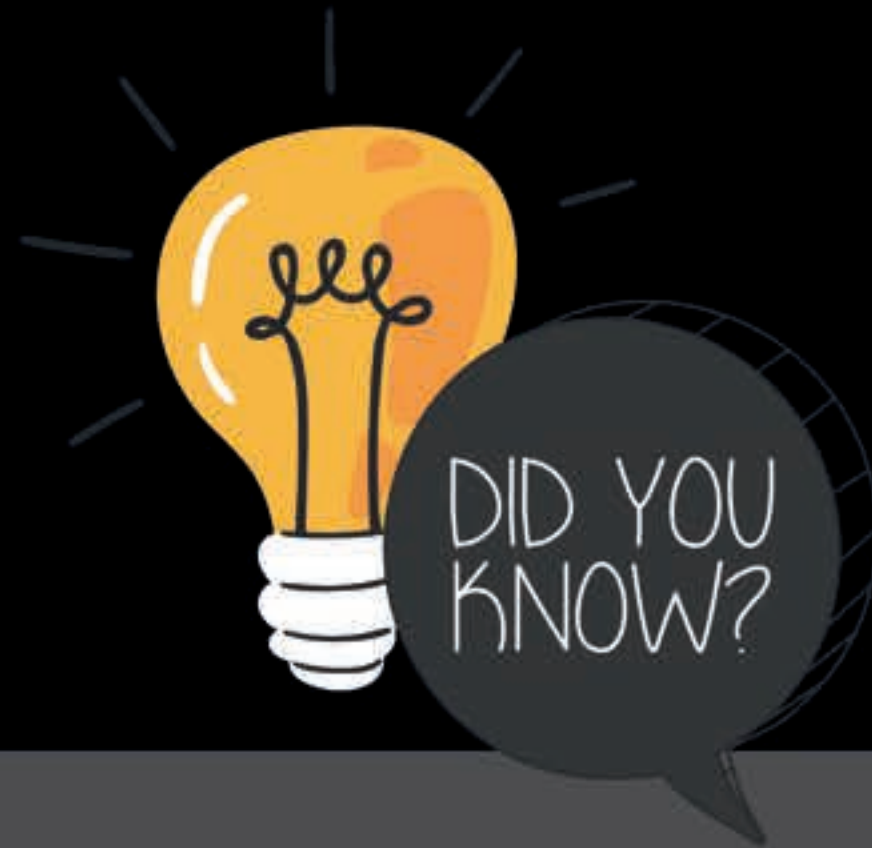


NEED TO KNOW

When making any investment, it is vital that you educate yourself.

KNOWLEDGE IS POWER

The information in this booklet will be helpful towards the knowledge you need to have before investing in physical precious metals.



WE ARE HERE TO HELP!

- ✓ Education on History of Gold & Silver
- ✓ Information for Registered Accounts
- ✓ Guidance through Client Decisions
- ✓ Transparency in the Process
- ✓ Resources & Support Provided

WHY PURCHASE PHYSICAL PRECIOUS METALS?

Gold and silver offer diversification, a hedge against inflation, capital preservation, and insurance policy. Although easily liquidated, gold and silver should be considered for long term holdings.

The investment potential partnered with the other benefits are among the top reasons to acquire physical gold and silver.



- Insurance Policy
- Real Money
- Hedge Inflation
- Portfolio Diversification
- Capital Preservation
- Purchasing Power
- Easily Liquidated



PROTECTION
PRESERVATION
PURCHASING POWER

INVESTMENT STRATEGY

Currently, we live in a world where inflation is rampant and uncertainty is prevalent. PGS wants to encourage clients through any economic time to operate from confidence and peace, rather than fear or pressure.

For many clients, capital preservation has become a priority as they just can not afford to lose any hard-earned dollars. This is one of the main reasons people invest into hard assets such as gold and silver.

PURCHASING POWER-GOLD & SILVER SHINE

History has given gold and silver a power surpassing that of any other commodity on the planet, a power that has never disappeared – the ability to maintain purchasing power.

Purchasing power is the value of currency expressed in terms of what goods or services it can buy.

As more and more debt is created through the expansion of currency (printing money or expanding digital money), the more currency it takes to purchase the same goods and services (inflation). As inflation continues to destroy the buying power of hard-earned dollars, capital preservation has never been so crucial.



WHY PROTECTING YOUR PURCHASING POWER IS IMPORTANT

In 2022 the 'Bureau of Labor Statistics' consumer price index shows how prices are approximately 67% higher than average prices since 2000. We can all see this trend increasing at a rapid pace.

If you left \$100,000 cash in the bank in 2000, it would buy roughly \$60,000 worth of goods today.

If you purchased \$100,000 of gold in 2000 (358 oz) it would have the purchasing power of about \$640,000 today!



Purchasing power is old news for gold and silver. Two thousand years ago, one ounce of silver purchased a live chicken, today you can still buy a live chicken with one ounce of silver.
Now that is eggciting!!!

2000
Gold \$280 oz

2022
Gold \$1800 oz

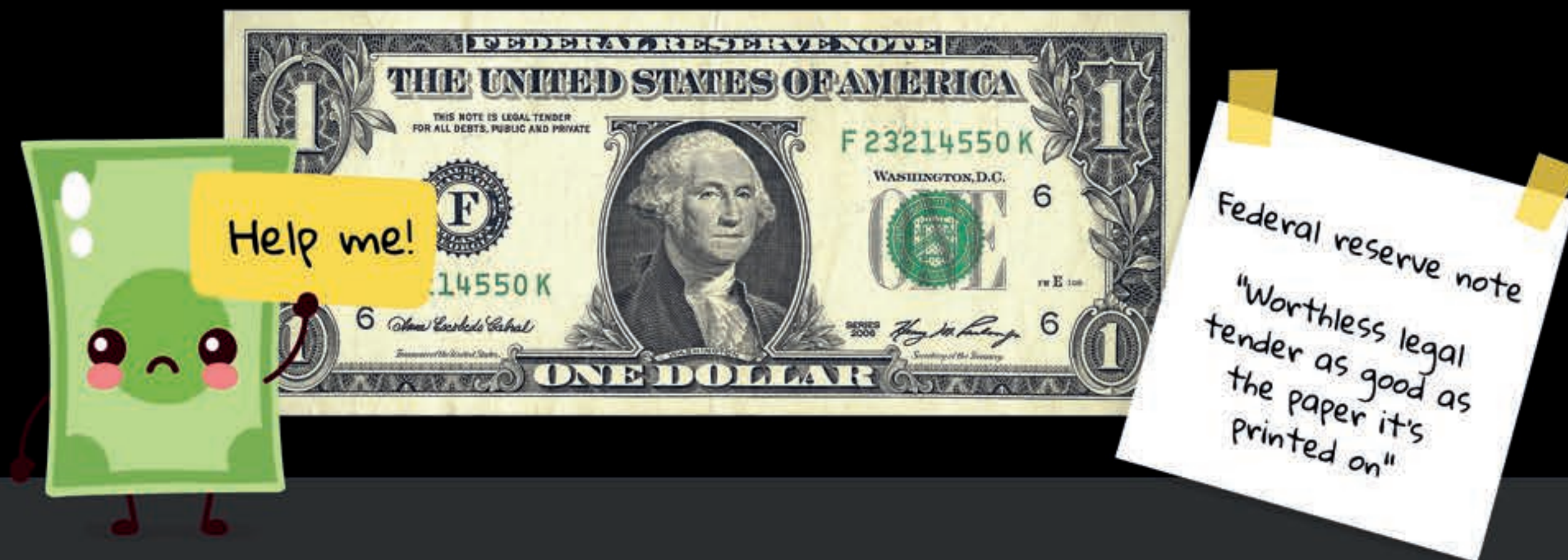
CASH IS NOT MONEY

The first and only form of money is gold and silver. Cash is not money; it is a medium of exchange called currency. Currency used to operate on a gold standard certificate system whereby the paper currency was redeemable for its face value in raw silver bullion or silver dollar coins. In 1971 Richard Nixon announced that the US would no longer convert dollars to gold or silver thus removing stability. This put the value of currency at the mercy of the government with no accountability. Increased supply through printing and digital expansion has created trillions of dollars of debt causing buying power of fiat currencies to diminish.



FIAT FAILURE

Throughout history, currencies have failed when removed from the gold and silver standard. This pattern dates centuries back when civilizations removed gold and silver from the money supply and replaced it with less valuable metals. It was the ancient equivalent of 'expanding supply' which led to the demise of economies such as the Western Roman Empire in 476 A.D. Typically, we see currency fail slowly with increased inflation and loss of purchasing power. As the debt increases, we begin to see the pace speed up and the cost of goods and services increase. Thankfully, we can diversify our portfolios into physical gold and silver to preserve capital and hedge inflation.



THE FEDERAL RESERVE

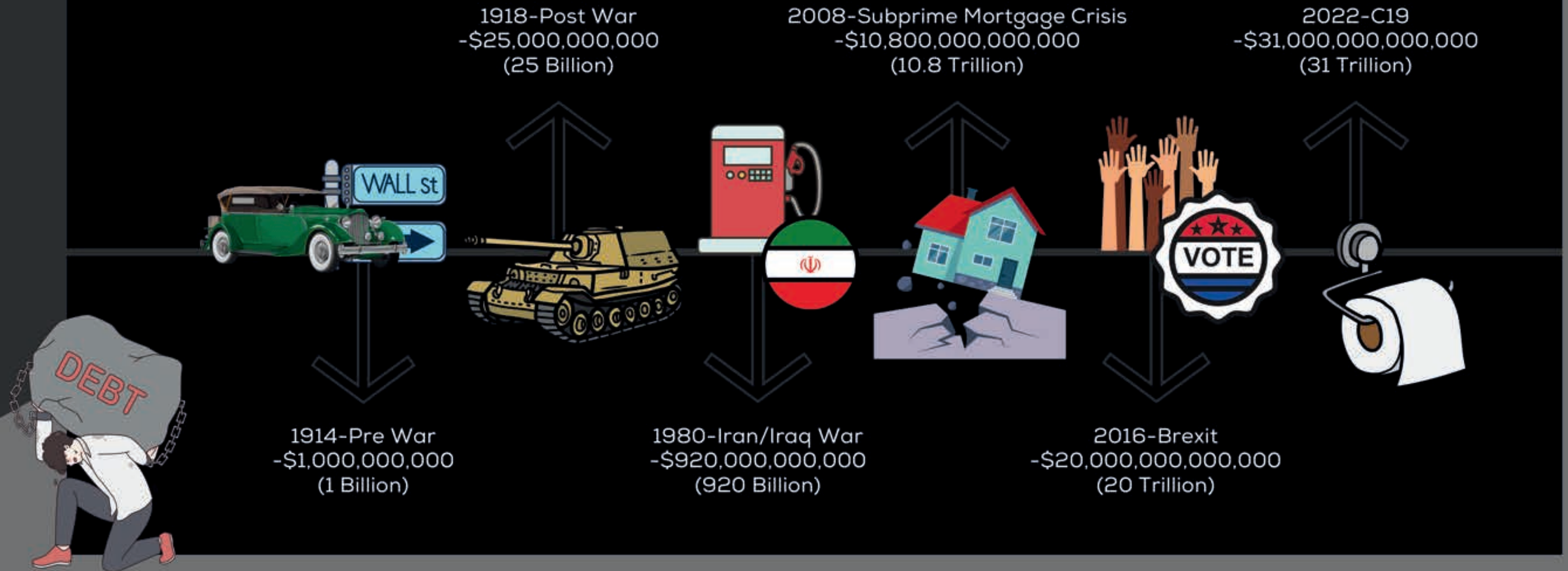
The Federal Reserve is one of the most notorious and misunderstood institutions in the history of the United States. It is a privately owned bank that has stockholders to whom it pays dividends.

Since 1914 when it opened, every dollar has been borrowed into existence and owed back with interest. Potentially, this could be the world's largest Ponzi scheme and yet they are shielded from audits and congressional oversight.

How long can this system last? Who pays for these poor decisions? Any time God's money (gold and silver) is removed and replaced with man made money (fiat currency), the system begins to collapse as we fall deeper and deeper into debt. Although a global issue, PGS focuses on the United States as they are the world's reserve currency.



RIISING DEBT = INCREASE INFLATION



WORLDS BEST INSURANCE POLICY

Physical precious metals are a fantastic way to diversify an investment portfolio. Typically, metals will increase in response to events that cause paper investments to decline. Although the price of gold and silver can be volatile in the short term, it has always maintained its value (purchasing power) over the long term. Through the years, it has served as an insurance policy as it hedges inflation and financial uncertainty. These shiny metals carry investment potential. Between 2005 and 2020, the price of gold increased by 330 percent. The Dow Jones only went up 153 percent during the same time.



1971
Silver \$1.30/oz

1980
Silver \$50/oz

Example of Wealth Cycle in Favor of Gold & Silver:

1971 single family home = \$20,663

End of 1980 single family home = \$42,747

1971 Silver = \$20,000 (approx 15,300 ounces)

End of 1980 = \$770,796 = 3,641% = 18 homes

Wealth cycles are not always in favor of gold and silver, so keep in mind this is a powerful example of what being in the right cycle can do for you.

SIMPLE. TRANSPARENT. COMPETITIVE.

HOW TO ACQUIRE GOLD & SILVER

We have been getting physical gold and silver into the hands of customers since 2009. There are two ways you can acquire physical precious metals:

- 1 Using cash funds.
(chequing, savings, etc.)
- 2 Through our Registered Accounts Program.
(RRSP, TFSA, RRIF, etc.)

Our process is simple and confidential. When you visit our website, you can send an inquiry, or request a quote. The quote system will walk you through the initial purchasing process. One of our team members will reach out to you to answer any questions you have and finalize the process. Our team is available for calls, texts, and emails if you prefer to reach out that way.



GOLD OR SILVER?

Some of the most common questions asked when acquiring physical precious metals are;
"How much gold should I be purchasing? Should I only buy silver? Is one better than the other?"

There are benefits to holding both gold and silver and there is really no 'right' or 'wrong' way. We provide insight and strategy suitable to client goals and intentions.

When you speak with a PGS specialist, product choices and options can be discussed. Our quote request form will guide you through this process as well.

Typically, clients will overweight their total allocation into silver for a variety of reasons. The most common split we see is 75% Silver and 25% Gold.

GOOD OL' GOLD
HAS TIMELESS
VALUE.



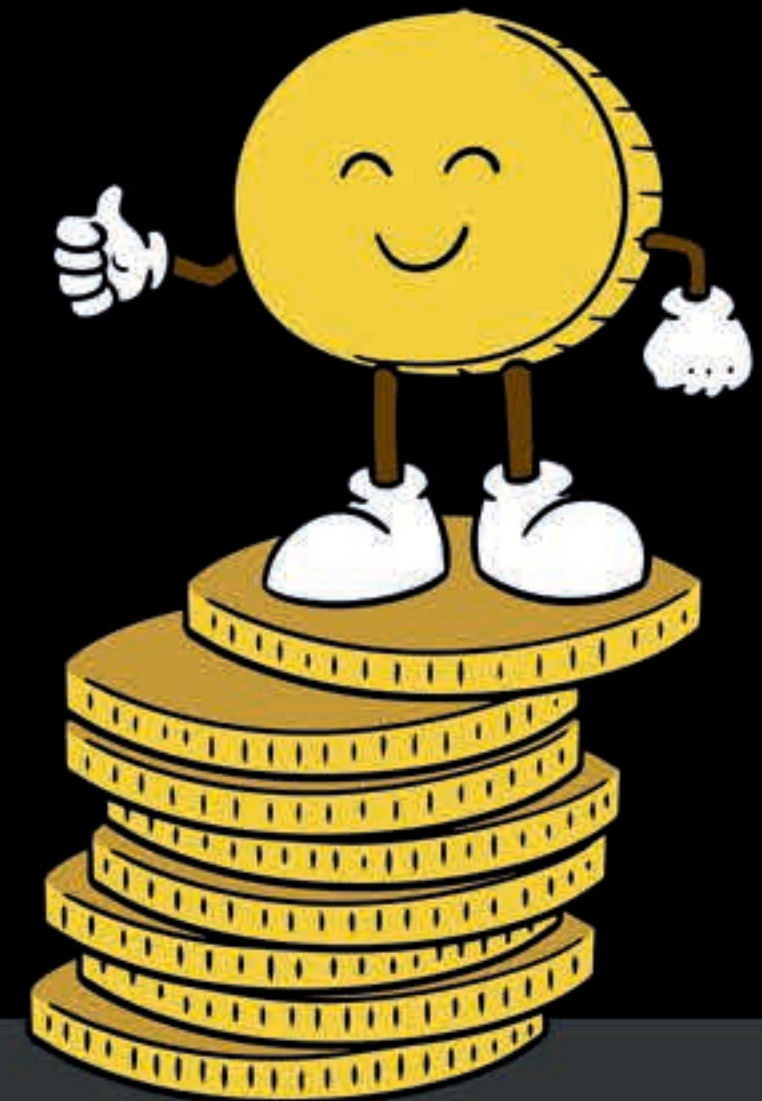
SILVER IS
AFFORDABLE AND IN
HIGH DEMAND.



GOLD

Owning physical gold is one of the best strategies for long term wealth preservation. Throughout history, gold has been viewed as a valuable commodity. Gold can act as a hedge against inflation and provide diversity within a portfolio. The advantages are unlike any other investment:

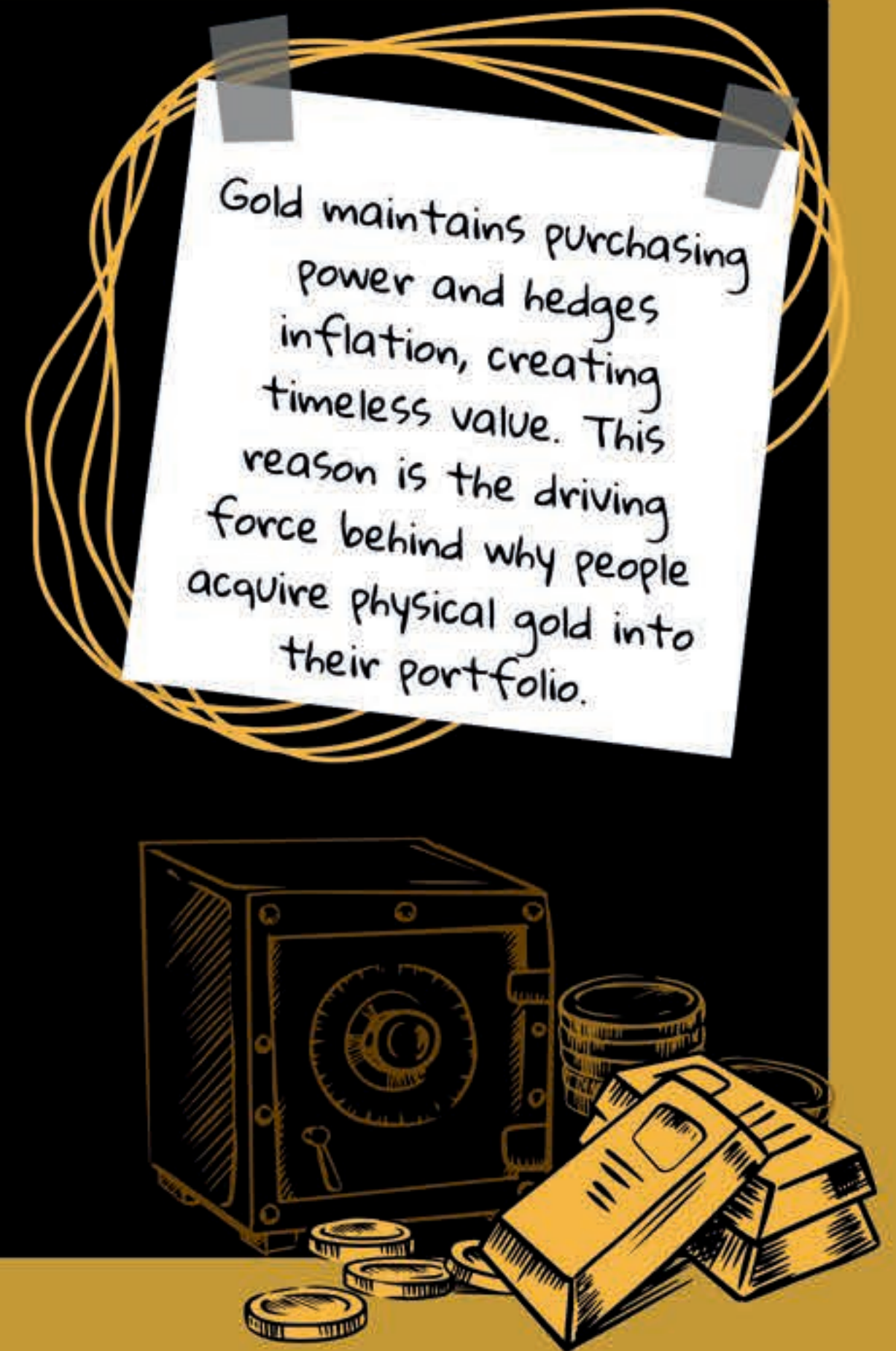
- Thousands of years has shown gold maintains purchasing power
- Shields you from loss by acting as a hedge against inflation
- Can be sold for cash or traded for goods
- Is portable, easy to store, and cannot go bankrupt
- Is a private and confidential form of wealth



GOLD-TIMELESS VALUE

Throughout history, no paper currency has survived the test of time like gold. The average lifespan of a currency is about 35 years. Eventually, all paper currencies become worthless. The reason this happens is because paper money (fiat currency) is not backed by anything and, therefore, has no limit on how much can be printed or digitally produced.

Through extreme global currency surplus, we can see the death of our purchasing power – also known as inflation. The US dollar, for example, has declined by 98% since 1913! This is why it takes a much higher stack of currency to pay for goods and services today than 100 years ago. It is not that the items are more valuable, it is that our currency has depleted, and continues to do so year after year.

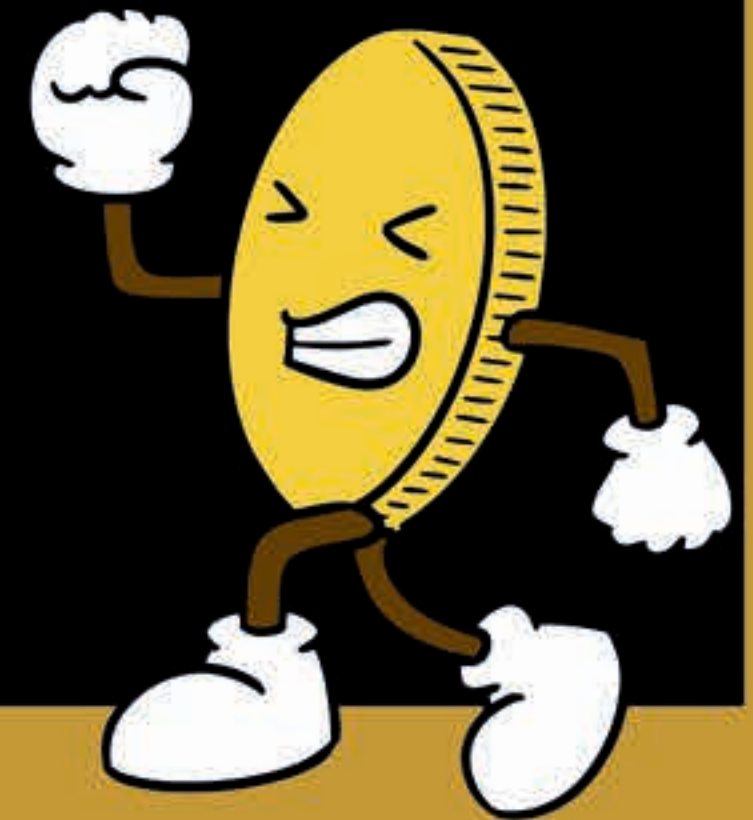


GOLD-REAL MONEY

Although gold is not used as currency today, possession of this precious metal is superior to any currency for various reasons. Physical gold is real money and is not subject to the risks that occur with paper or digital currency. Gold will always have value because it is the only financial asset that is free from liability. This means it can not go bankrupt or default to zero.

At all times, gold has represented real wealth and acted as a medium of exchange. There is a 3000 year track record to back its 'real money' status. One of the main reasons for its success is because man can not create or print gold. The value of gold comes from the natural limits on its supply. Gold can be used to purchase nearly any good or service globally and is easily liquidated for cash when needed.

Gold is the ultimate protection against economic uncertainty, vulnerability in the stock market, and political overreach; while offering liquidity, portability, and confidentiality.



SILVER

Silver is a secret weapon that is often overlooked as an option to invest in. Silver is a great alternative to traditional investments:

- Providing Liquidity
- Protection Against Inflation
- Diversity and Security

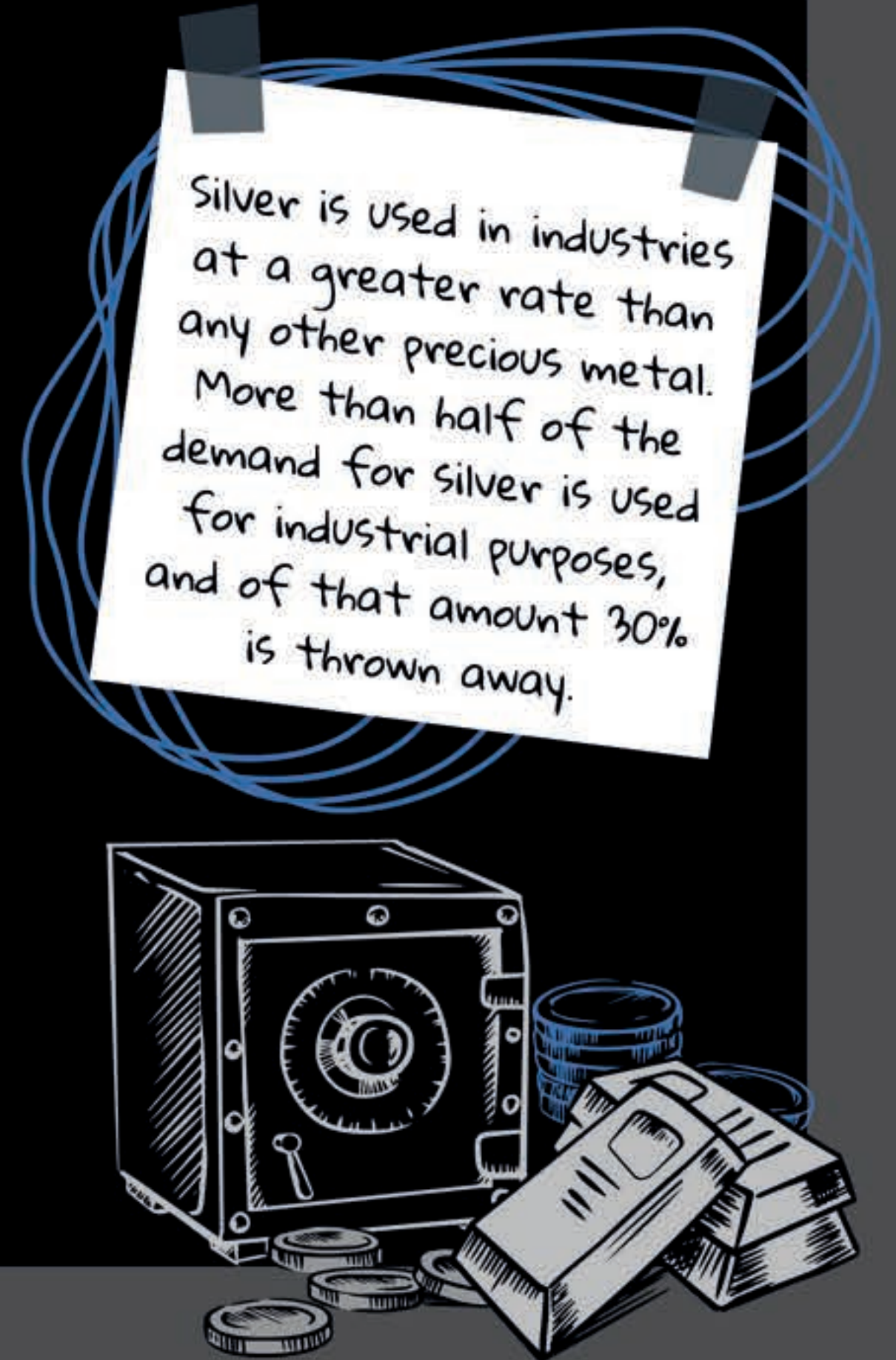
While having all the advantages of gold, you can acquire silver for a fraction of the cost. Due to its industrial status, silver has higher growth potential making it desirable for both preservation of capital and profit. This undervalued precious metal is high in demand because of global consumption which means silver is less available than gold.



SILVER-SUPPLY & DEMAND

Surprisingly, less silver is available than gold. While gold is rarer below ground, there are far fewer ounces of silver available above the ground. New deposits are not being located and silver is being consumed quicker than it is mined.

It is hard to imagine we throw away a precious metal that is necessary for everyday use. Of all chemical elements, silver has the most powerful antibacterial properties with the least toxicity, thus increasing its use in the medical industry. Silver takes the lead in electrical and thermal conductivity. It has sensitivity to light and is the most reflective of all the metals. As technology advances, so does the need for silver. It seems inevitable that these factors among many others will drive up the price of silver.

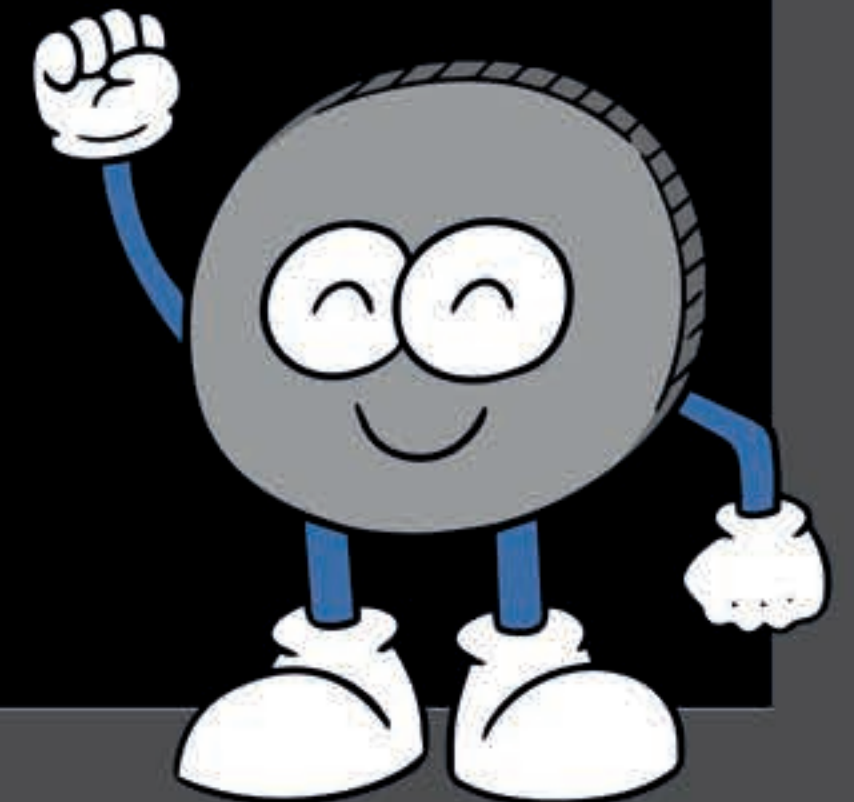


SILVER-TRUTH & TRENDS

For over 2,500 years, silver has been used to store wealth. It was the foundation of most monetary systems before the 20th century. Not long ago, currencies were backed by silver. In fact, if you take a look at a pre 1971 dollar bill, you will see it was printed as a 'silver certificate' that could be exchanged for physical silver. Today, currency is printed as 'federal notes' backed by nothing, thus having no accountability to the expansion of supply.

More currency has been printed (or expanded by digital means) in the last couple of years than the previous 100 years combined. This is where inflation comes from. If you expand the currency supply, prices will rise. We see this today when purchasing basic goods and services such as groceries and fuel. Silver can act as a safe-harbor investment and strategic way to preserve capital.

Many factors contribute to the investment qualities of silver. History shows that in a bull market, silver will make more dramatic gains. Silver increased 3,641% from 1971 to 1980.



PRIVATE MINT VS. GOVERNMENT MINT

Private Mints do not have the authority to produce legal tender coins and, therefore, produce bars, rounds, and other products specific to the precious metals industry. While maintaining purity, beauty, and value; private minted products typically cost less to purchase. Private mints carry no face value – meaning they are based solely on their precious metal content. Many believe that private ownership has additional protection against the risk of metal confiscation like in 1933.

Government Mints have the ability to produce legal tender coins that are beautiful and pure. Although highly sought after, legal tender is not actually "owned" by the purchaser. When government mint is purchased, you are merely the "bearer" of the coin. Government Minted coins typically have higher premiums than private mint.



WEIGHT & MEASURE

When purchasing investment grade precious metals, acquiring a variety of sizes and weights should be considered. There is no right or wrong decision when choosing products, as it is a personal choice suitable to the intention of the purchaser. All of the products purchased through PGS are pure and uncirculated mint.

The most common sizes to diversify into are:

Silver:

- 100 oz Silver Bars
- 10 oz Silver Bars
- 1 oz Silver Rounds

Gold:

- 1 kilo Gold Bar
- 1 oz Gold Bars
- 5 -100 gram Gold Bars

Troy Ounce = 31.1 grams

Ounce = 28.35 grams

1 Gram = 0.035274 oz

Think of gold & silver holdings like a wallet with a variety of bills and coins. Gold & silver can offer the same Diversity through different weights and sizes of products.



SPOT PRICE VS. ACTUAL COST

Spot price is the acknowledged base line for the market pricing of precious metals. This price constantly changes and does not factor in the actual costs associated with acquiring the metal in physical form. When gold and silver are purchased, the premium above spot price reflects the process to refine, mint, manufacture, market, acquire, insure and ship the metal to the consumer.

Spot prices are usually listed in USD. For our Canadian Customers, all prices are converted to CAD.

Precious metals are typically sold for spot price. This means that premiums are not recuperated upon a sale and can only be captured back once spot price has exceeded the total price paid. This is important to know when acquiring physical precious metals.



AT HOME STORAGE

Home storage allows for immediate access to your collection of physical precious metals. If you store your metals at home, choose an extremely secure place.

There are a variety of ways to accomplish this; some store in a hidden safe that is bolted to the floor, others bury it. Message us for information on storage strategies.



BRINKS STORAGE

Live in another jurisdiction? Travel often? Don't have a safe place to store your precious metals? Take advantage of a secure, private storage service.

Brinks is an affordable, private facility with world class security. The full value of your metals are insured with easy liquidation. A minimal annual fee of 1% is charged monthly.





LIQUIDITY OPTIONS

When it is time to sell your investment, we can help you! With one quick phone call, you can sell your precious metals back to us.

Sell prices are always determined using spot price.

In the event you are not local, a shipping label will be provided to you to send your product to our liquidation warehouse.

FREQUENTLY ASKED QUESTIONS

Q: What are the tax implications I could face in purchasing gold and silver?

A: PGS does not give tax advice. Speak with your accountant or tax advisor to understand the tax implications. In Canada, some precious metals are exempt from GST/HST when purchasing and selling.

Q: How can I get better educated on the topic of gold and silver?

A: Our website is a great **resource** to find more information and education. There is a ten part series of videos that explain the hidden secrets of money and why gold and silver are the world's best insurance policy. Visit <https://goldsilver.com/hidden-secrets/> to watch.

Q: How do I know the product I receive is pure and authentic?

A: Gold and Silver purchased through PGS is uncirculated (new mint/products). Each item has authenticity, purity, and mint stamped into the product, or has tamper proof packaging.

Q: Is there a supply and demand issue with gold and silver?

A: Yes. There is higher demand for both gold and silver and, in some cases, it is very difficult to get certain products. PGS has access to a variety of products and is confident in fulfilling client requests.

Q: What if I have registered accounts I want to invest into gold and silver?

A: PGS has a Registered Accounts Program that will walk you through how to acquire gold and silver.

Q: Does Pure Gold Silver sell other precious metals like Platinum and Palladium?

A: Upon request, we can provide quotes for other metals.

Q: How do I move forward with a decision to purchase?

A: Requesting a quote through the website will expedite the process to assist you. Alternatively, PGS welcomes calls, emails, and text messages.



WE APPRECIATE YOUR BUSINESS, REFERRALS, AND SUPPORT!

Pure Gold Silver Inc. can provide service anywhere in
Canada and United States.



We are a locally owned and operated family business that has been driven by word of mouth referrals since 2009. Thank You!



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