



CITY COINS

Why invest in Gold?



PROTECT & GROW YOUR WEALTH WITH GOLD COINS



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Gold: The Only True Form of Real Money

In unstable economic times, both individuals and governments turn to gold as a safe store of value. Unlike currencies such as the USD, which can lose value, gold has held its worth for centuries and continues to surge, especially since the pandemic. Gold coins, in particular, offer a unique opportunity to protect and grow wealth while serving as a stable investment in uncertain times.

Gold has long been regarded as the only true form of real money. In times of economic instability, people turn to gold as a reliable asset. Its value has consistently risen, solidifying its position as a secure investment. Gold coins provide not only an investment opportunity but also a tangible asset that can safeguard wealth in unpredictable periods.



A Brief History of Gold

Gold is one of the oldest forms of currency, with its first gold coins struck in Lydia in 560 BC. It has never lost its luster—a noble metal that doesn't tarnish or rust. As one of the heaviest and densest metals, gold has remained a symbol of wealth and status throughout history.



THE HISTORY OF GOLD IN SOUTH AFRICA & ITS VALUE OVER TIME

Gold has been a symbol of wealth and a trusted store of value for thousands of years. In South Africa, gold has played a critical role since the discovery of the Witwatersrand Gold Reef in 1886, making the country one of the world's largest producers of gold for much of the 20th century. South Africa also introduced the Krugerrand, one of the world's most famous gold coins, which remains a top choice for investors today.

GOLD'S VALUE OVER THE LAST 100 YEARS:

The value of gold has consistently risen over time, making it a safe and reliable investment. Here's a breakdown of gold prices over the last century, converted to ZAR:

- **1920:** Gold was priced at R300 per ounce (approx.)
- **1980:** Gold reached a high of R7,100 per ounce (approx.)
- **2000:** Gold was priced around R2,000 per ounce (approx.)
- **2010:** Gold's value surged to R10,000 per ounce (approx.)
- **2020:** Gold reached R27,000 per ounce (approx.)
- **2023:** Gold is currently valued at over R50,000 per ounce.



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A Proven Store of Value

If you had invested R10,000 in gold over the last 20 years, here's how your investment would have appreciated:

20 YEARS AGO (2003):

- **Gold Price:** R5,000 per ounce
- **Investment:** $R10,000 \div R5,000 = 2$ ounces of gold
- **Current Value (2023):** 2 ounces x R27,000 = R54,000
- **Total Return: 440% increase**

10 YEARS AGO (2013):

- **Gold Price:** R14,000 per ounce
- **Investment:** $R10,000 \div R14,000 = 0.714$ ounces of gold
- **Current Value (2023):** 0.714 ounces x R27,000 = R19,278
- **Total Return: 92.8% increase**

5 YEARS AGO (2018):

- **Gold Price:** R18,000 per ounce
- **Investment:** $R10,000 \div R18,000 = 0.555$ ounces of gold
- **Current Value (2023):** 0.555 ounces x R27,000 = R15,000
- **Total Return: 50% increase**



Why Gold Coins?

Gold & Gold coins are an attractive investment because they offer tangible value and are backed by precious metal content.

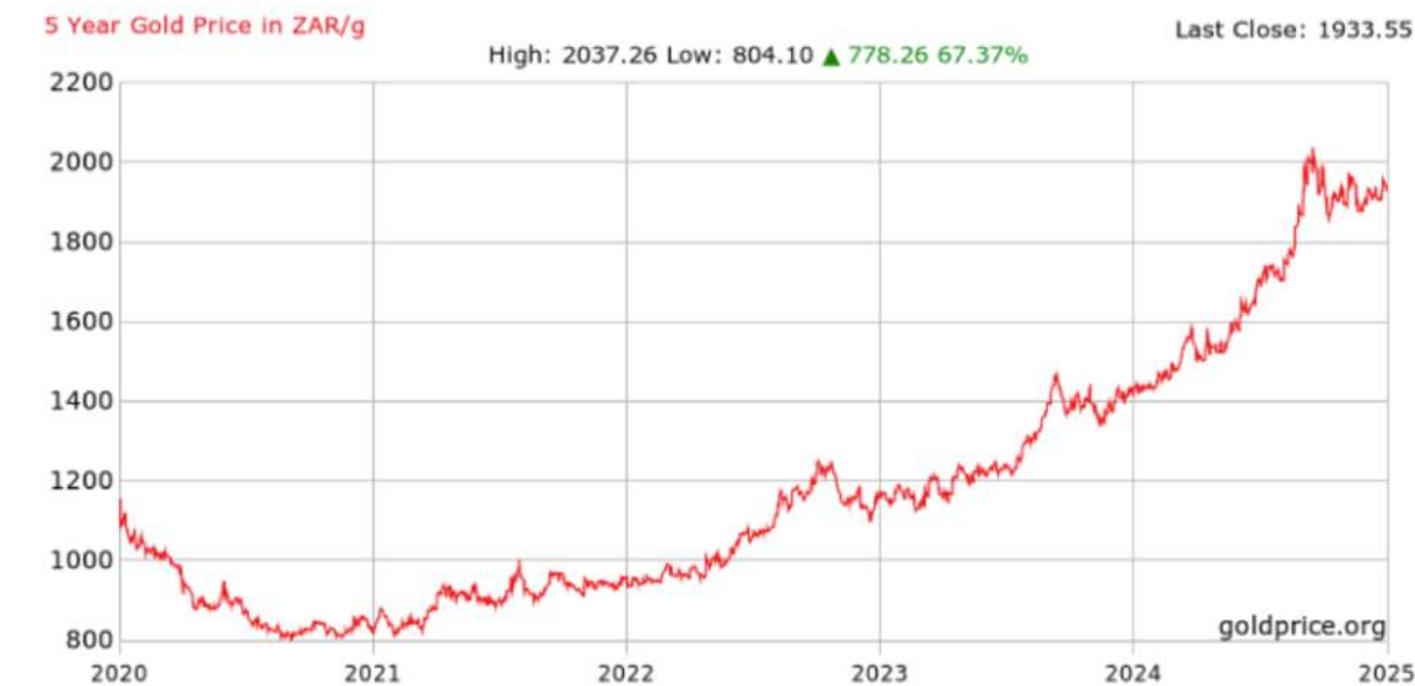
Here's why gold coins are highly sought after:

- 1. Longevity:** Gold coins don't tarnish, rust, or lose their value (unlike paper money), and they can even be passed down through generations, preserving wealth.
- 2. Physical Ownership:** When you buy physical gold, such as gold coins, you own it outright. This removes reliance on banks or financial institutions and eliminates third-party risks.
- 3. Attractive and Valuable:** Collecting and holding gold coins is not just an investment, but also an enjoyable hobby. Coins like Krugerrands carry significant status and pride in ownership.
- 4. Easy Liquidity:** Gold coins can be easily converted into cash based on the current spot price and their weight (typically 1 oz per coin). This makes them highly liquid and easy to sell when needed.
- 5. Lower Volatility (Compared to Bitcoin):** Unlike Bitcoin, which is known for its extreme price fluctuations and market volatility, gold has a proven track record of stable growth over the long term. While Bitcoin's value can swing dramatically in a matter of hours or days, gold tends to appreciate steadily, making it a more secure and reliable investment in times of financial uncertainty.

Gold coins are VAT exempt



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Friday, August 8, 2025

Why Krugerrands?

Krugerrands are one of the most well-known and widely traded gold coins in the world. Here's why they are a fantastic choice for investors:

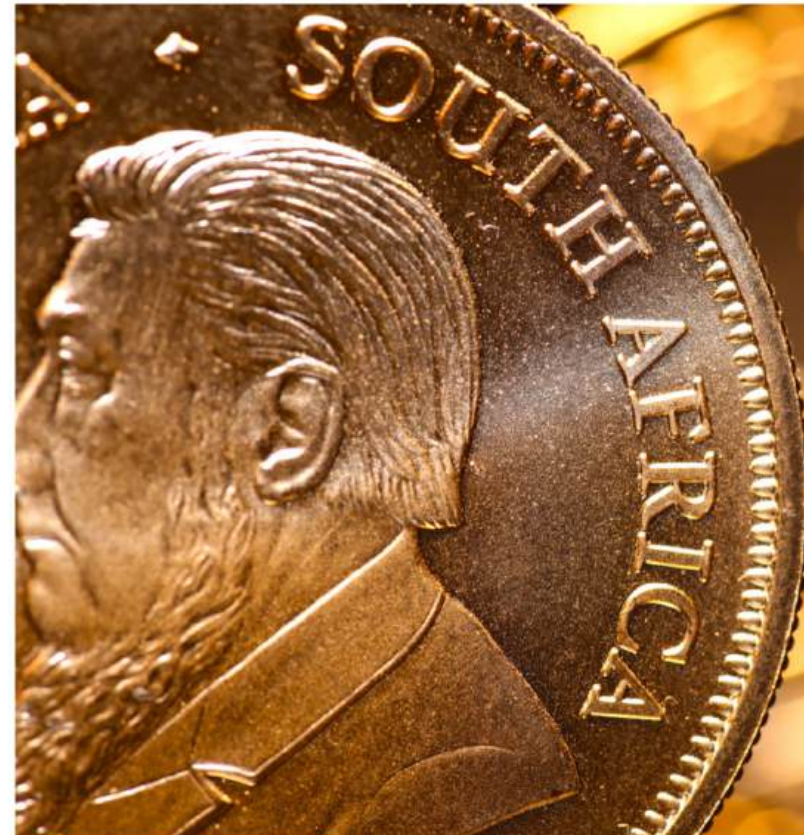
- **First of Its Kind:** The Krugerrand was the first gold coin without a denomination—its value is directly linked to the daily gold price.
- **Global Recognition:** Krugerrands are widely accepted and recognized worldwide, making them easy to buy, sell, and trade.
- **South African Heritage:** They are strongly associated with South Africa's gold reserves and carry significant historical value.
- **Investment for Generations:** Krugerrands are favored for passing down wealth across generations, thanks to their consistent value and heritage.



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WHY KRUGERRANDS ARE A GREAT INVESTMENT

The Krugerrand is South Africa's most famous and widely recognized gold coin. Introduced in 1967, it was the world's first gold coin to be priced based on its gold content rather than its face value, making it an attractive option for investors and collectors alike. Since its introduction, the Krugerrand has become synonymous with gold investment and has built a reputation as one of the most trusted and traded gold coins globally.



PROVEN TRACK RECORD OF APPRECIATION

Since their inception, Krugerrands have consistently appreciated in value, following the price of gold. Over the years, gold has shown steady growth, and Krugerrands have mirrored this trend. The historical performance of gold—and by extension, Krugerrands—shows that they are a reliable investment, especially when other markets are facing uncertainty. Gold prices have historically risen during times of inflation or economic crises, which further boosts the value of Krugerrands.

Coin Collectors

Coin Collection vs. Coin Investment: Understanding the Difference

While coin collecting and investing in coins are closely related, they serve different purposes and involve different strategies:

- **Coin Collection:** Coin collectors typically focus on collecting coins due to their historical significance, rarity, and aesthetic value. The primary goal is often the enjoyment of building a collection rather than making an immediate profit.
- **Coin Investment:** Coin investors, on the other hand, view coins primarily as a financial asset. They focus on acquiring coins that are expected to increase in value over time, often driven by factors like rarity, demand, and precious metal content.



HISTORICAL VALUE

Many coins have significant historical and cultural value, making them appealing to collectors. This historical connection can sometimes increase demand, and in turn, the value of the coins.



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With **over 50 years of experience**, **City Coins** is your trusted partner in the gold coin market. We provide a secure and transparent way to purchase **Krugerrands** and other gold coins.

- **Appointed Dealer:** We are an appointed dealer for The Rand Refinery and have unlimited gold purchasing power, ensuring you get genuine gold coins.
- **Credible Supplier:** As a member of the South African Association of Numismatic Dealers (SAAND), we offer competitive rates and ensure quality and authenticity in every transaction.
- **Buyback Guarantee:** We offer a buyback guarantee on gold coins, giving you peace of mind knowing that you can sell your gold back to us at a fair price when needed.

START INVESTING IN GOLD COINS TODAY

Gold coins offer a tangible and stable investment, providing not only **wealth preservation** but also a **legacy asset** that can be passed down through generations. **Krugerrands** remain one of the most popular forms of **gold investment** for South Africans and international investors alike.

Now is always the time to invest in gold—whether you're just starting or looking to expand your portfolio.

