

Media Advisory from CFALA

For Immediate Release

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The Investment Case for Gold And Ways to Access the Market

**Presentation by Juan Carlos Artigas
World Gold Council Investment Research Manager**

LOS ANGELES – Worries about currencies, government deficits and future inflation helped push gold prices to new levels last year, capping a sustained rally underpinned by fundamental factors of demand and supply. However, there are many reasons why people and institutions are investing in gold. This presentation provides background on these reasons and describes the defining characteristics of the gold market from an investor's point of view. Artigas will cover some of the main characteristics that make gold an attractive strategic investment, including its role as portfolio diversifier, safe haven, inflation hedge, and dollar hedge. He also will discuss the supply and demand factors such as jewelry (68% of average annual demand), investment (20%), and industrial demand (the remaining 12%). On the supply side he will cover trends and drivers in mining supply, exploration spending, recycled gold, and central bank sales. Finally, he will discuss various ways to access the gold market.

Artigas is an Investment Research Manager for the World Gold Council in New York, whose mission is to stimulate and sustain the demand for gold and to create enduring value for its stakeholders. The organization represents the world's leading gold mining companies, who produce more than 60% of the world's annual corporate gold production.

**Wednesday, March 17, 12:00-1:30PM
Omni Los Angeles at California Plaza
251 South Olive Street
Los Angeles, CA 90012**

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