



PLATINUM
For Immediate Release

Press Release

Demand for Pt Jewellery Remains Stable, with Bridal Market Contribution growing

PGI Publishes 2014 Platinum Retail Trade Barometer Report

(April XX, 2015, Shanghai) Platinum Guild International (PGI®) published the findings of its 'PGI's 2014 Retail Trade Barometer' in London. The report is based on four key platinum



markets, China, Japan, the US and India, which account for 92% of the global demand for platinum jewellery. The report contains the sales data of all major retailers from each country as well as opinions on platinum jewellery market trends from PGI's industry partners worldwide. The report shows that in 2014, the global platinum jewellery market was able to sustain its stable sales performance. As the biggest platinum

China Platinum Bridal Jewellery Market Remains Strong

jewellery consumption market, China demand was affected by many external factors, such as the macro-economic slow-down, sluggish demand for luxury products and a significant decline in the gold jewellery market. The demand for platinum jewellery showed a 3% decline in ounces in 2014. Bridal performed strongly and the gem-set category strongly performed up 11% in ounce sales. The China section of this year's report covered all retailer types, covering sales data from 70 retail brands and over 8,000 stores in China.

Strong Bridal Jewellery Demand Stimulates Platinum Market as a Whole

In recent years, PGI has largely focused on the platinum bridal jewellery market. In 2014, PGI launched bridal campaigns in collaboration with leading retail jewelers with new initiatives to attract both consumers and trade partners. Through leveraging the influence of celebrities and collaborating with trade strategic partners, PGI carried out 360-degree integrated communications campaigns and further promoted the platinum bridal culture by reinforcing the dominant presence of platinum as the default choice of wedding jewellery. Through these efforts, the platinum bridal jewellery market was able to maintain its stable and rapid growth momentum, which contributed significantly to the platinum jewellery market as a

whole. According to the report's statistics, PGI's strategic partners delivered a very positive performance in 2014, with 11% growth in ounces as a group. In the long run, with the increasing recognition of platinum bridal culture among the young consumers in China; a fast paced urbanization of lower-tier cities and continued growth in disposable urban income, it is estimated that the platinum bridal jewellery market will continue to grow steadily.

Gem-set and Non-bridal Plain Platinum Jewellery Segment will become New Opportunities

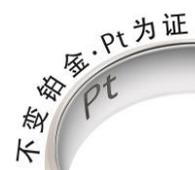
With the upgrading desire of Chinese consumers, especially among repeat purchasers, and retailers' focus shifting into gem-set jewellery with higher margins, platinum gem-set jewellery delivered exciting growth of 11% in 2014. Pt gem-set jewellery has become a potential new growth driver, where platinum benefits from a natural affiliation with the diamond – they are a perfect match. Another opportunity is the non-bridal jewellery segment. Despite the fact that this segment was primarily responsible for the 3% dip in ounces in the overall China platinum jewellery sales in 2014, largely due to sluggish consumer demand and a lack of excitement when it comes to plain platinum Jewellery.

Mr. Dennis Kao, the Managing Director of PGI China expressed his confidence in the sector. "While continuously exploring the bridal jewellery market in-depth, PGI will additionally gradually adjust its marketing strategy and start to look closely at the non-bridal segment. Along with our trade partners, we will develop more products that meet the consumers' demand, whilst boosting consumers' interests in non-bridal platinum jewellery, making this segment a new engine of growth for the platinum jewellery market. "

【Education Box】

Q: How to identify platinum?

A: The easiest way to identify platinum is to look for the "Pt or 铂" mark engraved inside each piece of platinum jewellery. All platinum jewellery is hallmarked. There are a number of symbols or marks (Pt or 铂) that have to be displayed on a piece of jewellery to indicate that it is high purity platinum, for example, Pt950, Pt990, Pt999. The Pt mark is an identifying mark and demonstrates its purity highlighting the use of platinum metal.



For more information, please login to www.preciousplatinum.com.cn or follow PGI's official WeChat account "铂金 Pt".

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About the Platinum Guild International

The Platinum Guild International ("PGI") was founded in 1975 and is a trade organization supported by the major South African platinum producers. PGI has specialist teams dedicated to developing demand for platinum jewellery through consumer and trade facing programmes in the four key jewellery markets of China, India, Japan and the United States. In China, PGI works to cultivate and guide Chinese consumers' passion for platinum jewellery by providing a full range of support to promote the local platinum jewellery industry, and has achieved great results. In 2000, China became the biggest market for platinum jewellery in

the world.

For media enquiries, please contact

RTG Consulting

Contacts: Cathy Luo /Sammi Xiong

Tel: +8621-5389 5604/5389 5556

Email: cathy.luo@rtgconsulting.com

sammi.xiong@rtgconsulting.com

Platinum Guild International

Contact: Joyce Wang, PR Manager

Tel: +8621-60290022 Ext. 828

Email: jwang@pgiglobal.com