

GEIGER

EDELMETALLE

GEIGER EDELMETALLE GMBH





The development of the investment coin market

Experiences of a medium sized private German mint

- I. Introduction
- II. How was it to establish as an unknown small private mint a completely new investment coin in the international markets?
- III. Short information on the sale's development
- IV. Conclusions
- V. Future prospects

I. Introduction

Libertad

Country: Mexico
First issued: 1982
Quantity: ca. 1 mio pcs



I. Introduction

Panda

Country: China
First issued: 1983
Quantity: limited to
8 mio pcs./year



I. Introduction

American Eagle (Silver Eagle)

Country: USA
First issued: 1986
Quantity: ca. 3-9 mio pcs.
10 mio pcs. (2008)
47 mio pcs. (2015)



I. Introduction

Maple Leaf

Country: Canada
First issued: 1988
Quantity: 30 mio pcs. (2015)



I. Introduction

Britannia

Country:	Great Britain
First issued:	1997
Quantity:	500.000 pcs./year



I. Introduction

Lunar series

Country: Australia
First issued: 1999
Quantity: 63.644 (1999)
300.000 (since 2008)



I. Introduction

Vienna Philharmonic

Country:	Austria
First issued:	2008
Quantity:	7.7 mio pcs. (2008) 17 mio pcs. (2011) 4.6 mio pcs. (2014)



I. Introduction

Kangaroo

Country: Australia
First issued: 2015
Quantity: over 5 mio pcs.



I. Introduction

Conclusions

- The 1oz Silver bullion coins represent a unique success story
- There was a remarkable upswing after the turn of the Millennium. In 2016 ca. 100 million coins will be sold worldwide
- Newcomers like the Australian Kangaroo and the Armenian **Noah's Ark** have their chance as well
- The *Noah's Ark* currently covers 1 % of the world's production
2011: 268.325
2015: 960.182



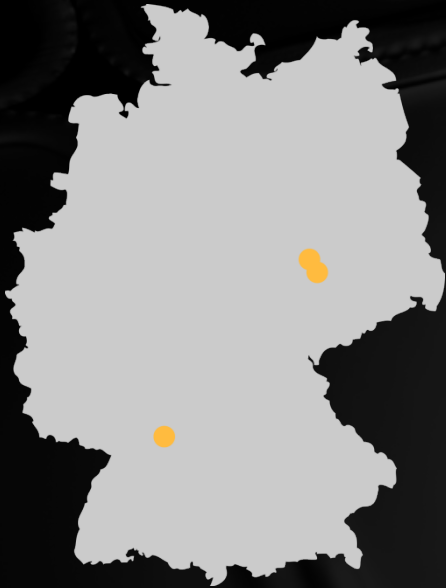
I. Introduction

- 2009 – first discussion inside the Geiger Edelmetalle about a possible new investment silver coin
- Search for an understanding partner open for unconventional and innovative ideas
- The Central Bank of Armenia proved to be such a valuable and reliable partner
- 1 year of intensive negotiation lead to the first coins in June 2011



I. Introduction

Locations of Geiger Edelmetalle



Germany



Switzerland



USA

I. Introduction

Wide range of own products



I. Introduction

Customized minting



I. Introduction

State-of-the-art-Production



I. Introduction

Biggest silver coin in the world

diameter: 65 cm

Weight: 1750 oz

Our smallest gold coin

diameter: 1,1 cm

Weight: 0,5 g



I. Introduction

The Flagship – Noah's Ark silver bullion coin



II. How was it to establish as an unknown small private mint a completely new investment coin in the international markets?



II. How was it to establish as an unknown small private mint a completely new investment coin in the international markets?

First, a very close and trustful cooperation with the Central Bank of Armenia on all relevant fields:

- Intensive discussion about measures, weight and minting details
- An authentic and impressing design, rooted in the Armenian history and also appealing to a global audience
- Outstanding minting quality with a strict quality control
- An intensive coordination on technical specifications, packaging, marketing etc

II. How was it to establish as an unknown small private mint a completely new investment coin in the international markets?

Second, we did not offer our customers a silver investment coin only, we presented “silver and more”.



excellent
minting
quality



wide range of
sizes
(1/4 oz – 5 kg)



attractive design
expressing a
message



HQCS
technology
to obtain
quality



sustainable
packaging
made of
wood



attractive gift
sets with
limited
editions

II. How was it to establish as an unknown small private mint a completely new investment coin in the international markets?

Third, an intensive marketing and advertisement are extraordinary important to reach the customers and to become acquainted in the international markets

- Participation at national & international fairs and exhibitions
- Online marketing
- Mailing campaigns in Germany and abroad
- Leaflets and brochures, video sequences
- Supporting trading partners all over the world with their marketing
- Intensive personal contacts all over the world
- Inviting customers, trading partners and journalists in our production halls

III. Short information on the sales development

Sales figures

- start in 2011 with 300.000 pieces
- best year until now: 2015 with 1.293.897 pieces
- some days ago we passed the 5-millionth-coin mark

Main markets

- Germany
- Europe
- United States
- Australia
- Canada

IV. Conclusion

The decisive factors for the success:

- An excellent product – more than sheer silver
- A solid production factory with modern machinery park
- A strong and fair partner (in this case the Central Bank of Armenia)
- The price
- Being small can be a benefit
(small countries and small companies can be more flexible,
faster with decisions & easier to communicate with)

V. Future prospects

1. Continuing to produce and to distribute the Noah's Ark silver investment coin all over the world.
2. Developing new products of Noah's Ark with proof quality
3. A "Noah's Ark" coin made of a different precious metal



Locations & Contact



Castle Güldengossa, close to
Leipzig, Germany



Order processing, logistics and
production center Leipzig



South Germany branch



USA branch/ Inwood, New York



Zurich, Switzerland



St. Margrethen, Switzerland

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Mo - Tue: 9.00 a.m. - 5.30 p.m.

Wed: 9.00 a.m. - 7.00 p.m.

Thu - Fri: 9.00 a.m. - 5.30 p.m.