

## Press release

Hanau, October 11, 2018

**High demand among Germany's end consumers:  
Heraeus precious metal bars now available to private customers at  
[www.heraeus-gold.de](http://www.heraeus-gold.de)**

**The Hanau-based precious metals specialist, Heraeus, now serves private customers in Germany through its partner, Ophirum. The platform [heraeus-gold.de](http://heraeus-gold.de) opens up new distribution channels for the company and is a new addition to its existing digital customer services for precious metals products trading. With its new platform, Heraeus is reacting to the consistently high demand for gold among end consumers in Germany.**

Via the platform [www.heraeus-gold.de](http://www.heraeus-gold.de), private investors in Germany can purchase physical precious metal and invest in precious metal with the gold savings plan. Heraeus, the world's leading precious metals provider, acquired 100% of the Swiss precious metals refinery, Argor-Heraeus, last year, thereby enabling it to single-handedly cater to the entire value chain all the way back to source. This goes for gold as well. Argor-Heraeus has been one of the world's leading producers of gold bars for decades and in Germany, Heraeus is one of the most popular and well-respected brands of precious metal bars.

"Heraeus oversees the entire supply chain and therefore has single-point responsibility for the production of all precious metal bars. With [heraeus-gold.de](http://heraeus-gold.de), we want to meet the high demand of customers for high-quality products from a trusted source," says André Christl, President Heraeus Precious Metals, of the reasons for setting up the online platform. "We look forward to working with Ophirum who offer the highest degree of professionalism and expertise in the online trading sector."

The online platform is a cooperation between the Heraeus Precious Metals business unit and the bank-neutral precious metals dealer, Ophirum, which has traded exclusively in Heraeus precious metal bars since it was founded in 2010. Ophirum is responsible for the entire sales processing of the online business and is the customer's contract partner. Customers purchasing precious metals products can opt to have these delivered or placed in a deposit, or to collect them from one of 14 Ophirum branches nationwide, located in Augsburg, Bonn, Bremen, Cologne, Dresden, Essen, Frankfurt am Main, Hilden, Leipzig, Lindau, Mannheim, Regensburg, Stuttgart, and Würzburg.

Heraeus continues to sell precious metal bars through banks, savings banks, and precious metals dealers.

## Compliance

Heraeus Precious Metals is the world's largest precious metals provider. A strict, group-wide, multi-level compliance and risk management framework ensures that Heraeus Precious Metals is able to identify and eliminate risks early.

## More information

[Press release "Heraeus successfully completes takeover of Argor-Heraeus"](#)

## **About Heraeus Precious Metals**

Heraeus Precious Metals (HPM) – a global business unit within the Heraeus group – is a world-wide leading provider of precious metals services and products. It combines all activities related to its comprehensive expertise in the precious metals loop – from trading to precious metals products to recycling. HPM is among the world's largest refiners of platinum-group metals (PGMs) and an authority in industrial precious metals trading.

## **About Heraeus**

A globally leading technology group, Heraeus is headquartered in Hanau, Germany. Founded in 1851, it is a family-owned portfolio company which traces its roots back to a pharmacy opened by the family in 1660. Today, Heraeus combines businesses in the environmental, energy, electronics, health, mobility and industrial applications sectors. In the 2017 financial year, Heraeus generated revenues of € 21.8 billion. With approximately 13.000 employees in 40 countries, the FORTUNE Global 500-listed company holds a leading position in its global markets. Heraeus is one of the top 10 family-owned companies in Germany.

With technical expertise, a commitment to excellence, a focus on innovation and entrepreneurial leadership, we are constantly striving to improve our performance. We create high-quality solutions for our clients and strengthen their long-term competitiveness by combining unique material expertise with leadership in technology.

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