



# Redefining the way the world trades physical

Offering traders worldwide electronic access  
to the physical bullion marketplace.


# ABX An Alternative Global Marketplace

Allocated Bullion Exchange (ABX) is the world's first electronic institutional exchange for allocated physical precious metals.

We bring global trading, price discovery and clearing facilities into one online trading environment via our groundbreaking trading platform, MetalDesk.

By connecting all major liquidity centres worldwide, we are **breaking down barriers of entry** to the global wholesale market.

Our Exchange delivers the ability to **trade physical gold, silver and platinum** wherever you are using our online platform in the same way that you would trade stocks, forex or futures.



ABX was born out of the success of Bullion Capital and represents the evolution of the spot physical precious metals market.

This October, ABX will be launched as an independent institutional membership based exchange with global initiatives that will drive rapid outbursts of awareness to establish ABX as both the market standard and benchmark for trade and investment in precious metals.



# The Global Vision

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By modernising, integrating and globalising the precious metal markets, ABX aims to redefine the way physical bullion is traded globally.

Our mission is to optimise global physical bullion market efficiency by connecting the world with an integrated physical bullion exchange. We aim to maximise inclusiveness and accessibility globally and provide relevant real-time price discovery.

**Modernisation. Integration. Globalisation.**



# Our Pillars

Modernisation. Integration. Globalisation.

## Modernisation

ABX brings the institutional trade of physical precious metals into the electronic environment for the first time.

- The ABX introduces unprecedented efficiency, security, anonymity, confidence, cost-effectiveness and accessibility into the physical precious metals industry.
- The MetalDesk increases members' ability to expand revenues by offering an expanded global target market.
- Efficiency is increased by eliminating the requirement to have phone broking or dealing desks.

## Integration

The MetalDesk exchange platform connects the initial physical producer and end consumers. Any type of broker can offer and promote our platform to their client base.

- Price discovery, institutional trading, clearing, storage and delivery services are integrated in one online environment.
- This highly integrated solution is more operationally efficient and cost-effective for investors across the globe.
- This is an extremely attractive proposition for both online brokers and end-users.

## Globalisation

ABX has bridged the extreme price differentials that existed per location because of the traditional barriers to entry and lack of price discovery mechanisms.

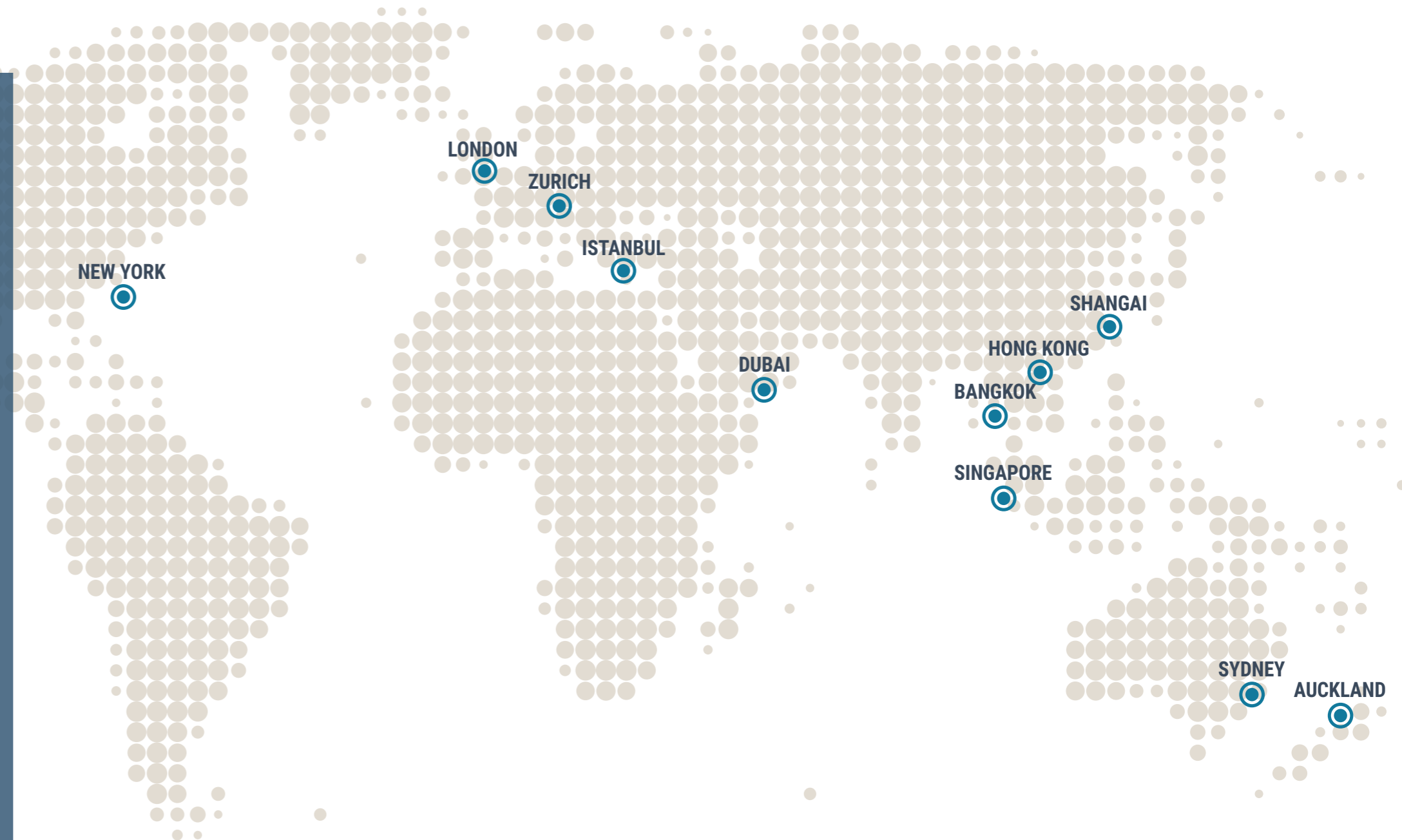
- All global trading hubs are interconnected and fungible with one another, allowing title to be electronically swapped from one location to the next
- ABX breaks down the barriers to entry to the major physical precious metals trading & liquidity centres around the world
- Locational pricing differentials are easily identifiable and can be immediately acted upon to lock in arbitrage profits.

# Global Trading Hubs

One of the most powerful differentiators for the ABX solution is its global network of trading and storage hubs.

Multiple independent local exchanges (trading hubs) have been amalgamated into one global marketplace. These trading hubs are independent trading, pricing, storage and delivery locations that allow participants to trade in the location of their choice, or take advantage of any pricing differentials that may exist.

A real-time locational price discovery mechanism that is the first of its kind.



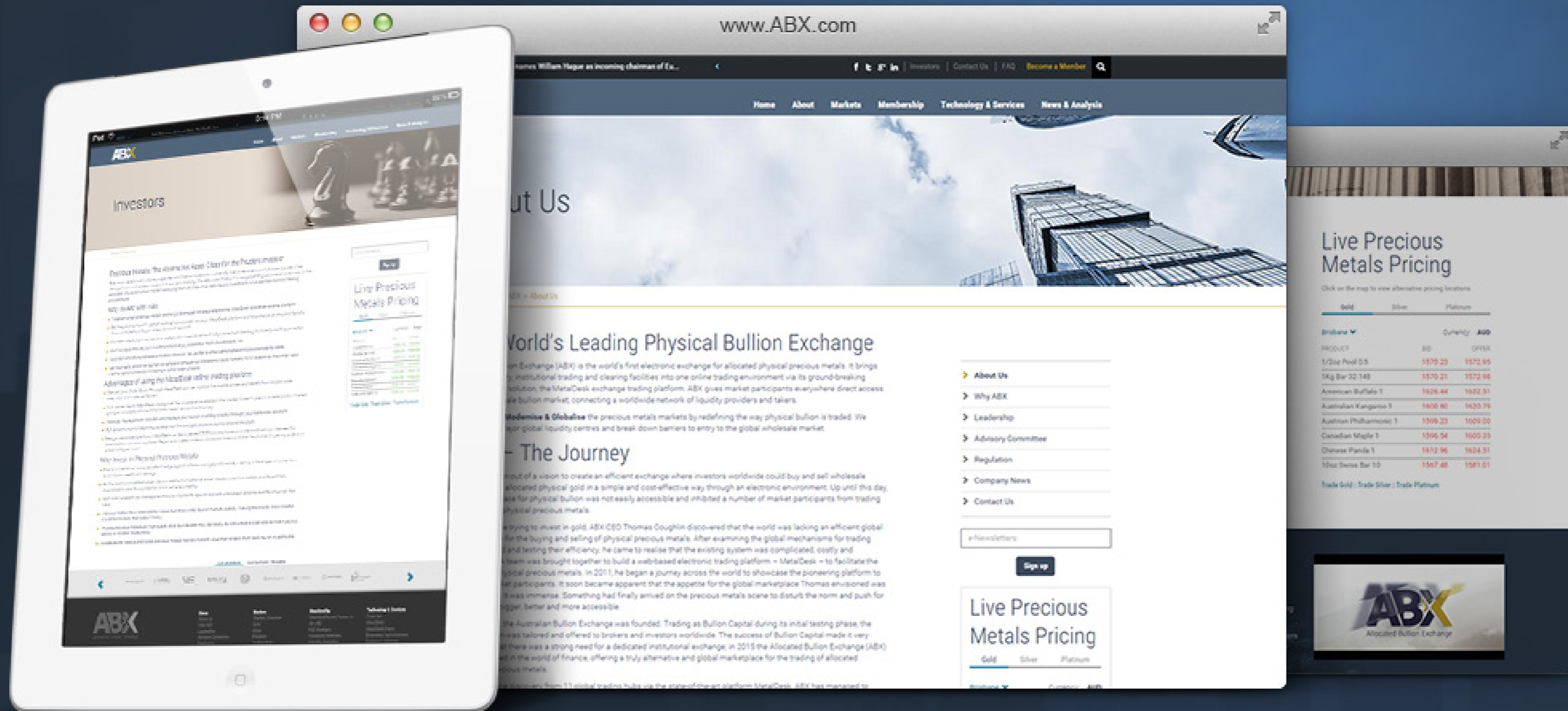
# The ABX Launch Phase

ABX will be launching its new site in October 2015.

The ABX site will provide information about the exchange, real-time pricing and contract details; but most importantly it will month-on-month evolve into a more comprehensive portal where both members and investors will have access to valuable market data and insights.







www.ABX.com

Home About Markets Membership Technology & Services News & Analysis

## About Us

### World's Leading Physical Bullion Exchange

The Allocated Bullion Exchange (ABX) is the world's first electronic exchange for allocated physical precious metals. It brings institutional trading and clearing facilities into one online trading environment via its ground-breaking solution, the MetaDesk exchange trading platform. ABX gives market participants everywhere direct access to the bullion market, connecting a worldwide network of liquidity providers and takers.

**Modernise & Globalise** the precious metals markets by redefining the way physical bullion is traded. We open global liquidity centres and break down barriers to entry to the global wholesale market.

### The Journey

In pursuit of a vision to create an efficient exchange where investors worldwide could buy and sell wholesale allocated physical gold in a simple and cost-effective way through an electronic environment. Up until this day, the way for physical bullion was not easily accessible and inhibited a number of market participants from trading physical precious metals.

While trying to invest in gold, ABX CEO Thomas Coughlin discovered that the world was lacking an efficient global platform for the buying and selling of physical precious metals. After examining the global mechanisms for trading and testing their efficiency, he came to realise that the existing system was complicated, costly and inefficient. A team was brought together to build a web-based electronic trading platform - MetaDesk - to facilitate the trading of physical precious metals. In 2011, he began a journey across the world to showcase the pioneering platform to market participants. It soon became apparent that the appetite for the global marketplace Thomas envisioned was immense. Something had finally arrived on the precious metals scene to disturb the norm and push for bigger, better and more accessible.

The Australian Bullion Exchange was founded. Trading as Bullion Capital during its initial testing phase, the platform was tailored and offered to brokers and investors worldwide. The success of Bullion Capital made it very clear there was a strong need for a dedicated institutional exchange, in 2013 the Allocated Bullion Exchange (ABX) was born in the world of finance, offering a truly alternative and global marketplace for the trading of allocated physical precious metals.

Since its launch, from 11 global trading hubs via the state-of-the-art platform MetaDesk, ABX has managed to

Investors

### Live Precious Metals Pricing

Click on the map to view alternative pricing locations

Product	USD	GPDR
1/2oz Pool 0.5	1570.23	1572.85
1Kg Bar 22.148	1570.21	1572.84
American Buffalo 1	1626.44	1623.31
Australian Kangaroo 1	1626.80	1623.79
Austrian Philharmoniker 1	1599.23	1629.00
Canadian Maple 1	1596.54	1620.23
Chinese Panda 1	1672.96	1624.51
10oz Swiss Bar 10	1567.48	1581.01

Trade Gold / Trade Silver / Trade Platinum

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A member area will be released in 2016 to provide institutional clients with a powerful streamlined tool where they can access the full features of our upcoming support and promotion packages.

We believe in the importance of precious metals becoming not only part of portfolio diversification but an investment class of choice.

ABX aims to drive and foster demand for trading and investment in precious metals.

ABX members will be able to benefit from our member directory. The ABX directory will be dedicated to increasing our members' profiles and making it easy for potential investors on our site to quickly connect with the dedicated Metaldesk landing pages on your website.



# The ABX Member Directory

Staying in line with our goal to streamline the way the world invests/trades in physical precious metals, it is vital to us that we provide investors with quick and easy access to our membership base of online brokers.

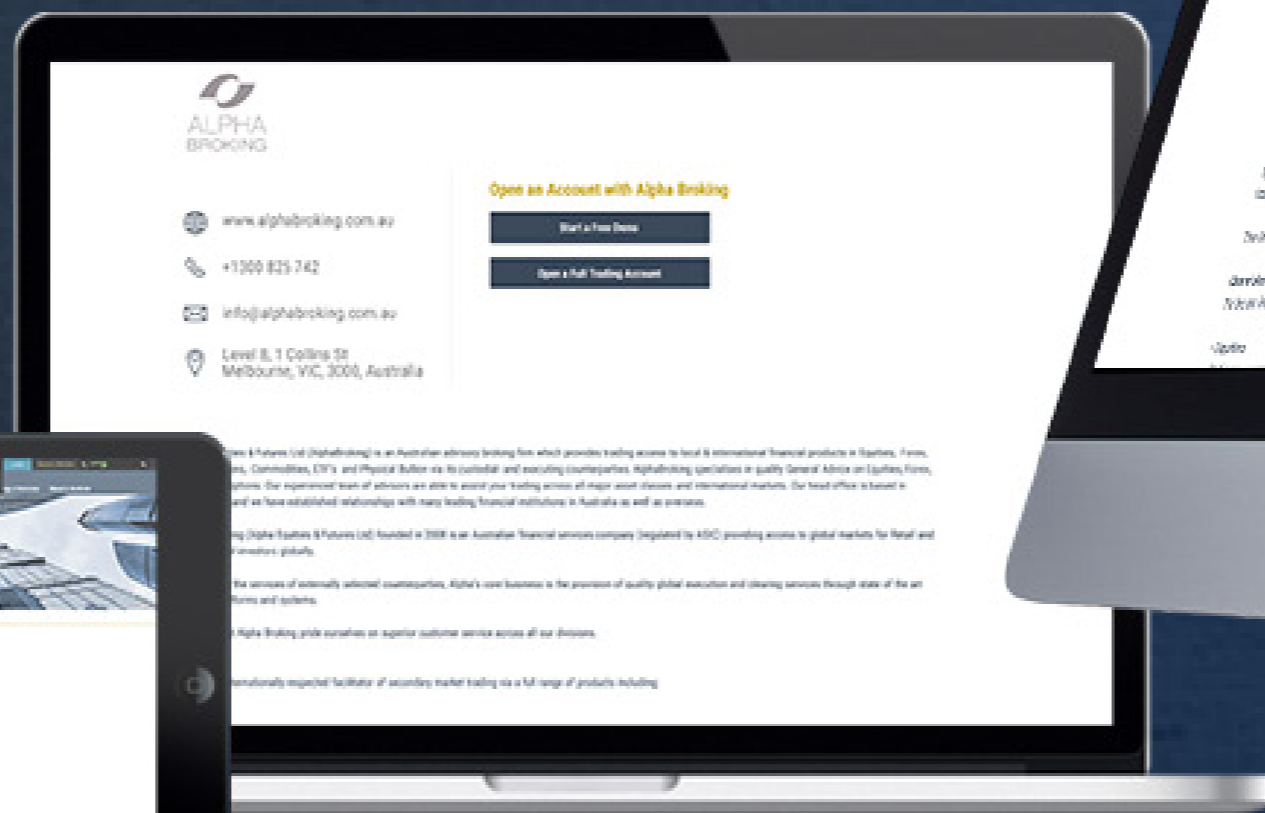
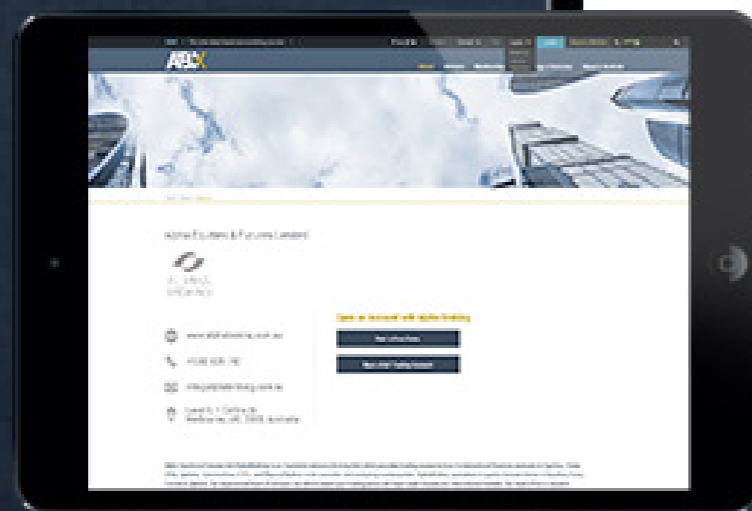
The directory will be highly visible with links from the majority of site pages and we expect that it will become one of the most visited areas on the ABX site, delivering substantial impressions to our members.



The directory will house all member information with strategically placed call-to-actions that will directly link investors to demo/live account landing pages on respective members' sites in an effort to expedite the sign-up process and effectively channel prospective leads onto member sites.

## FEATURED MEMBERS

As our member list is forecasted to grow exponentially, we have developed a tool on our directory that will allow us to feature eligible brokers.



# The World's Leading Physical Bullion Exchange

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To ensure ABX reaches its objective of developing the world's largest and most efficient physical bullion exchange, we have recruited an industry leading executive team and advisory committee.

Among our top management is renowned economist Bill Hubbard, whose professional acumen and unparalleled financial insights are key in driving the company forward and helping us realise our mission to become the alternative global marketplace of choice.



➤ Bill joined the Morgan Guaranty Trust Company of New York in August 1971 as a bond trader, transacting one of the first trades in the original 30-year bond. Bill was later recruited by John Mack of F.S. Smithers to do risk arbitrage/mortgage-backed securities. He formed MaxCor in 1978 with Bruce Maxwell and for 7 years was the repo broker for Salomon Brothers and John Merriwether. He subsequently helped execute the first asset swap between Citicorp and Detroit Edison in 1981.

Bill moved to London in January 1987, to run the Asset-Liability group for RZB-Austria. From 1995, Bill moved into teaching, delivering courses at the LIFFE and LSE before being contacted by Michael Bloomberg in 1997 to set up and run the in-house training programme. Bill joined the Bloomberg TV operation in November 1999 and soon became known as “Big Bill of the Bloomberg Big Board”. This was followed by a 2-year stint with CNBC-TV (Europe) as an economics commentator.

In 2007, Bill wrote the market research report ‘Financialization of Commodities’ for the IFR/ Thomson Reuters. He also serves as a regular guest on Bloomberg TV (London/Istanbul), BBC TV World Service, Fox Business News, IG Index TV, Digital Look TV and NDTV 24/7.

**Coming soon:**

**ABX will be rolling out a series of market-analysis related programs featuring Bill Hubbard. Eligible members will be able to utilize this valuable content in their own precious metal promotional initiatives.**



# Setup & Promotion Packages

ABX provides you with all necessary tools and support to help you integrate and implement the MetalDesk platform and make it ready to promote to your clients as an addition to your other online products.

## Member Package

- Branded MetalDesk platform Demo & Live
- ABX Member Directory Listing and dedicated member profile page with link to member's own landing page
- Daily notification of Demo sign up (leads)
- Branded MetalDesk Quick guide
- Branded Product Specification guide
- Branded Research document
- Branded Trade Confirmations & Emails
- Content and images to assist in building your website
- MetalDesk API integration with your website
- Sales & Back Office training and Support
- Designated Account Manager



- Some of the new features to our standard support package include:
- Platform launch campaign template emails
  - Specialised gold market commentary from Bill Hubbard

# Setup & Promotion Packages

Our white-labeling program ensures that we provide continuous support from the start, but most importantly we are ever present to help you in your promotions and communications to your own clients.

With that in mind, our internal teams have been hard at work developing arrays of new multimedia tools and support material that we will be rolling out with the launch of ABX to help you maximize your own promotional efforts.

- › Video tutorials and run-throughs
- › Pricing and Chart Widgets
- › Educational material
- › Market analysis and insights
- › Comprehensive image library and more



# | The time is now

Be among the first members to be featured in our member directory and be in time to enjoy additional coverage by being eligible for inclusion in our ABX launch press release.

