







ABOUT US

# London's Precious Metal Partner.

A BOUTIQUE PRECIOUS METAL PARTNER WITH GLOBAL REACH.

**S**harps Pixley, originally founded as William Sharp in 1778, is an independent full-service precious metal brokerage. Founded on traditional values of service, discretion, integrity and respect, we are dedicated to providing a high quality service to a global client base of private clients, family offices, institutional investors, trusts, SIPPs and SSASs.



Our interest is to make precious metals accessible in the West End of London with our flagship showroom. Our resources are focused on promoting transparency within the precious metals market, helping us deliver the most competitive prices for our clients.



As a wholly owned subsidiary of Degussa, Europe's leading independent precious metals group, we provide our clients with institutional scale, service and support delivered in a uniquely personal way.

UNIQUELY PERSONAL

# Outstanding Execution.

NO TWO CLIENTS ARE THE SAME AND NEITHER  
IS THE RELATIONSHIP THEY DEMAND.

At Sharps Pixley, clients choose how they want to trade,  
whether it is face-to-face, on the phone, via email or online.





WE FOCUS ON PROVIDING YOU, AS A CLIENT OR A POTENTIAL CLIENT, A SERVICE OF THE VERY HIGHEST STANDARD, DELIVERED BY EXPERIENCED PEOPLE WITH PROFESSIONALISM AND INTEGRITY.

## Voice Execution

Sharps Pixley offers a voice execution service to all of our clients. You deal directly with an experienced dedicated personal account manager; a market expert and a single point of contact managing your relationship from initial enquiry to trade settlement.

## Online Platform

We provide clients with direct market access to our secure online trading platform. Alongside comprehensive charting tools, clients can monitor their investment performance 24 hours a day and execute buy or sell orders during market hours from anywhere in the world.

## Market Insight

We pride ourselves on the expertise of our staff, not only throughout the transaction process, but also in providing our clients with timely and valuable market commentary to make informed investment decisions. The latest market data, research and analysis are always available to our clients on a daily basis via our website.

### ACCESSIBLE

Direct market access through voice execution with your assigned manager or using our secure online platform.

### TRANSPARENT

Fast, high quality execution based on live spot market prices ensures complete trade price transparency with no hidden fees.

### RESPONSIVE

Sales, execution, compliance and administration are all managed in-house, ensuring accurate and timely reporting.



## GLOBAL REACH

# The Vault.

SHARPS PIXLEY OFFERS CLIENTS DISCREET AND SECURE VAULTING SERVICES AT OUR STATE-OF-THE-ART BULLION STORAGE FACILITY FOR PRECIOUS METALS IN MAYFAIR.

With this option you are choosing to store your precious metals in a professional repository outside of the banking system. Storage is always individually segregated in the name of the client and you retain full control over your holdings.

Whilst the majority of our clients choose to vault their precious metals at our London facility, we do provide international vaulting services as and when requested by the client. At Sharps Pixley we understand that for many clients it is simply the next logical step in risk mitigation; to diversify their geographical vaulting risk across politically stable jurisdictions.



## Fully Allocated & Segregated

Sharps Pixley only offers 100% physically allocated and segregated storage so there is no counterparty risk.

## Full Insurance Coverage

Our facility is fully insured through Marsh and underwritten by Lloyd's of London ensuring peace of mind for all our clients.

## Certified Custody Holding

Client metal holdings are catalogued, photographed and registered by unique serial numbers. Our clients receive a certified account statement of their holdings each year.



## Trusted Partners

FOR INTERNATIONAL VAULTING AND HIGH VALUE SHIPPING WE ONLY USE SPECIALIST PROVIDERS BRINKS AND LOOMIS. THEY ARE BOTH INDUSTRY LEADERS IN RISK MANAGEMENT AND SECURE LOGISTICS.

 **BRINKS**

  
**LOOMIS**

## Independently Audited

All metal that is held in our custody at Sharps Pixley is independently audited on a bi-annual basis by Deloitte and additionally we conduct regular internal audits.

## Option to Inspect

Clients can personally visit and inspect their precious metal held here at Sharps Pixley at any time during opening hours and without prior notice.

## Delivery

Upon request Sharps Pixley can arrange for fully insured shipping to selected countries allowing clients to take delivery of their precious metal.



# Investment Bars & Coins.



## GOLD

We only offer clients the highest purity 999.9 gold bars from London Bullion Market Association (LBMA) accredited 'good delivery' refineries. Sharps Pixley gold bars are manufactured in Switzerland by Valcambi and Argor Heraeus and include certificates of authenticity.



## SILVER

Sharps Pixley only offers clients the highest purity 999.0 silver bars from London Bullion Market Association (LBMA) accredited 'good delivery' refineries.

---

## VAT-Free Silver, Platinum and Palladium

Silver, platinum and palladium may also be stored in one of our bonded warehouses exempt from Value-Added Tax. VAT does not have to be paid until you take physical possession of the metal. A minimum investment amount of £100,000 applies for this service.

---

## PARTNERS

valcambi  
suisse







**BRITANNIA 1OZ**  
Purity: 99.99%  
VAT-free and CGT-free



**KRUGERRAND 1OZ**  
Purity: 91.67%  
VAT-free



**CANADIAN MAPLE LEAF 1OZ**  
Purity: 99.99%  
VAT-free



**SOVEREIGN ELIZABETH II**  
Purity: 91.67%  
VAT-free and CGT-free



**SOVEREIGN VICTORIA OLD HEAD**  
Purity: 91.67%  
VAT-free and CGT-free



**SOVEREIGN GEORGE V**  
Purity: 91.67%  
VAT-free and CGT-free

## Capital Gains Tax Exempt

Capital Gains Tax is exempt on all British legal currency, therefore Britannia gold coins and sovereign gold coins are all CGT-free.

### PARTNERS





DEDICATED, PERSONAL SERVICE

# How it Works.

AT SHARPS PIXLEY, WE BUILD PERSONAL, LONG-STANDING RELATIONSHIPS WITH OUR CLIENTS. WE TAKE THE TIME TO UNDERSTAND YOUR REQUIREMENTS AND YOU CAN REST ASSURED THAT YOUR PERSONAL INFORMATION WILL ALWAYS REMAIN PRIVATE AND CONFIDENTIAL.



## 1. OPEN AN ACCOUNT

Setting up an account can be completed in person, by phone or online.

---

## 2. DEDICATED RELATIONSHIP MANAGER

Once we have verified your details and opened your account, an experienced dedicated personal account manager will establish contact and introduce themselves to you. Together, you will discuss your trading objectives and vaulting requirements.

---

## 3. ORDER CONFIRMATION

When the trade has been confirmed and the prices are locked in and executed either in person, by phone or online, you will immediately receive a confirmation statement outlining the details of the transaction. This is a commitment to buy or sell and is irreversible.

---

## 4. TRANSFER OF FUNDS

The order confirmation will include the beneficiary's account details into which funds will be paid. When you buy, Sharps Pixley will be the beneficiary and we will notify you as soon as we receive funds. When you sell, you will be the beneficiary and will receive funds from Sharps Pixley within 24 hours.

---

## 5. ALLOCATION & VAULTING OR DELIVERY

Once funds have been received your metal will be allocated and segregated in your name. We will supply you with a custody statement if you have chosen our vaulting service or a delivery note if we are shipping the metal to you.

---

## 6. KEEP IN TOUCH

Your dedicated account manager will always be on hand should you wish to discuss further transactions, gain market insight, or simply review your investment performance or obtain a current valuation.



PROTECT YOUR PAST,  
PRESENT & FUTURE

# Safe Deposit Boxes.

OUR LEGACY IS  
PROTECTING YOURS.

As an additional service, we also offer clients safe deposit boxes for you to store your jewellery, documents and precious metals securely and discreetly. We have three box sizes available so you can choose which one best fits your requirements.



## SECURE

Our state-of-the-art certified grade 10 storage vaults are among the most secure in the world. We use facial recognition and biometric fingerprint scan technology to ensure fast and highly secure access. 24/7 CCTV surveillance is directly linked to the Metropolitan Police.



## INSURANCE

Your valuables will be safe and secure in your safe deposit box, but it is still important to keep them insured to their full value. Each box comes with £10,000 complimentary liability cover as standard.



## DISCRETION

Every client is guaranteed discretion. We have a private viewing room in the vault available for your comfort and you do not need to disclose the contents of your box. We undertake to keep all our client information confidential in compliance with data protection.



# Governance.

OUR EXPERIENCED TEAM PROMOTE OUR CORE VALUES OF  
TRANSPARENCY, DISCRETION, INTEGRITY AND PROFESSIONALISM.

We are committed to maintaining the highest standards of compliance, governance and risk management.

Sharps Pixley is based in the West End of London and registered by the Financial Conduct Authority, registration number 715860.

As full members of the London Bullion Market Association (LBMA) we maintain the highest industry standards ensuring integrity and transparency.

We are committed to maintaining appropriate capital at all times and ensure clients' metal holdings are segregated from our own metal.

Registered as a Limited company in England and Wales, registration number 06629106.





# Contact us.

## London

54 ST JAMES'S STREET  
LONDON, SW1A 1JT

## Trading

T: +44 (0) 207 871 0532  
E: SALES@SHARPSPIXLEY.COM

## Switchboard

T: +44 (0) 207 871 0531  
E: INFO@SHARPSPIXLEY.COM

**SHARPSPIXLEY.COM**

ZURICH | GENEVA | FRANKFURT | MADRID | LONDON



Commodity prices can be volatile and may go down as well as up. The information in this brochure does not constitute an offer or a solicitation and is provided for information purposes only to describe the services offered by Sharps Pixley and not as the basis for any contract for the purchase or sale of any investment product or service. The product images shown are for illustration purposes only and may not be an exact representation of the product. Sharps Pixley is registered with the FCA but is not regulated to provide investment advice and we recommend you conduct independent research before making any investment decisions. Precious metals are unregulated investments meaning there is no investor protection.



**SHARPS  
PIXLEY**





