



**Your One-Stop Solution for All
Your Precious Metals Needs**

MEDIA KIT

2026

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OUR STORY

GoldSilver Central Pte Ltd, a Singapore registered company since 2011, specializes in physical bullion trading in Gold, Silver, and Platinum using real-time pricing, bullion buying and selling, collateral loan, and secured storage under GoldSilver Central's Bullion Storage Program at the Le Freeport. It is backed by a management team and board of directors with strong financial expertise and experience in physical bullion investments.

GoldSilver Central distinguishes itself from competitors with its full suite of integrated precious metals products and bullion services with a focus on making physical bullion investment accessible and liquid to the individual at competitive rates.



GoldSilver Central has been awarded Authorised Distributorship for Perth Mint, Royal Mint, and Tian Xin Yang, as well as the Authorised Dealer for the Government Guaranteed Perth Mint Certificate Program. GoldSilver Central is a current local Associate Member of the Singapore Bullion Market Association (SBMA), formed in 1993 to support Singapore's goal to be a physical bullion hub in Southeast Asia.

Authorized Distributorship



Member





Brian Lan
Managing Director

OUR TEAM

Brian Lan is the Managing Director of GoldSilver Central Pte Ltd and a member of the company's Board of Directors.

Combining his inspiration from years growing up in a background rich with knowledge of physical Precious Metals (4th Generation in the Gold-related trades) and revolutionary business ideas, he started GoldSilver Central with his partners in 2011.

Brian is part of the team in charge of overall management of the company and is responsible for sales, operational infrastructure, and predominantly global business development. His passion remains to use technology to transform business processes and advance client outcomes. He also sits on the board of GoldPlus Assets and Fund Express.



Loh Mun Chun
Director

OUR TEAM

Loh Mun Chun is a 35-year veteran in the Precious Metals industry. He is a Director at GoldSilver Central, a company he co-founded in 2011, and heads its Private Wealth division.

He began his career in 1991 at United Overseas Bank Singapore's Gold department, where he worked on both retail and wholesale businesses.

Mun Chun also held positions at the Bank of Nova Scotia/ScotiaMocatta and Phillip Futures and was SESMA's Honorary Auditor and Social Secretary from 1994 to 1995.

Before launching GoldSilver Central, Mun Chun sourced and marketed physical Precious Metals at Commerzbank for 8 years.

BRAND SPIRITS



MISSION

GoldSilver Central is committed to addressing precious metals investment requirements of our customers with insightful knowledge, experience in the industry, and access to an integrated suite of products and services to meet their needs.



VISION

To allow easy access to precious metals and its related services for every investor globally.



VALUES

Approachable. Credible. Knowledgeable.

PRODUCTS & SERVICES



BULLION

We carry an extensive range of products and services tailored to support clients in their precious metals' investment diversification.

Being the Authorized Distributors of Perth Mint, Royal Mint, and TianXinYang and partners of internationally recognized hallmarks such as Argor-Heraeus, Heraeus, Pamp Suisse, and The Royal Canadian Mint, GoldSilver Central provides clients with a market advantage with the latest products at competitive rates.



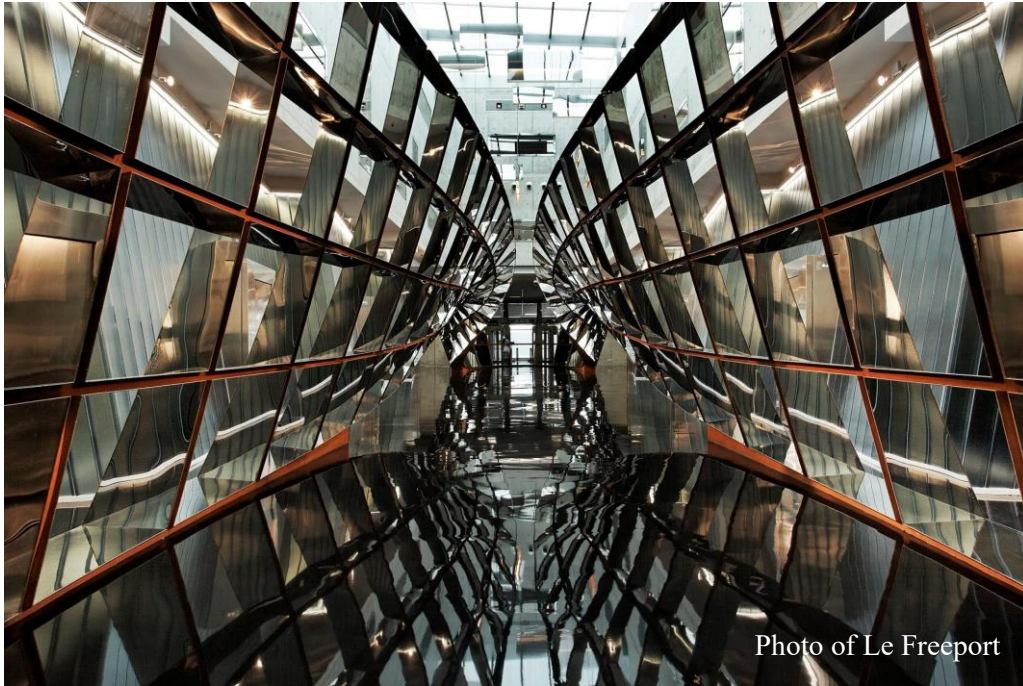
GSAP (GOLD SAVINGS ACCUMULATION PROGRAM)

GSC Savings Accumulation Program (GSAP) is a savings program suitable for everyone – young, savvy, or even institutional investors seeking to accumulate their Precious Metals Holdings in physical Gold, Silver and Platinum.

It is well suited for those seeking to preserve, manage and grow their wealth in Precious Metals through Dollar Cost Averaging. This helps the client to buy more precious metals ounces when prices are low, and less when prices are high.

With the automatic Dollar Cost Averaging system, investors can now reduce their risk when participating in the volatile Precious Metals market.

This program, also commonly known as the "Gold Accumulation Plan" worldwide, has existed in Japan since the 1980s and was made available in China by the Industrial and Commercial Bank of China (ICBC).



STORAGE

Working closely with industry leaders, GoldSilver Central can provide clients with investment options while managing costs. Through a carefully crafted storage suite, investors can store their Physical Gold, Silver and Platinum in complete confidentiality, maximum security accompanied with full insurance coverage. Physical Bullion stored under the GSC Bullion Storage Program will be located at Le Freeport, a tax-free zone that makes the vicinity an ideal storage premise.

With VaultHub, our Storage Program in Le Freeport (Tax Free Zone), you can connect to our precious metals ecosystem where valued clients can enjoy various services offered by GSC which include buying and selling, storage, and collateralizing your precious metals easily. VaultHub offers affordable storage fees, ownership guarantee and assured confidentiality.

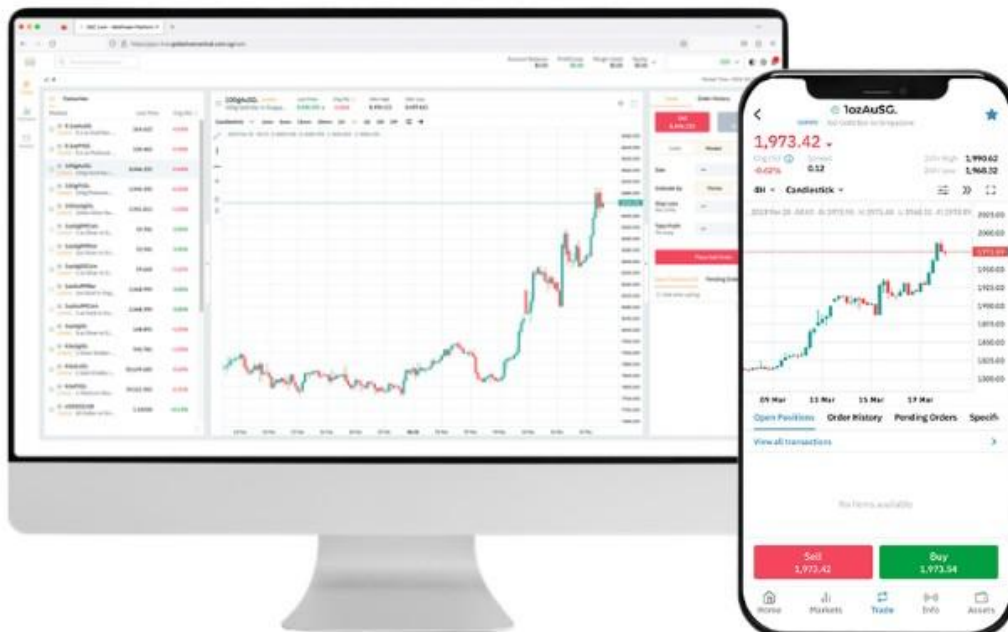


GSC LIVE!

GSC Live is our very own physically deliverable trading platform where customers can buy physical metals online in Singapore and US dollars. This platform is targeted at customers who buy and sell frequently in high volume globally. It reduces their transaction time as they can submit a trade at any point of time as long as they have an advance payment with us.

It will also help customers to track Gold prices in Singapore dollars and in different denominations such as Kilo, 100 ounces, 1 ounce, etc.

Being physically deliverable, this will bring convenience and eventually, be part of a revolution that Singapore is aiming towards, a global gold hub.





PMCP (PERTH MINT CERTIFICATE PROGRAM)

As an authorized distributor, GoldSilver Central facilitates access to the Perth Mint Certificate Program—the world’s only government-guaranteed precious metals accumulation initiative. Under the *Gold Corporation Act 1987*, all gold, silver, and platinum holdings are fully guaranteed by the Government of Western Australia.

With over 120 years of operational history, The Perth Mint’s Government Guarantee ensures the safety of offshore assets and provides high-level security for high-net-worth portfolios.

The Perth Mint Depository Online platform provides investors with a secure, 24-hour interface for real-time trading. This infrastructure allows for immediate reaction to global market fluctuations.

"The Perth Mint does not make Certificate Program distributor appointments lightly, but GoldSilver Central was an obvious candidate given their experienced team has used innovative marketing strategies to become the largest Independent retailer of our minted products in Singapore.

However, the deciding factor was their demonstrated commitment to honest advice and focus on the client. Being wholly owned by the Government of Western Australia, it is paramount that The Perth Mint's distributors possess the highest levels of Integrity and professionalism."

- Nigel Mofatt, Director of The Perth Mint Depository



KIM GOLD

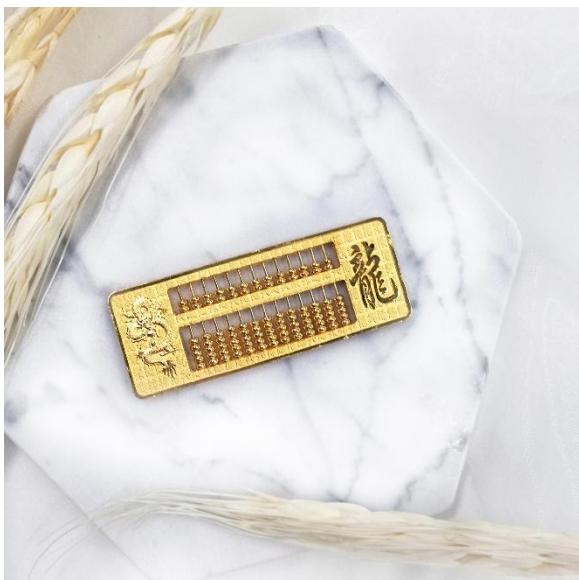
We believe that sustainable fashion should be an integral part of sustainable living.

We can start small but think big. Simple changes like opting for pre-loved jewellery help lessen the demand to produce new jewellery. This in turn helps to reduce significant environmental implications and negative externalities that are brought about by sourcing or mining new Gold.



At Kim Gold, jewellery is sold by Gold weight per gram plus a transparent premium (Kim Gold fee). For example: If 24k Gold prevailing price is \$85 per gram with Kim Gold Fee at \$5 per gram and your jewellery is 2g. the price you will pay for the jewellery will be $(\$85 \times 2g) + (\$5 \times 2g) = \$180$

Kim Gold offers this unique transparent pricing model for jewellery. allowing clients to clearly know their metal value and the revenue earned by Kim Gold. This is in line with one of Kim Gold's missions, ensuring transparency (price and processes) and upholding the value of putting clients at the heart of our business.





PRIVATE WEALTH SOLUTIONS

We have highly experienced veterans from the financial industry to provide structured and bespoke solutions to assist our clients with their pursuit of short, medium, and long term financial goals.



SCRAP GOLD

We provide professional procurement services for scrap gold, including broken, damaged, or obsolete jewelry. Our buyback process is designed to provide clients with immediate liquidity based on transparent valuation standards. Buyback rates are calculated based on real-time global gold market spot prices at the time of the transaction.





COLLATERAL LOAN

Our Collateral Loan program allows you to retain full ownership of your physical precious metals without selling them, but at the same time giving you the opportunity to monetize your assets for when you need immediate cash flow.

The GSC Collateral Loan Program is provided by a Registered Pawn Broker in Singapore.

As an alternative solution to liquidating precious metals assets, we introduced a collateral loan solution that provides high loan to value for our client's precious metals value without losing their gold and silver ownership. It only takes one business day to process the loan.



NUMISMATICS

Introducing GoldSilver Central Numismatics: the avenue for you to search, value and participate in the growing Numismatic Market for Gold and Silver Coins globally.

Numismatics refers to collector coins that have an added value to their collection as beautiful, old, precious rare items, in addition to the value of the metal contained.

Being in the industry for many years, we realized that there is a growing market in Singapore for Gold and Silver Coins that possess an additional collector’s value on top of the underlying precious metals.

GSC Numismatics division rely on professional coin grading by our experts with decades of experience in this field.

PRESS MENTIONS



How Four Generations' Experiences Built the Foundation For Singapore's Premier Bullion Company (SBMA Crucible, Sep 2025)

"Unlike many modern enterprises, our roots stretch back four generations, intertwining with Singapore's post-World War II history. My family's gold journey began in 1947 with Hock Ann Jewellery, navigating a tumultuous era marked by lootings, riots, and strikes.

This deep-seated heritage, a testament to resilience and an intimate understanding of the market's ebbs and flows, provides an unparalleled bedrock of trust in an industry where authenticity and reliability are paramount." -Brian Lan, GSC Managing Director

Leveraging Technology to Modernize the Old (SBMA Crucible, June 2022)

"Gold is an essential part of an investment portfolio, especially in the current geopolitical climate and increasingly volatile equity, currency and bond markets. Hence accessibility and fungibility for gold are imperative in today's Internet of Things and super-app enabled world." -Brian Lan, GSC Managing Director



Money Minds: Gold: FOMO or Fundamentals?

Dec 2025

Money Mind: Silver over Gold?

Nov 2025

Sales of gold in Singapore on the rise amid global economic uncertainty

May 2025

New savings scheme to tap into gold, precious metals

Feb 2017



Gold heads for weekly loss as dollar advances

Feb 2026

Gold falls as investors take profit after record high

Jan 2026

India demands fall after festive rush; price fall propels buying elsewhere

Oct 2025

ASIA GOLD: Price rise dulls activity in top Asian Hubs

Aug 2025

ASIA GOLD: High prices stifle gold demand in top Asian Hubs

Jul 2025

Gold Gains on safe haven demands, US markets closed for Thanksgiving

Nov 2024

Asia Gold: Record price rally saps appetite in India

Mar 2024

Asia Gold: Indian dealers widen discounts as wedding season demand slows

Nov 2023

Asia Gold: Indian discounts widen; China sees some safe haven buying

Jun 2022

PRECIOUS: Retail mania propels silver prices to near 8-year peak

Feb 2021

Bloomberg

Gold Drops on Treasury Yield Rise, Potential US Tariff to Ease Inflation
Jul 2022

Hedge Funds Face a New Threat from Richest Families in Asia
Sep 2018

Metalor Set to Complete Singapore Gold Refinery by Mar-End
Jun 2013

Gold Trader Divided as Physical Buying Surge Slows: Commodities
May 2013

THE WALL STREET JOURNAL.

Hong Kong Gold Trade Starts to Dim as Shanghai Poses Challenge
Oct 2014

Gold Demand in India, China on the Rise
Oct 2014

Gold Falls to Near Three-Year Low
Jun 2013

Asians Snap Up Bargain Gold
Apr 2013



**Precious Metals
Commentary
(Newt Segment)**
Jul 2015

**Precious Metals
Commentary
(Money Week)**
Oct 2018

**Precious Metals
Commentary
(Hello Singapore)**
Jul 2020



Philippines News Media

**#SilverSqueeze: Silver rally fizzles after Reddit-triggered buying
(News Segment) Feb 2020**

THE STRAITS TIMES

Gold futures touch US\$2,000 for first time ever as investors opt for safe haven
Jul 2020

Sold on gold
May 2018

THE BUSINESS TIMES

**Local gold dealer GSC
launched precious metal
daily saving programme**

Feb 2017

**GoldSilver Central launches
e-trading platform for
physically backed bullion**

Jul 2016

**Gold holds near one-week high
as US stimulus bets dent dollar**

Dec 2020

**Gold firms on US election,
economic uncertainty**

Oct 2020

**Gold inches lower on caution
over US coronavirus aid**

Oct 2020

**Gold steady as markets eye
outcome of US Fed meeting**

Sep 2020

**Gold hits 3-week low as:
US dollar firms**

Jun 2017

**Gold prices gain on mixed
US-China trade signals**

Dec 2019

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