



Augusta Precious Metals
Your Premier Gold IRA Company

Why Precious Metals?

Diversify Your Hard-Earned Savings
with Gold and Silver



Today's Alternative Asset for Savings Diversification

These are unsettled times. Economic analysts say effects of the pandemic, a new government administration, Democratic control over two of our nation's three government branches, and potential inflation — including money printing and a shrinking dollar — could affect the hard-earned savings of Americans. How can retirement savers gain some peace of mind? Many are turning to precious metals to diversify their accounts. Augusta Precious Metals is here to make the process smooth and streamlined.

“Commodities such as gold and silver have a world market that transcends national borders, politics, religions, and race.”

— Robert Kiyosaki,
investment guru and author
of *Rich Dad, Poor Dad*

Gold & Silver: Timeless Value

Physical gold and silver are a popular choice for retirement savers who want to potentially offset portfolio losses due to economic stresses and gain a little more confidence in the future. Precious metals are timeless, universally admired assets with intrinsic value.

You Need the Brilliance of Gold and Silver ...

- Unique, often-effective diversification for retirement savings
- When demand for gold and silver rises and scarcity increases, their value can increase
- Precious metals are portable, liquid (easy to sell), easy to store and confidential
- They have inherent value and have shown they have the potential to increase in value during tough times
- Precious metals give savers greater control over their money and a feeling of confidence
- When worldwide industrial silver use surpasses mining and recycling, it can drive up value
- Gold and silver are considered some of the world's most trusted assets

Principal Forms of Gold & Silver for Retail Purchase



Bullion Coins

This world-standard investment includes rounds and legal tender.



Bullion Bars

Popular with large investors who want the convenience of bulk metals.



Ingots

Usually smaller and less expensive to manufacture, so cheaper to buy.



Numismatic Coins

Less pure and more costly to make, so not as valuable per ounce.



Jewelry

Used as a common method of saving and displaying wealth worldwide.

Here's a Way to Hedge Against Economic Stress

At Augusta Precious Metals, we believe owning physical gold and silver coins and bars provides important, unique benefits for retirement savers:

- **Detached from financial markets and institutions.** Physical gold and silver exist outside of mainstream financial markets and the banking system.
- **Often-effective diversification.** Tangible precious metals are alternative assets that can help diversify savings during times of economic stress.
- **Asset security.** Cash and other assets are commonly subject to digital systems at financial institutions. Gold and silver are tangible assets stored in a physical form.

Choose an Experienced, Professional Source

Gold and silver are mined from the earth, processed and formed into bullion (including coins), then stored in vaults and sold for many purposes. Private citizens often purchase gold and silver from specialized providers such as Augusta Precious Metals.

Augusta Precious Metals is not like other providers. We use a unique multi-team approach to educate and empower you to take charge of and diversify your savings confidently and comfortably. The professionals in each Augusta department take responsibility for providing information and guidance through each precious metals transaction. We are all available to serve as your personal resource for the life of your account. You are always 100% in control — and can cancel any time if you want to!*

Things to know...

- Silver, with a relatively low spot price, is attractive to precious metals IRA owners who would like more coins for their money. High demand for silver in industry and other uses creates its value.
- Both gold and silver are measured in troy ounces. One troy ounce is about 10% heavier than one ounce.
- During the Roman empire, an ounce of gold bought a toga, belt and sandals for a wealthy man. Today, an ounce of gold still buys a suit, belt and shoes.



*Fees may apply for cancellation after Augusta has purchased metals on your behalf.

Benefits of Owning Gold

The Peace-of-Mind Asset

Gold has been the quintessential representation of wealth worldwide for thousands of years. Through modern history, gold has shown a capacity to grow in value during periods of economic volatility — at times by high percentages.

Poor Policy = Great Opportunity

After the year 1971, by some estimates, the value of gold rose about 3,000% higher than the value of the U.S. dollar rose. In the past, the price of gold has increased within one decade by as much as 400%.*

Gold has the potential to increase in value due to a variety of influences, including devaluation of the dollar. When the U.S. government fails to balance the budget, the Federal Reserve prints dollars to pay government bills. New dollars can result in weaker dollars, which in turn has driven up gold's price.

Gold May Help Offset Losses

The overriding benefits of owning gold are its diversifying qualities. Its often-uncorrelated price movements offer the possibility of generally offsetting potential economic volatility. Gold's capacity for diversification is important to long-term retirement savings success for some Americans. This is one reason for gold's long-standing reputation as a desirable savings choice.

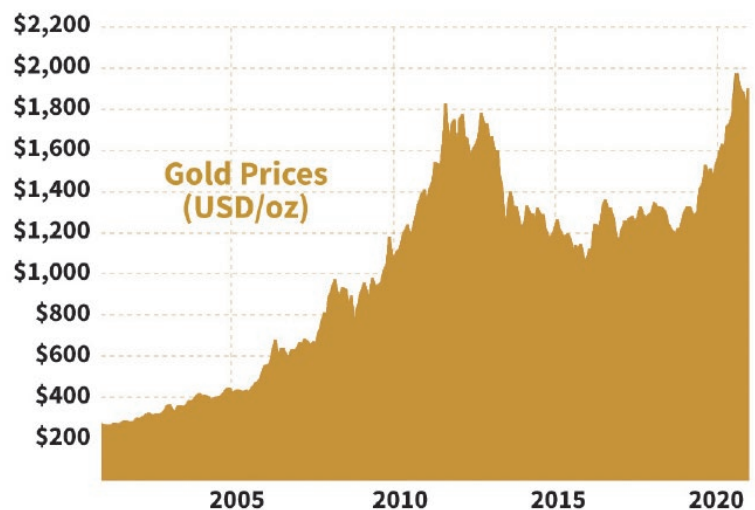
We believe it will be a very long time before the government balances the budget, meaningfully reduces deficits or eliminates debt. So, there's a good chance gold will remain a valuable asset over the long term.

Scarcity of Gold Adds Value

Much of gold's value is rooted in scarcity. Only an estimated 171,000 metric tons of gold have been mined through history. Remaining attainable deposits probably total about 52,000 metric tons. The entire world's supply of gold could be melted down to fit inside a cube of just an estimated 20 meters on each side.

“Gold is a treasure, and he who possesses it does all he wishes to in this world, and succeeds in helping souls into paradise.”

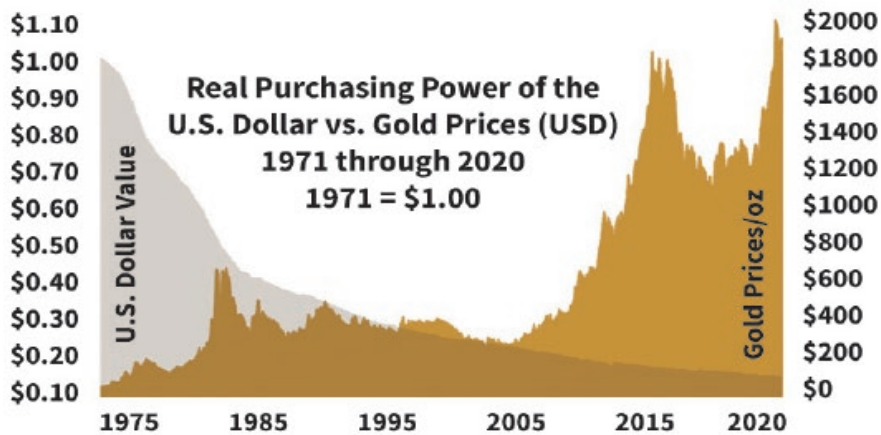
— Christopher Columbus,
1400s Explorer



* Past performance does not guarantee future results.

Can Gold Overcome a Falling U.S. Dollar?

U.S. currency used to be backed by physical gold — the “gold standard.” During the Civil War, politicians abandoned the gold standard and began to print money to pay bills. Gold then aligned with more dollars, and its price rose significantly.



“Gold and silver, like other commodities, have an intrinsic value, which is not arbitrary, but is dependent on their scarcity, the quantity of labour bestowed in procuring them, and the value of the capital employed in the mines which produce them.”

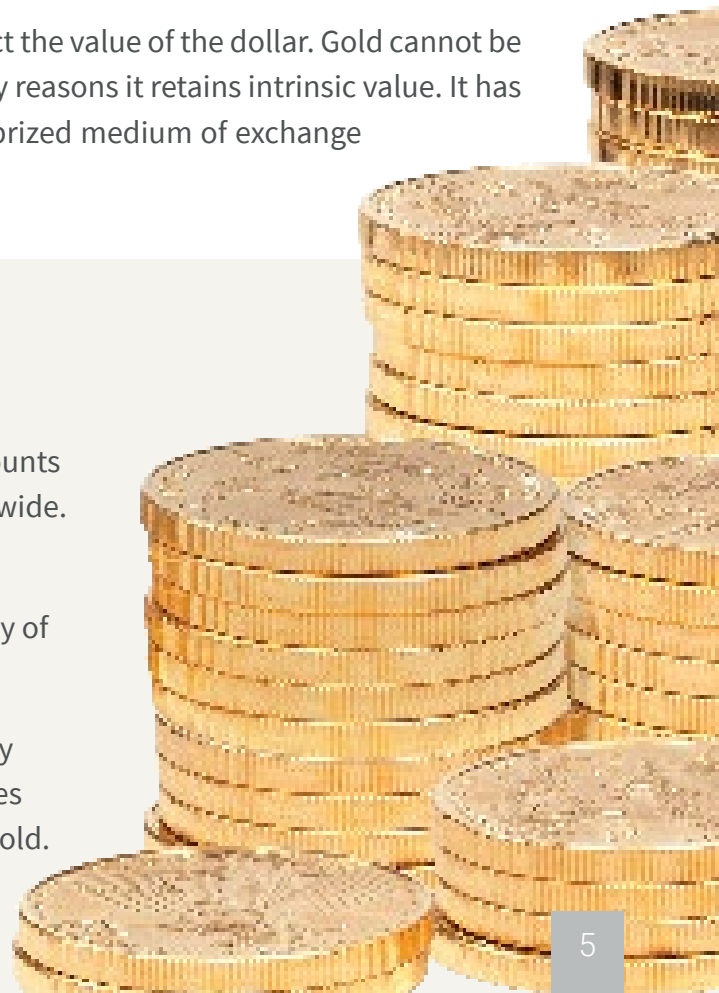
— David Ricardo, 1700s
British political economist

In 1971, we permanently abandoned the gold standard, which made the U.S. dollar a full-fledged fiat currency — only paper and numbers. The power of the Federal Reserve to manipulate this untethered money supply is what experts believe causes constant inflation and decreases our dollar’s purchasing power.

Events throughout the world have the capacity to further affect the value of the dollar. Gold cannot be created from nothing as the dollar can, and that’s one of many reasons it retains intrinsic value. It has been a useful diversifying asset for hundreds of years and a prized medium of exchange for thousands of years.

Facts About Gold

- China’s currency instability and booming real-estate markets prompted Chinese citizens to buy large amounts of gold as a hedge, which could affect its price worldwide.
- Gold is purchased and held by most central banks across the globe (the biggest owners of gold) as a way of diversifying their reserve portfolios.
- Many people believe you must be very wealthy to buy physical gold. However, the citizens of many countries around the world, at all socioeconomic levels, own gold.



The Silver Advantage

There's Room to Grow

Silver was the very first metal used as currency in Ancient Greece 4,000 years ago. However, for retirement portfolios — including IRAs and 401(k)s — silver offers much more than its respected and well-known record as one of the world's great currencies.

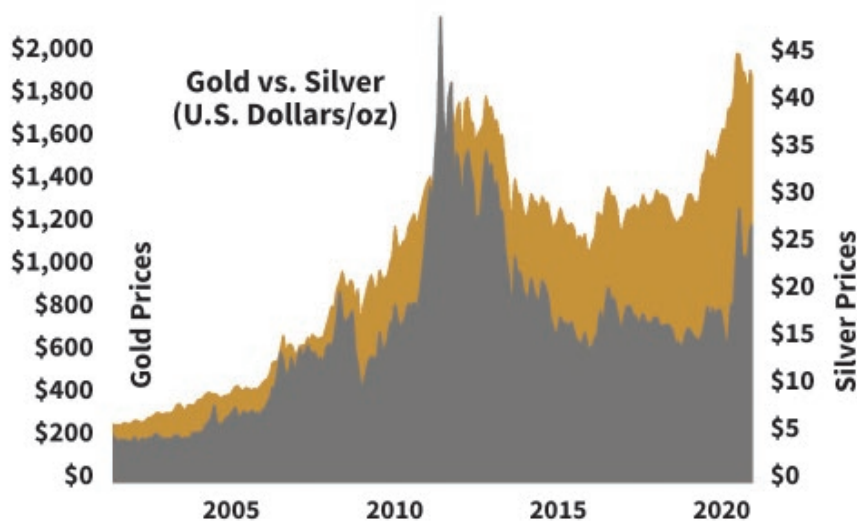


“When all else fails, there is silver.”

— David Morgan,
economist and co-author
of The Silver Manifesto

Growing Demand for Physical Silver Increases Its Value

Silver is without peer in the conduction of heat and electricity. That makes it an essential element in product manufacturing — especially electronics. And demand is growing. It has great utility in the medical, automobile, appliance, computer and cell phone industries. In developing nations such as China and India, as greater numbers of citizens can afford products using silver, demand could grow a great deal more no matter what's happening in the economy.



Silver also enjoys a universal diversifying appeal similar to gold. That means it has the capacity to rise during stressful periods of economic and geopolitical turmoil.

Silver has Eclipsed Gold during Metals Bull Markets

Many savers instinctively believe silver is less valuable than gold in a savings portfolio. However, silver has been known to deliver even greater returns than gold.

Jan. 1970 to Jan. 1980. With double-digit unemployment, inflation and tremendous geopolitical upheaval, gold soared 1,500%, but silver skyrocketed a stunning 2,100%.*

2001 to 2011. This precious metals bull market was energized by worldwide economic and geopolitical stresses, including the Global War on Terror. Gold's impressive 600% increase was trumped by silver's remarkable 950% surge. (See chart.)

* Past performance does not guarantee future results.

Applying Silver's Attractive Diversifying Qualities

Silver consistently has increased in value. During a number of periods through history, silver prices corresponded directly with increases in the money supply. This tendency to rise in value during economic stress, along with probable sustained demand, makes silver a dynamic resource with the potential to reward savers with often-effective diversification in both favorable and unfavorable conditions.

G/S Ratio: Silver is a Good Value Right Now

The gold-to-silver ratio measures the ounces of silver one ounce of gold could buy. Experts say the higher the ratio, the greater the likelihood silver's price is below its true value.

During two periods — mid-2003 to early 2008 and late 2008 to early 2011 — the gold-to-silver ratio approached 80 and then dropped significantly. In each of these cases, when silver fell from what was regarded then as a lofty perch as measured by the g/s ratio, the metal's price around those periods jumped well over 300%. The ratio then rose again as far as 100 — the highest it's ever been.

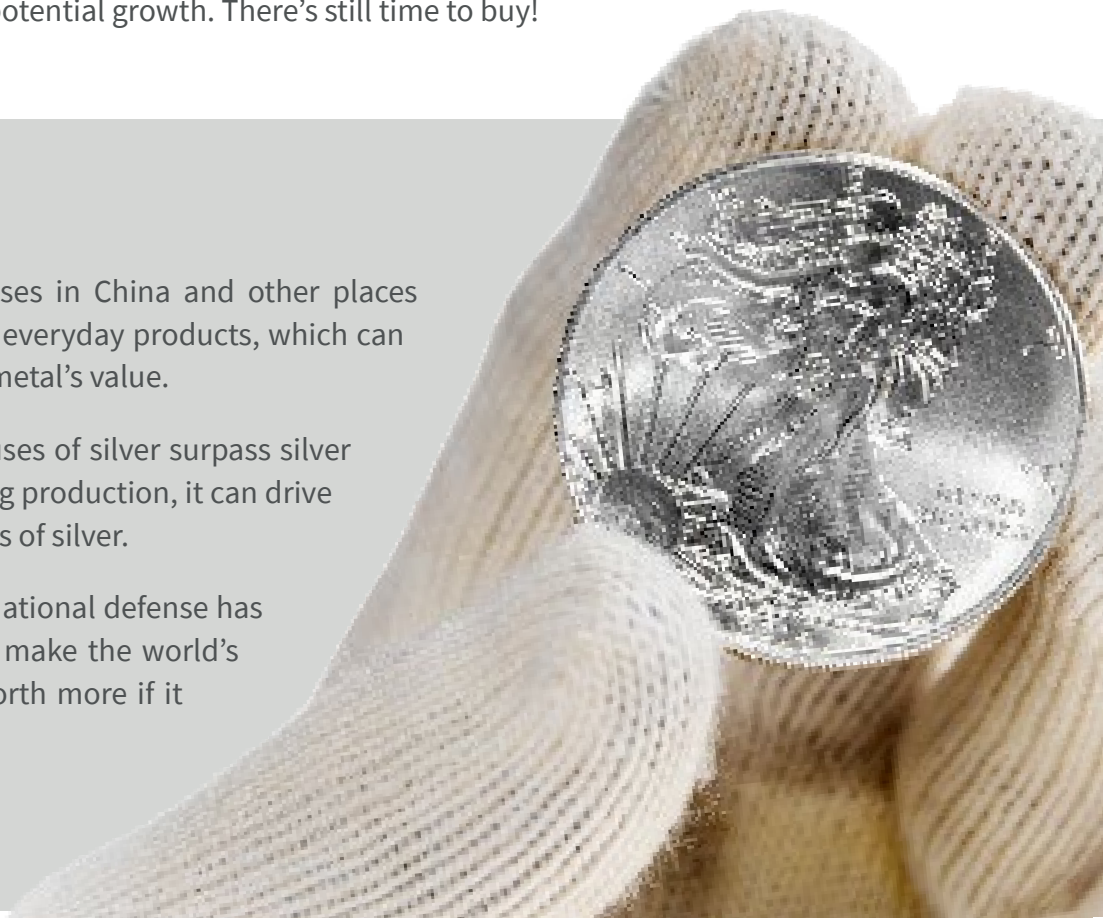
The ratio generally has risen since 2011, which means silver still has the capacity to provide a healthy margin for potential growth. There's still time to buy!

“Of all the contrivances for cheating the laboring classes of mankind, none has been more effective than that which deludes them with paper money.”

— Daniel Webster,
1800s U.S. Senator

Facts About Silver

- Large emerging middle classes in China and other places depend on silver to produce everyday products, which can help spur an increase in the metal's value.
- When worldwide industrial uses of silver surpass silver mining deposits and recycling production, it can drive up the value of physical forms of silver.
- The U.S. silver stockpile for national defense has been depleted, which could make the world's remaining silver holdings worth more if it increases demand.



Informative, Patient Answers & Guidance*

"I recently made my first metal purchase and after much research I made it with Augusta Precious Metals. Since I had never bought metal, I had a lot of questions. They were informative and patient. Their attention to detail and step-by-step guidance was awesome."

– Gary G.

A Perfect Customer Service IRA Company!

"I received great service, received excellent products, and I was able to do all of this from home at a reasonable price. They did not even charge me for shipping. I am very satisfied with the whole experience."

– David F.

5-star Process for Ordering Precious Metals

"This was my first time/experience investing in precious metals. Augusta was great. The process of setting up a self-directed IRA and then ordering of metals ... A thru Z ... was very smooth. I'm extremely pleased."

– Norma W.

Augusta Precious Metals

Take Action to Diversify Your Savings Today

Economic and geopolitical pressures are growing, and savers need to find new ways to gain peace of mind about their savings. For many Americans, that means finding alternative assets that can help offset effects of a volatile economy. Physical gold and silver have intrinsic value that can provide often-effective diversification. They may be just the assets you need.*

Augusta educators and agents are knowledgeable about these very special metals, including factors that may have influenced their price performance. Learn more about precious metals and how easy they are to add to your savings!

**Call today to speak with your personal Augusta
Customer Success Agent.**

800-700-1008

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*The information in this guide does not, and is not intended to, constitute legal, financial or investment advice. Instead, this guide is for general information purposes only.

*Past customers received silver coins as a thank-you for reviews.



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