

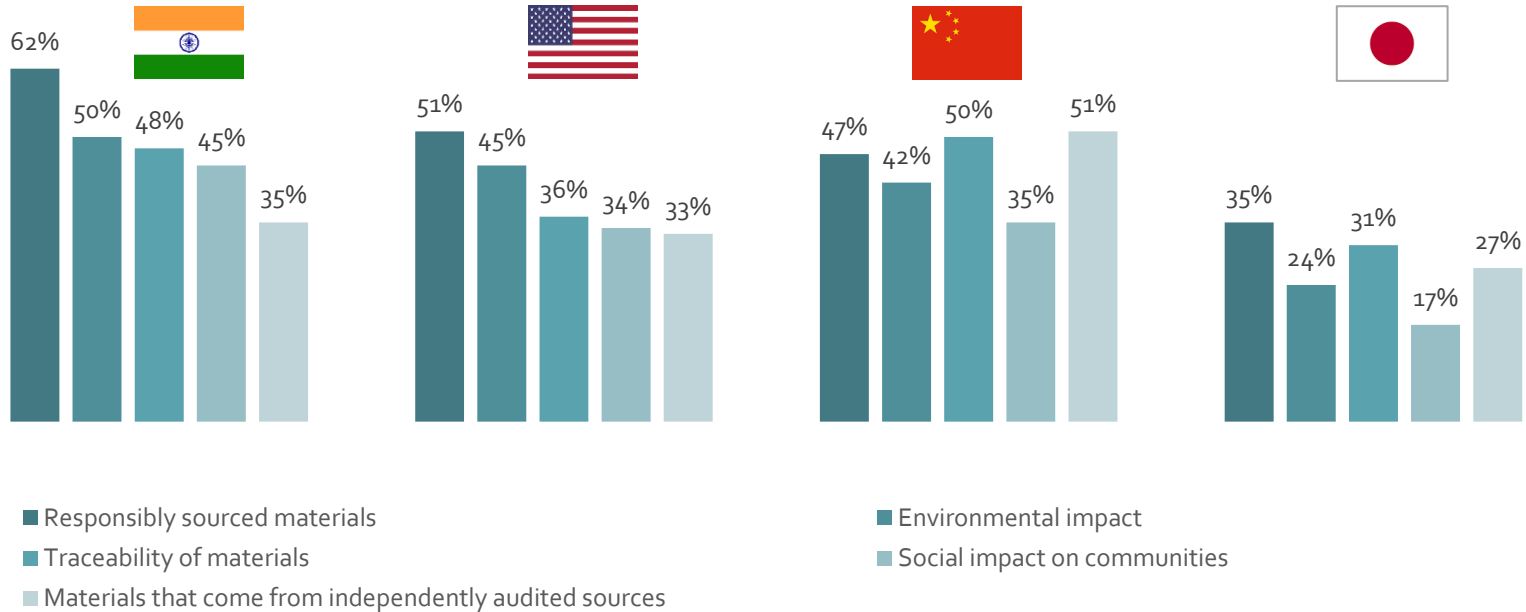
The importance of ESG credentials in platinum jewellery

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Platinum Guild International



“Responsibly sourced materials” are ranked as top 3 important factors of sustainability by most jewellery consumers in India, the US and Japan

Top 3 important areas of sustainability when buying precious jewellery

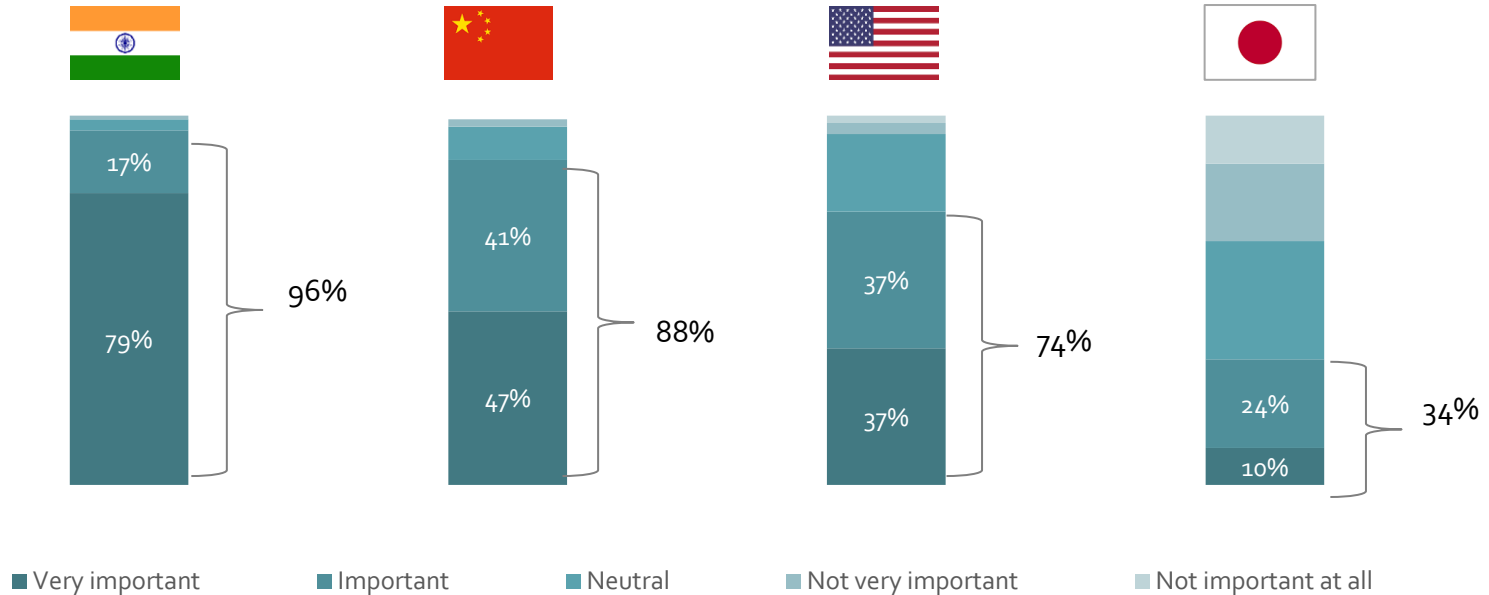


Source: PGI Q3 2023 survey.

Respondents N=3416. Jewellery buyers and wearers who have bought precious jewellery/ received it as a gift within the past 24 months or expect to buy or receive precious jewellery within the next 24 months.

Over 70% of jewellery consumers in India, China and the US acknowledge the importance of “responsibly sourced jewellery” when making purchases

Importance of responsibly sourced jewellery



Source: PGI Q3 2023 survey.

Respondents N=3416. Jewellery buyers and wearers who have bought precious jewellery/ received it as a gift within the past 24 months or expect to buy or receive precious jewellery within the next 24 months.

Responsibly mined platinum casting grain launched in the US jewellery market

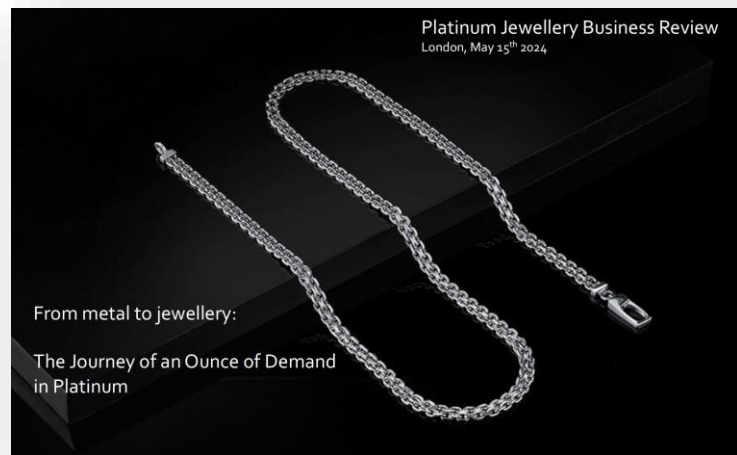


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