

# What makes Gold attractive?



Is it the shine? Is it the growing value? Gold has retained pride of place in the hearts of people for generations, its value only growing over time. Here are a few reasons that make it so attractive...

## Gold is one of the least reactive metals

It does not rust, corrode or tarnish, which is why gold artefacts and jewellery remain intact for centuries.

## Over 90% of the world's gold ever mined still exists

Gold has been recycled for centuries, and is rarely destroyed hence outliving other commodities.

## Gold is highly malleable

In fact, one gram of gold can be beaten into a sheet covering nearly one square meter!



## Gold is an excellent conductor of electricity

This property has been exploited in electronics, aerospace and high-reliability circuits leading to increased demand over the years.

## Gold is biologically inert

As it doesn't react with the human body, gold is often used in dentistry and certain medical treatments.

## Gold has been used as money for over 5,000 years

As a globally accepted store of value, gold has been used in currency and trade for millennia.

Source: World Gold Council & Britannica

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