Degussa continues its growth trajectory following a record-breaking 2024 / CEO Christian Rauch optimistic about the year ahead

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Frankfurt, January 28, 2025 – Degussa Goldhandel reflects on an exceptionally successful financial year in 2024, driven by significant growth across all six newly redefined business segments (purchase and sale of investment products, scrap gold purchase, gold savings plans, valuables storage, and safe deposit box services). Notably, the gold savings plan, introduced in partnership with Deutsche Bank and available for less than six months, made an extraordinarily large contribution to the company's success.

While Degussa – like most market participants – achieved gains in the acquisition of precious metals, the company also exceeded its sales targets, defying broader market trends. These achievements were largely driven by strategic investments in service offerings, such as the gold savings plan as well as a comprehensive digital transformation. Additionally, a new and innovative brand identity fuelled substantial growth in both retail and online sales channels.

"We are extremely pleased with the results of the 2024 financial year and will continue to pursue the realignment of our strategy with determination in the year ahead," stated Degussa CEO Christian Rauch.

Building on this momentum, Degussa aims to further accelerate its progress in 2025. Key priorities include the ongoing expansion of its digital transformation efforts, attracting new customer segments, introducing innovative products, and advancing its international footprint.

CFO Mark Sommer added: "Our investments in digital transformation and the expansion of our international operations have set us on a highly promising path. We are confident in achieving another outstanding performance this year."

About Degussa Goldhandel

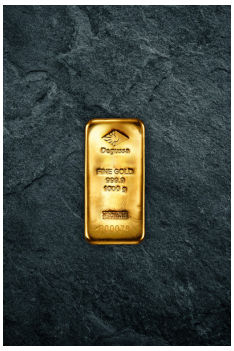
The name Degussa is synonymous with quality and reliability in the realm of precious metals. As a trusted partner for certified investment bars and coins, Degussa Goldhandel offers a comprehensive range of services for precious metals investments. As the leading independent precious metals dealer in Europe, the company operates 16 branches across Germany, Switzerland, Spain, and the United Kingdom, supported by a dedicated team of approximately 220 employees.

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