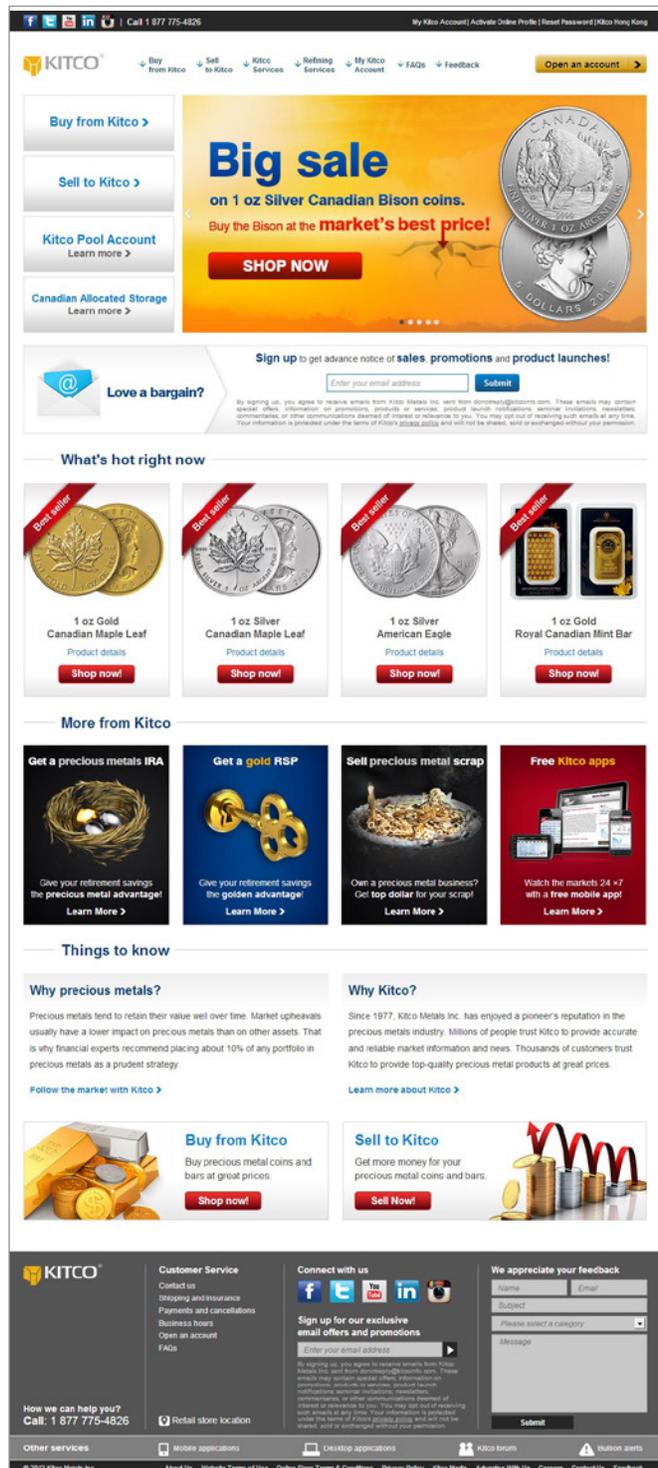


A Quick Reference Guide to Kitco's Online Store

We have enhanced our online store to make it easier for you to buy and sell precious metals.

This guide presents an overview of some of the store's most important features.



The screenshot shows the Kitco online store homepage. At the top, there is a navigation bar with the Kitco logo, contact information (Call 1 877 775-4326), and links for My Kitco Account, Activate Online Profile, Reset Password, and Kitco Hong Kong. Below the navigation bar, there are several promotional banners and product listings.

Buy from Kitco >
Sell to Kitco >
Kitco Pool Account Learn more >
Canadian Allocated Storage Learn more >

Big sale
on 1 oz Silver Canadian Bison coins.
Buy the Bison at the **market's best price!**
SHOP NOW

Love a bargain?
Enter your email address **Submit**

What's hot right now

- Best seller** 1 oz Gold Canadian Maple Leaf **Shop now!**
- Best seller** 1 oz Silver Canadian Maple Leaf **Shop now!**
- Best seller** 1 oz Silver American Eagle **Shop now!**
- Best seller** 1 oz Gold Royal Canadian Mint Bar **Shop now!**

More from Kitco

- Get a precious metals IRA** Give your retirement savings the precious metal advantage! **Learn More >**
- Get a gold RSP** Give your retirement savings the golden advantage! **Learn More >**
- Sell precious metal scrap** Own a precious metal business? Get top dollar for your scrap! **Learn More >**
- Free Kitco apps** Watch the markets 24 x7 with a free mobile app! **Learn More >**

Things to know

Why precious metals?
Precious metals tend to retain their value well over time. Market upheavals usually have a lower impact on precious metals than on other assets. That is why financial experts recommend placing about 10% of any portfolio in precious metals as a prudent strategy.
Follow the market with Kitco >

Why Kitco?
Since 1977, Kitco Metals Inc. has enjoyed a pioneer's reputation in the precious metals industry. Millions of people trust Kitco to provide accurate and reliable market information and news. Thousands of customers trust Kitco to provide top-quality precious metal products at great prices.
Learn more about Kitco >

Buy from Kitco
Buy precious metal coins and bars at great prices. **Shop now!**

Sell to Kitco
Get more money for your precious metal coins and bars. **Sell Now!**

Customer Service
Contact us
Shipping and Insurance
Payments and cancellations
Business hours
Open an account
FAQs

Connect with us
Sign up for our exclusive email offers and promotions
Enter your email address

We appreciate your feedback
Name Email
Subject
Please select a category
Message
Submit

How we can help you?
Call: 1 877 775-4326

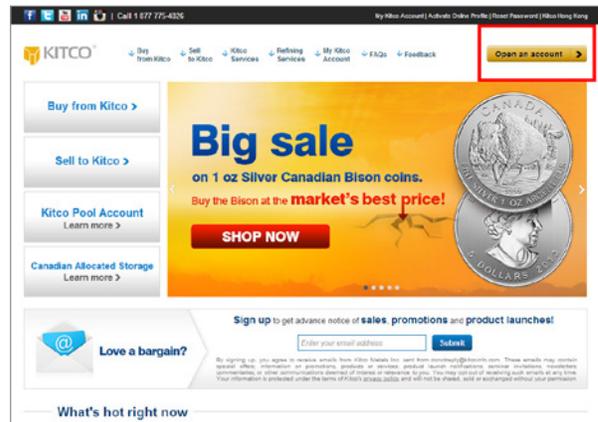
Other services
Mobile applications Desktop applications Kitco forum Hubzon alerts

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Opening an account

To buy from or sell to Kitco, open a free Kitco account by clicking the yellow **Open an account** button near the top left corner.

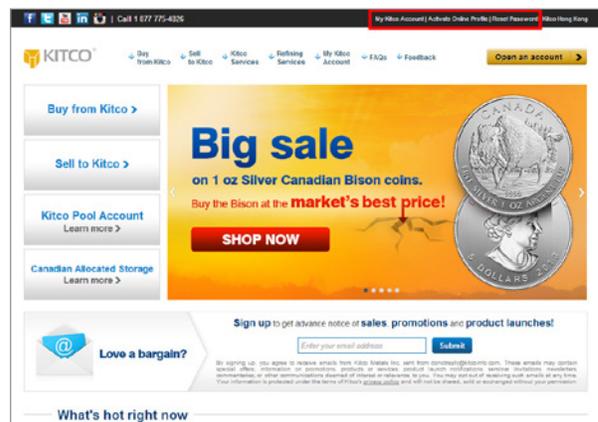
You can also open an account directly during the checkout process when you place your first online order.



Checking your account

In the online store, we've placed a **My Kitco Account** link in the top right hand corner. This link will always be there, no matter what part of the online store you are browsing. Sign into your account by clicking this link to view your transaction details or to modify your profile.

You may also use the **My Kitco Account** drop-down menu to sign into your Kitco account.

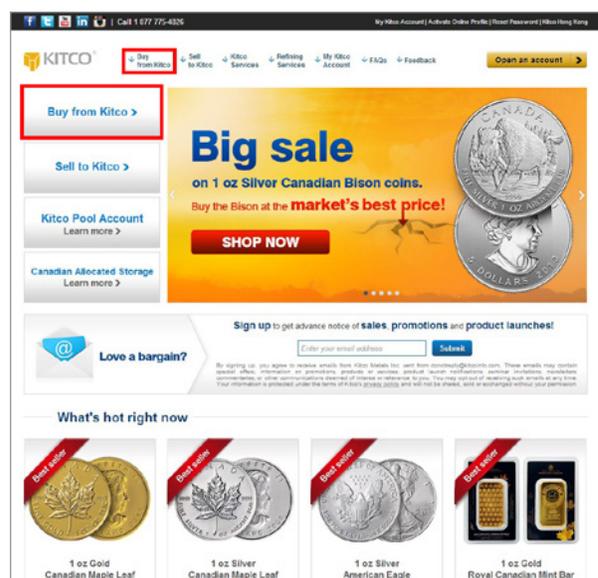


Buying from Kitco

In the online store, a set of links to different product categories will appear under the heading **Buy from Kitco**. Click on the appropriate link for the type of product you want to buy and proceed to checkout.

Clicking the **Buy from Kitco** button on the left hand side of the landing page will take you straight to the section of our online store that lets you buy precious metals.

We offer bulk discounts on select products. The discounted prices will be clearly marked and highlighted next to each eligible product.



Selling to Kitco

In the online store, a set of links to different product categories will appear under the heading **Sell to Kitco**. Click on the appropriate link for the type of product you want to sell and proceed to create your packing slip.

Clicking the **Sell to Kitco** button on the left hand side of the landing page will take you straight to the section of our online store that lets you sell precious metals.



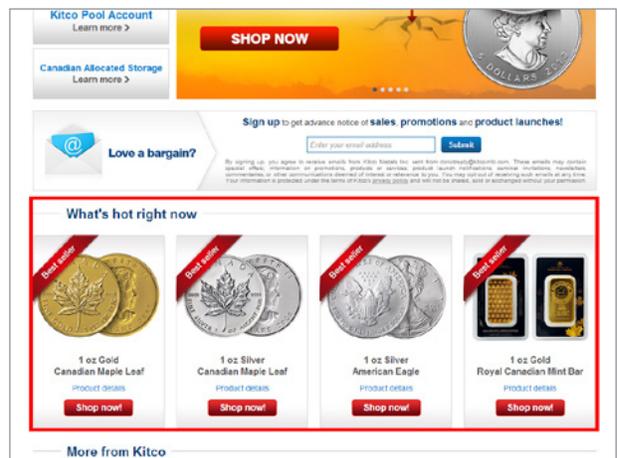
Never missing a bargain

Under the **Love a bargain?** heading on the landing page, enter your email address and click **Submit** to receive advance notice of sales, promotions and special offers.



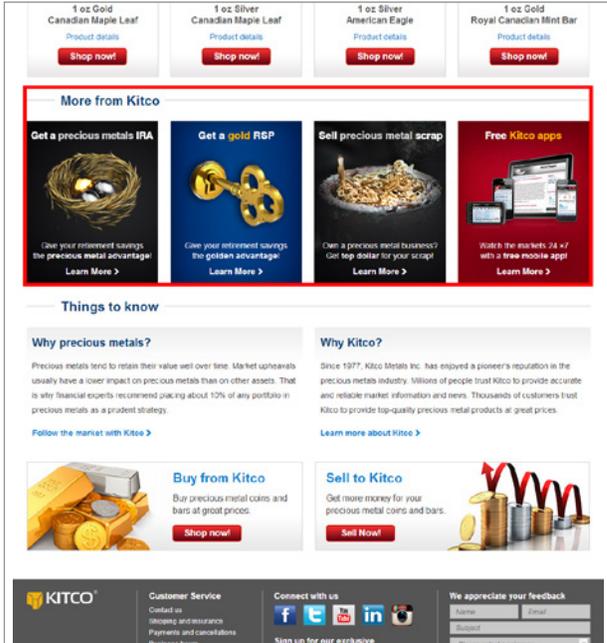
Picking popular products

Wondering what to buy? Take a hint from the **What's hot right now** section of the landing page. It provides prominent direct links to the precious metal products that customers like you are most interested in right now.



Getting more from Kitco

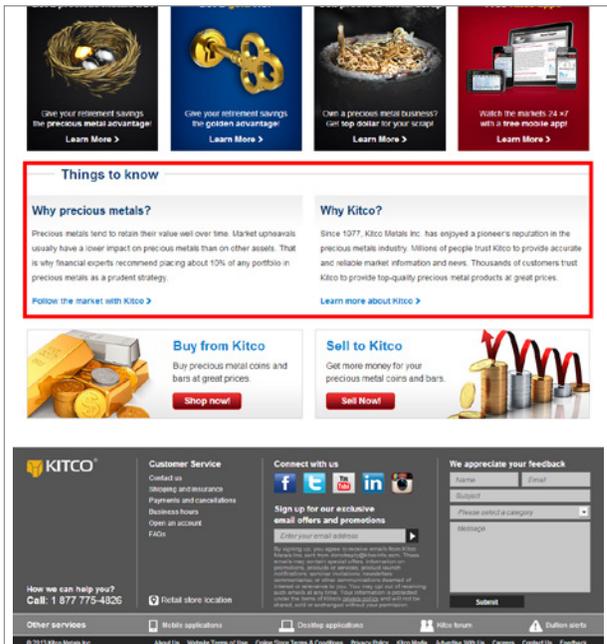
We don't just buy and sell precious metal coins and bars. The **More from Kitco** section of the landing page provides a glimpse into everything you can get from Kitco — from precious metals for your retirement portfolio to free apps for your mobile device.



The screenshot shows the top navigation bar with four product categories: 1 oz Gold Canadian Maple Leaf, 1 oz Silver Canadian Maple Leaf, 1 oz Silver American Eagle, and 1 oz Gold Royal Canadian Mint Bar. Below this is the 'More from Kitco' section, which is highlighted with a red border. It contains four promotional cards: 'Get a precious metals IRA', 'Get a gold RGP', 'Sell precious metal scrap', and 'Free Kitco apps'. Below this is the 'Things to know' section, which includes 'Why precious metals?' and 'Why Kitco?'. At the bottom of the page, there are sections for 'Buy from Kitco', 'Sell to Kitco', 'Customer Service', 'Connect with us', and 'We appreciate your feedback'.

Getting the basics right

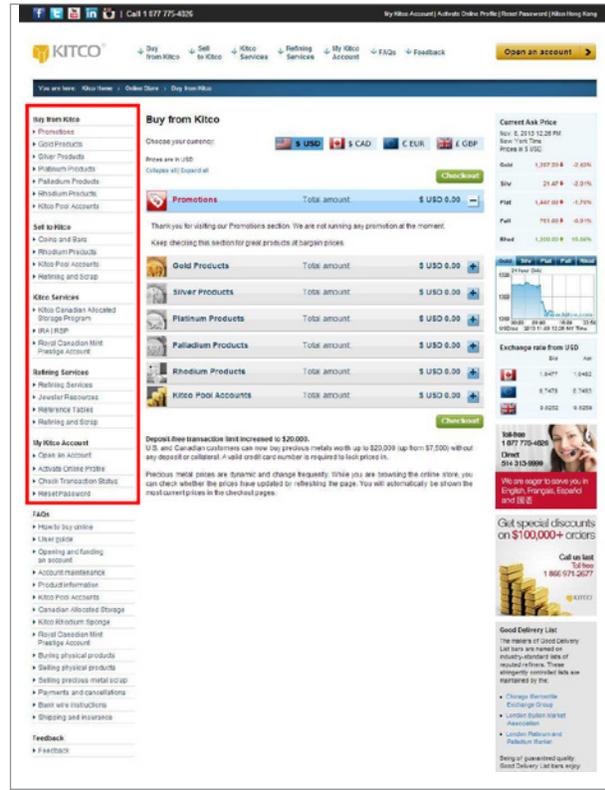
Before you buy anything, you might have a couple of basic questions: “Why buy precious metals and why buy them from Kitco?” Find straight, simple answers under the **Things to know** heading on the landing page.



This screenshot is similar to the one above but highlights the 'Things to know' section with a red border. The 'More from Kitco' section is still visible at the top. The 'Things to know' section contains two main articles: 'Why precious metals?' and 'Why Kitco?'. Below these are the 'Buy from Kitco' and 'Sell to Kitco' sections. The footer contains 'Customer Service', 'Connect with us', 'We appreciate your feedback', and 'Other services'.

Navigating the website

Throughout the online store (except on the landing page), you will see a permanent list of links on the left hand side. Click on these at any time to buy or sell specific products, select product categories or perform account-related tasks. We have organized these links to minimize the number of clicks required to perform the most common buying- or selling-related tasks.



The screenshot shows the KITCO website interface. On the left, there is a vertical navigation menu with several sections: 'Buy from Kitco' (containing links for Precious Metals, Gold Products, Silver Products, Platinum Products, Palladium Products, Rhodium Products, and Kitco Pool Accounts), 'Sell to Kitco' (containing links for Coins and Bars, Rhodium Products, Kitco Pool Accounts, and Refining and Storage), 'Kitco Services' (containing links for Kitco Canadian Allocated Storage Program, IRA (RDP), Royal Canadian Mint Precious Account, and Refining Services), 'My Kitco Account' (containing links for Open an Account, Account Control Profile, Check Transaction Status, and Reset Password), and 'FAQs' (containing links for How to buy online, User guide, Opening and funding an account, Account maintenance, Product information, Kitco Pool Accounts, Canadian allocated storage, Kitco Rhodium Storage, Royal Canadian Mint Precious Account, Buying physical products, Selling physical products, Selling precious metal scrap, Payments and commissions, Bank wire instructions, Shipping and insurance, and Feedback).

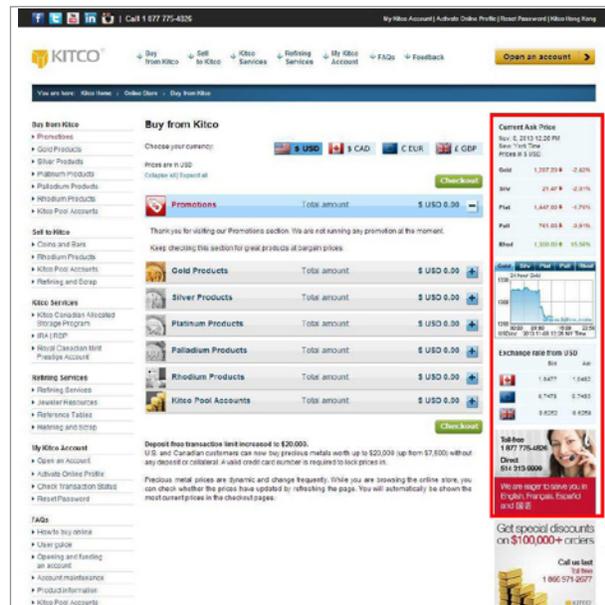
The main content area is titled 'Buy from Kitco' and includes a currency selector (USD, CAD, EUR, GBP), a 'Checklist' button, and a 'Promotions' section. Below this is a table of product categories with their total amounts in USD:

Product Category	Total amount
Gold Products	\$ USD 0.00
Silver Products	\$ USD 0.00
Platinum Products	\$ USD 0.00
Palladium Products	\$ USD 0.00
Rhodium Products	\$ USD 0.00
Kitco Pool Accounts	\$ USD 0.00

On the right side of the page, there is a 'Current Ask Price' section with a table of prices for Gold, Silver, Palladium, and Rhodium. Below this is a 'Good Delivery List' and a 'Get special discounts on \$100,000+ orders' section.

Accessing relevant information

On all pages (except the landing page) you will see a prominent block on the right hand side. This dynamic block contains information that is pertinent to any buying- or selling-related task that you may be performing. Here, you will see currency exchange rates, bid or ask prices, metal price charts, helpline phone numbers and relevant product information.

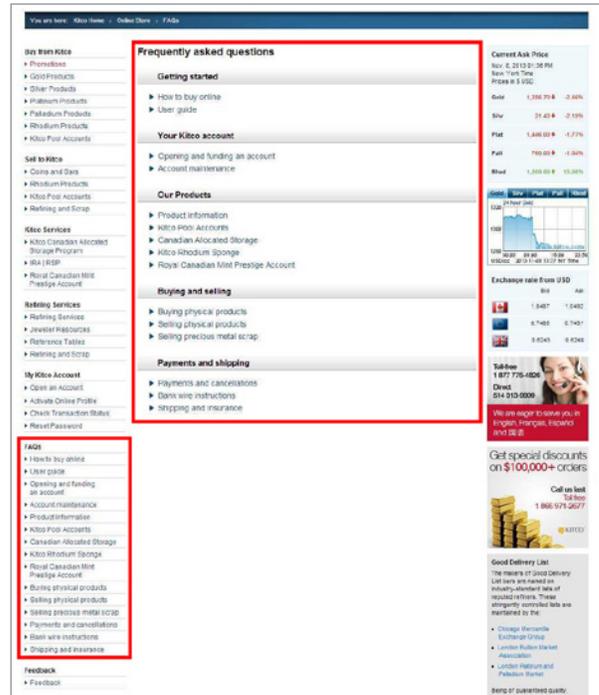


This screenshot is identical to the one above, but with a red rectangular box highlighting the right-hand side of the page. The highlighted area includes the 'Current Ask Price' table, the 'Good Delivery List', and the 'Get special discounts on \$100,000+ orders' section.

Getting help

A set of product-specific FAQs is permanently visible on the left hand side. These links open up answers to the most commonly asked questions. Here, you will find explanations for how to do things, how we define certain terms and the procedures and policies that are to be followed.

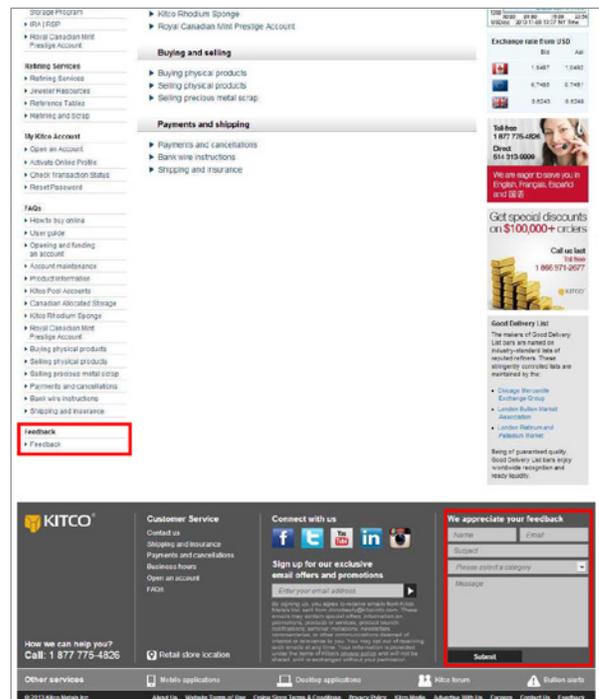
If you need more help, you can always call **1 877 775-4826** toll-free or **514 313-9999**. Our customer service representatives will be happy to answer your questions.



The screenshot shows the Kitco website interface. On the left, there is a sidebar with a 'FAQs' section containing a list of links such as 'How to buy online', 'User guide', 'Opening and funding an account', 'Account maintenance', 'Product information', 'Kitco Rhodium Accounts', 'Canadian Allocated Storage', 'Kitco Rhodium Storage Program', 'Royal Canadian Mint Prestige Account', 'Buying physical products', 'Selling physical products', 'Selling precious metal scrap', 'Payments and cancellations', 'Bank wire instructions', and 'Shipping and insurance'. The main content area features a 'Frequently asked questions' section with sub-sections: 'Getting started', 'Your Kitco account', 'Our Products', 'Buying and selling', and 'Payments and shipping'. This entire section is highlighted with a red box. To the right, there are market data sections for 'Current Ask Price' (Nov 6, 2013), 'Exchange rate Euro USD', and 'Gold Delivery List'.

Telling us what you think

We've worked hard to make Kitco's online store simple and user-friendly. But we'd like to make it even better! Your comments and suggestions can help us improve. [Click here](#) to send us your feedback. Alternatively, you can use the **Feedback** link or form at any time while shopping on the online store.



This screenshot shows the same Kitco website interface as above, but with the 'Feedback' link in the left sidebar highlighted with a red box. The bottom of the page features a 'We appreciate your feedback' form with fields for 'Name', 'Email', 'Subject', 'Please select a category', and 'Message'. There is also a 'Send' button. The footer contains contact information for 'Customer Service', 'Connect with us' (social media icons), and 'Other services' (mobile and desktop applications).