



FIRST ASIA MERCHANTS BULLION LTD

Opportunity + Creativity + Leadership = Success

When Well & Well Financial Holdings Group spotted the market's potential for precious metals it envisaged a thriving business catering to the demands of the world's most discerning customers. Managing Director of First Gold, **MR. LAWRENCE KOOK** speaks on the journey to success.

In the late 1980s and 1990s, Well & Well Financial Holdings Group was inspired by the second stage of the 'Economic Reform and Opening up' policy that had been put forward by the Chinese government. As the predecessor of the Group was founded in 1979 in Hong Kong, thanks to the corporate profound insight into the prospects for precious metal products as well as its 'always-up-for-challenges' character. The Group had even expanded its business in Taiwan in 1980s, as precious metals were then relatively new to the market. The Group's belief that not only gold is a long-term investment, but also a safe haven asset, the business rapidly grew with its reputation for exquisite standards.

Modern Outlook

Weal & Well Bullion was founded in Hong Kong in 1991 as the Group officially entered into the China market, and specialized in providing professional and reliable bullion trading services in the Asia-Pacific region and become a renowned business leader in its own right. In 2008, when the price of gold saw great fluctuation, Weal & Well Bullion seized the opportunity to officially rename itself 'First Asia Merchants Bullion Limited ("First Gold")' by establishing an offshore bank. By then the company came to be managed by Managing Director, Mr. Lawrence Kook who brought in fresh energy and a modern outlook.

Spotting Opportunity

First Gold is a bullion group member



Lawrence Kook Luk Lung:
"First Gold saw opportunity in China's strategy, under The 'Belt and Road' initiative."

of The Chinese Gold & Silver Exchange (CGSE) with the membership number 114 (Type AA License), is a CGSE accredited gold refinery, including 9999 One Kilo Gold and 9999 Five Taels Gold. It is a recognized e-Trading member, specializing in Renminbi Kilobar Gold, 99 Taels Gold, spot gold and silver trading. It has been providing professional and reliable bullion trading services to its clients in the Asia-Pacific region, accumulating a wealth of experience over the years.

"First Gold saw opportunity in China's development strategy, under the 'Belt and Road Initiative' and started up the first derivative exchange in history, Golden FX Link (Cambodia) Co., Ltd. ("Golden FX Link") with Cambodian government since Cambodia is one of the economies along the Belt and Road. Golden FX Link was officially granted the licenses for 'Central Counterparty

and 'Derivative Broker' by Securities and Exchange Commission of Cambodia," says Kook.

First Gold has many long-term business partners to work with over the years because of mutual trust and loyalty. "First Gold had hosted a business forum called 'SZ-HK Stock Connect Insight' together with the biggest and most influential media organization in China, Xinhua News Agency, it was an honor to have the Chief Executive of HKSAR, Mr. Leung Chun-ying to deliver the opening speech," says Kook.

Growth Assured

First Gold today expands its ASEAN business bringing high quality products and efficient international e-Trading systems. First Gold first established Golden FX Link, looking forward to further developing ASEAN markets, for examples, Laos, Thailand and Vietnam.

"We believe that staff's satisfaction on both their jobs and life fronts, create professional value to our clients. By constantly inspiring staff, First Gold helps colleagues set goals in more specific and practical targets with every channel at their disposal to help them achieve their goals and thereby excel at their jobs," concludes Kook. ■



First Asia Merchants Bullion Limited
The Chinese Gold & Silver Exchange (CGSE) Type AA License No. 114
第一亞洲商人金銀業有限公司
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