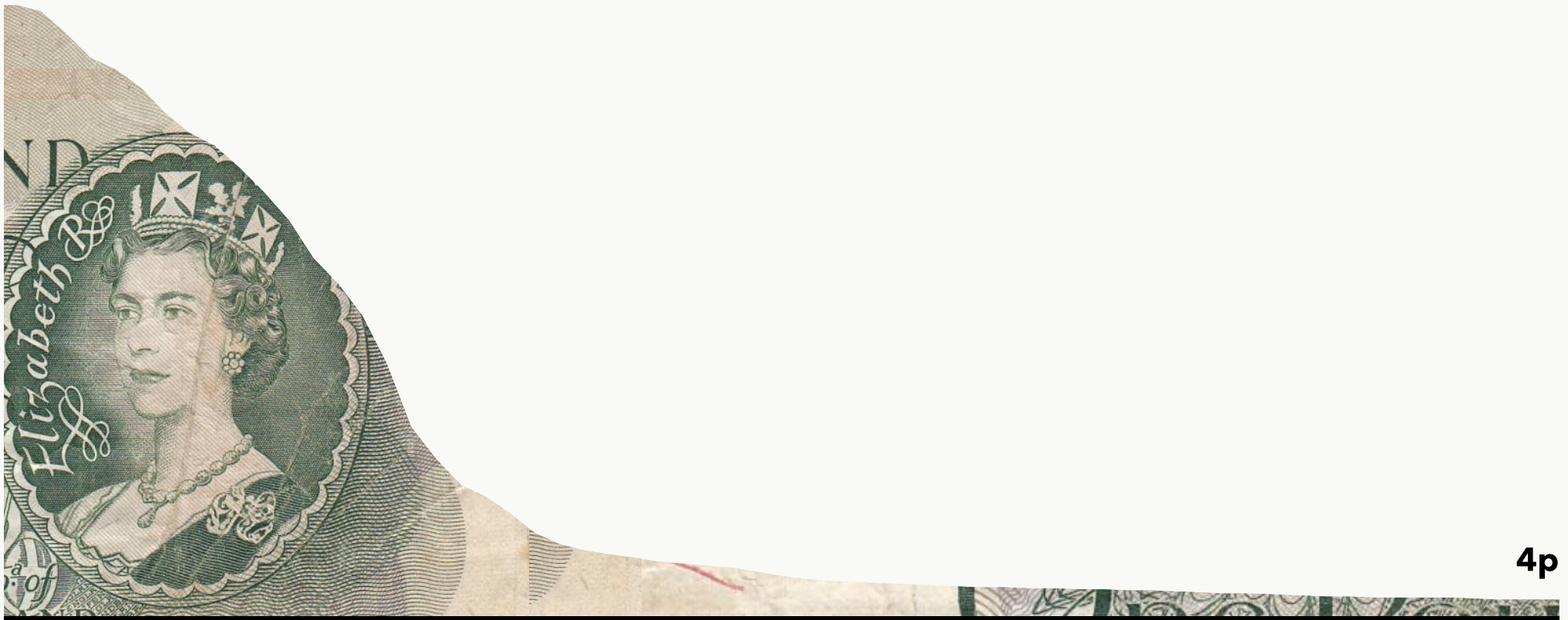


The Cost Of Certainty

AS AN ASSET, CASH IS CERTAINLY NOT KING.

Her Majesty Queen Elizabeth II's portrait first appeared on the £1 note in 1960. Since then, the purchasing power of £1 has been destroyed by six decades of consumer inflation, now only being able to purchase what 4p did in 1960. In the long term, cash will obliterate the purchasing power of your money.

£1



1960

4p

2022