

# Protect savings of a lifetime

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**Egon von Greyerz:** “There is clearly apathy in the gold market now. Gold has essentially gone sideways for the last couple of years. Gold was at these levels in June of 2013. So for two years gold has been trading sideways with some volatility. And of course after the big run-up from 1999 – 2011, people have become tired of gold and are much more excited by the stock market. But gold has a completely different role. People don’t buy gold for short-term gains. People buy gold to protect their careful savings of a lifetime against the unprecedented risks that the world now faces.

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