

Oro Cash Market Snapshot

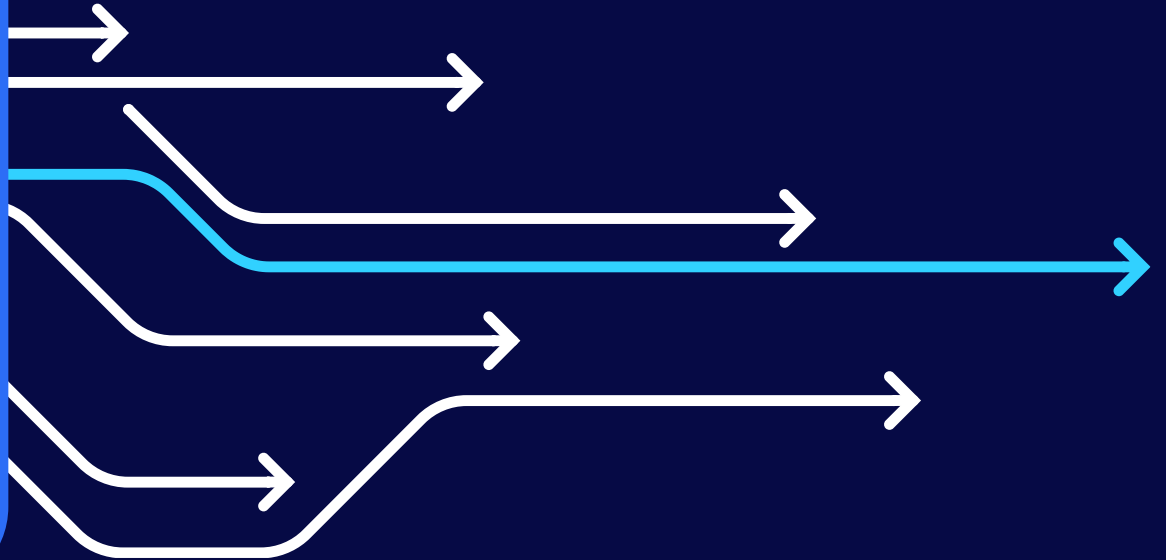
Fast Track Brand KPI in Italy
6 Marzo 2026

Project for Gens Aurea
Italy- OP-000671984 -
Elena Cappelletti – Strategic Analytics & Insights Business Partner



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Background & business questions



Background

Gens Aurea S.p.A. is today one of the leading European players in the buying and selling of gold and precious items. Founded in Milan and with strong international expansion, it is:

- The largest professional gold operator registered with the Bank of Italy
- Active in over **450 stores** across Europe and South America
- Managing more than **6 tons of gold** and **7,000 carats of diamonds** every year

The group operates across the entire precious-metals value chain, including: gold buying, investment gold, jewelry, and pawn credit services.

OroCash is the most prominent brand within the Gens Aurea group. It is the historic market leader in the purchase and sale of gold, silver, diamonds, and high-end watches. Today, it is the **leading European chain** in the gold and precious-items buying and selling sector, with an extensive presence in Italy and a structured expansion in Spain and Portugal.

In light of this multi-geographic footprint and the announced expansion plan in European markets, the client requires:

- A limited set of brand KPIs (e.g., Awareness, Consideration) for Italy,
- Obtained through a rapid, essential yet statistically robust research activity,
- To support immediate decisions on priorities, investments, and competitive potential.

This activity represents a **preliminary phase**: the results will be used to define the directions of a more in-depth assessment planned in a second project, broader in sample size, analytical detail, and coverage of behavioral and competitive variables.



Methodology



Module: quantitative survey



MEASURING
PHASE

FIELDWORK: March 2 and completed on March 6, 2026

The survey was conducted on the proprietary GfK Dialogatore Panel, composed of individuals equipped with a bidirectional connection device for real-time transmission of texts/questionnaires and audio/video files (tablet/Dialogatore and/or PC).

TARGET / REFERENCE UNIVERSE

- Italian residents aged 25 to 70



SAMPLE SIZE AND REPRESENTATIVENESS

1,000 interviews with the 25–70 population

QUESTIONNAIRE

Structured questionnaire composed exclusively of closed-ended questions; detailed question list provided on the next page.

LOI (LENGTH OF INTERVIEW) –2/3 minutes

Reference Universe

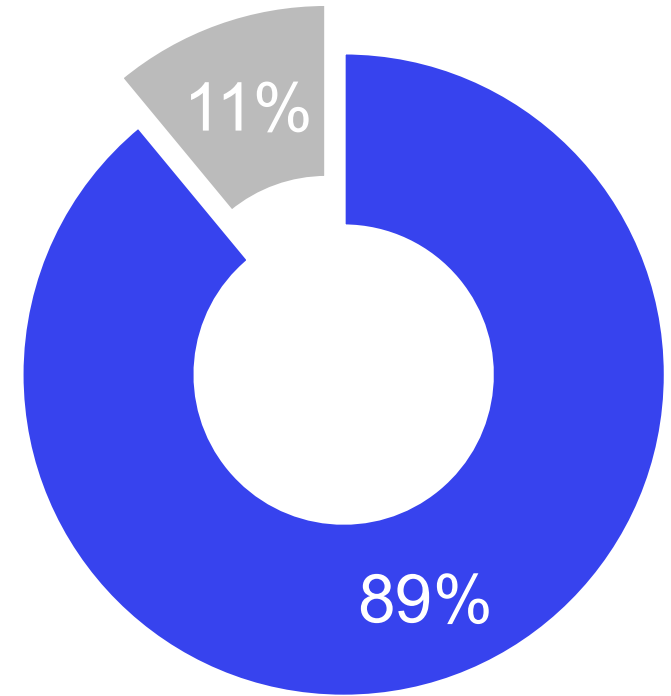
Italian Population aged 25-70

35.3 million



**31,4 milioni di Italiani conoscono
il canale dei Compro Oro**

**14,5 milioni ne hanno
avuto esperienza diretta
(pari al 46% dei conoscitori)**



**CONOSCONO CANALE
DEI COMPRO ORO**

Main KPIs



**23 Million Italians
are aware of Oro Cash**

**Brand Awareness
Level**

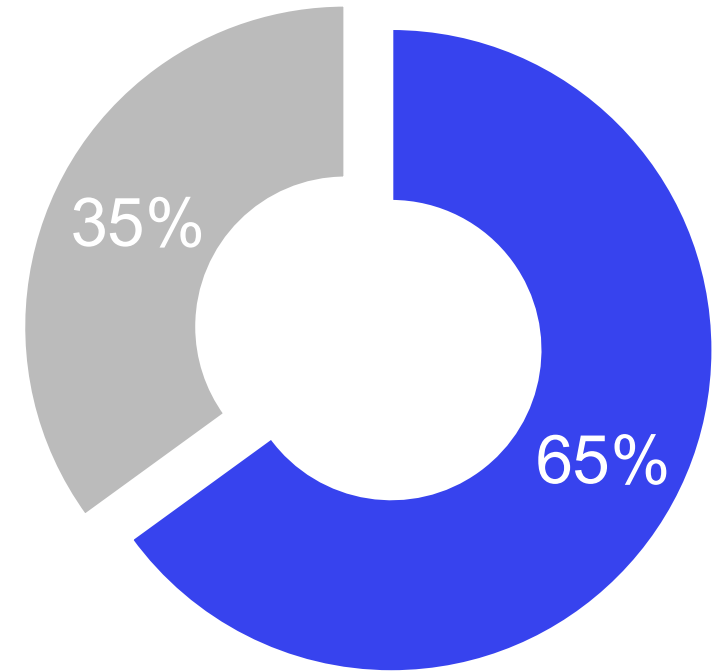
Equivalent to 65% of adults aged 25 to 70



**Among the target of “cash-for-gold
shop” the percentage rises to 78%**

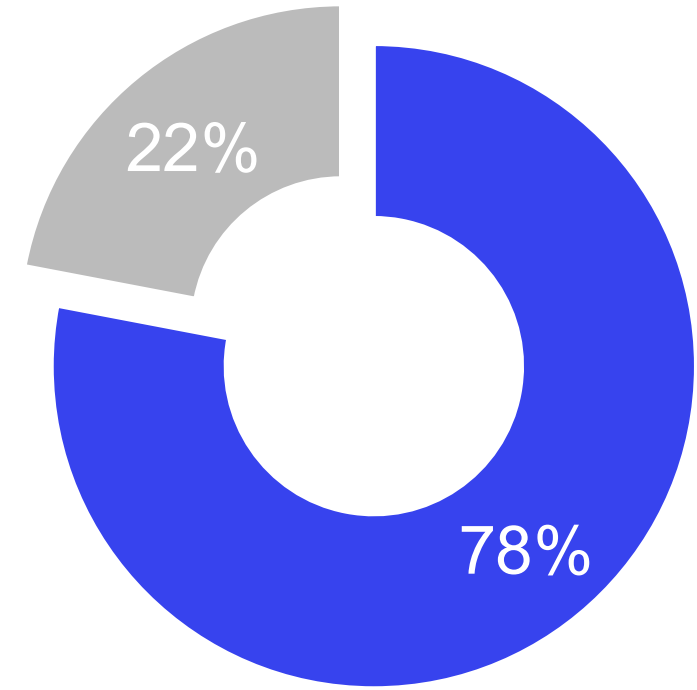
OROCASH

**23 million Italians
are aware of ORO CASH**



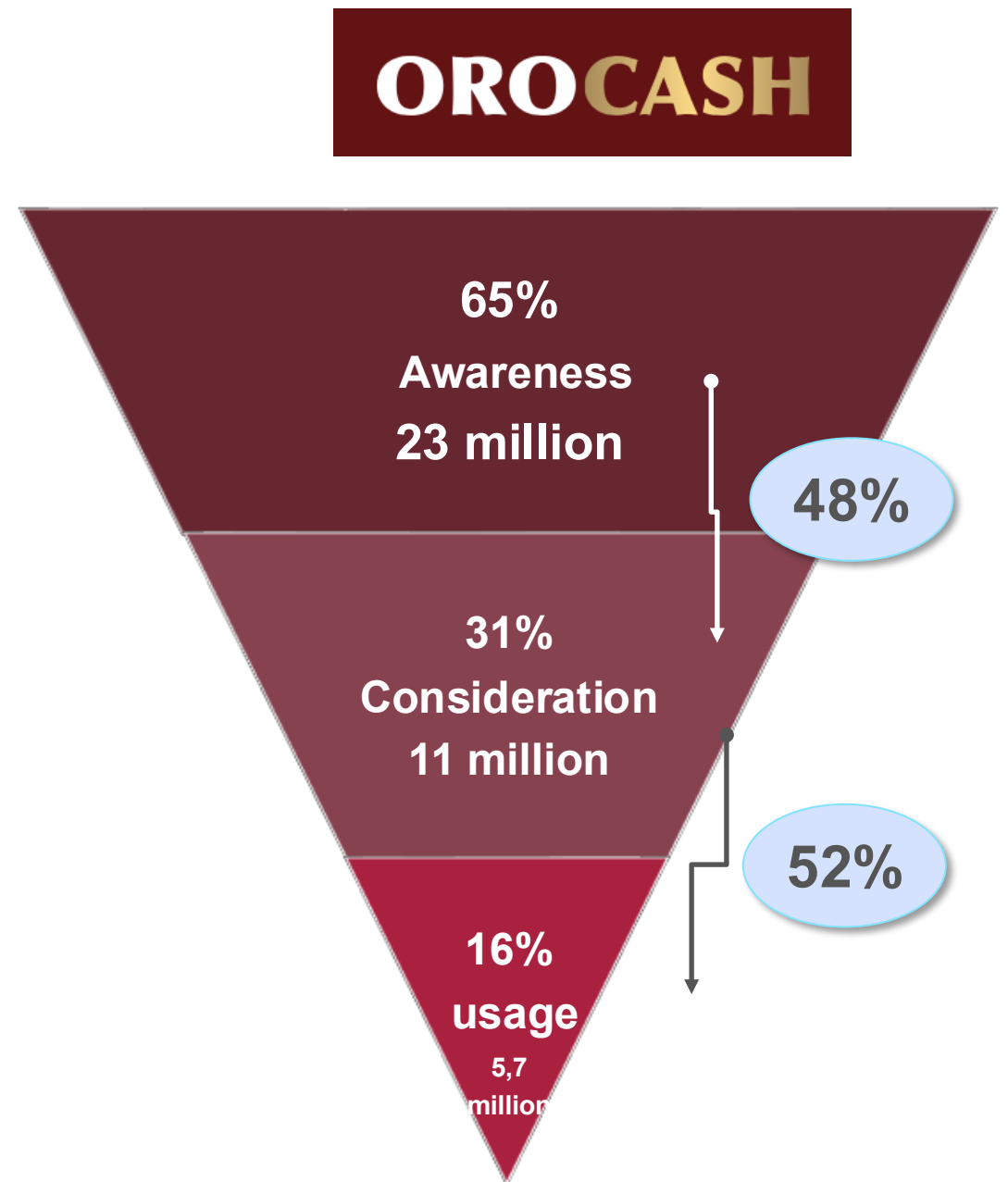
ARE AWARE OF ORO CASH
(base: Italians)

**There are 14.5 million
Italians
who have had an experience
in a cash-for-gold shop,
and among them 78% are
aware**



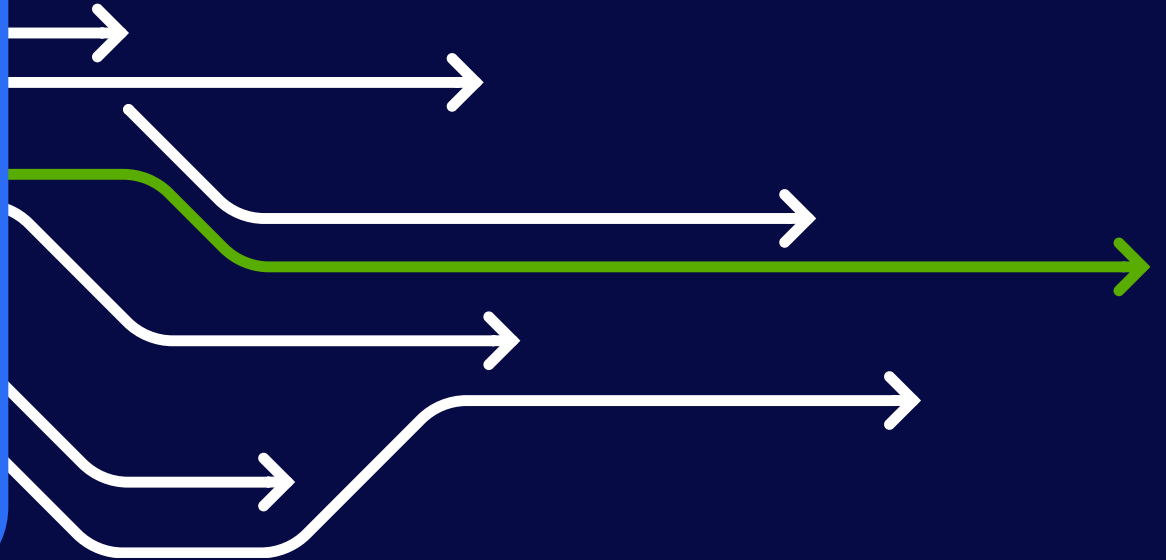
ARE AWARE OF ORO CASH
Base= have had an experience
in a cash-for-gold shop

Oro Cash-Brand Funnel among the Italian population



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*Results in
detail*

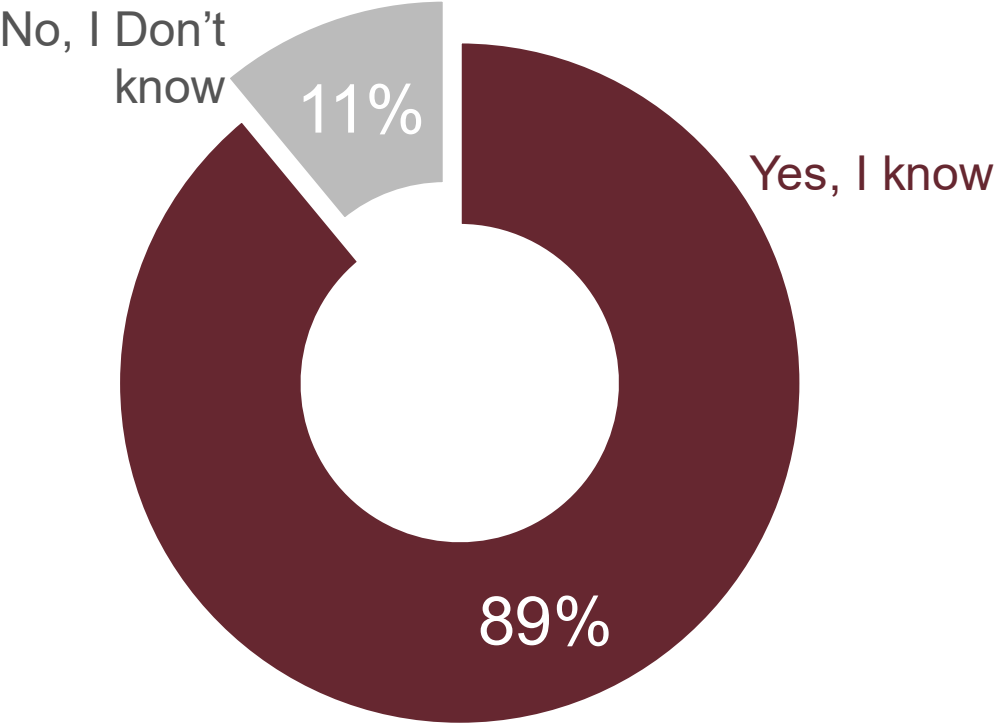


Knowledge of cash-for-gold channels

We are talking about **cash-for-gold shops**, meaning the retail outlets that offer services for purchasing used gold from private individuals, and in some cases also sell refurbished jewelry or investment gold. No technical knowledge is required: we are only interested in your experience and your opinion.

D1. Are you familiar with this type of shop?

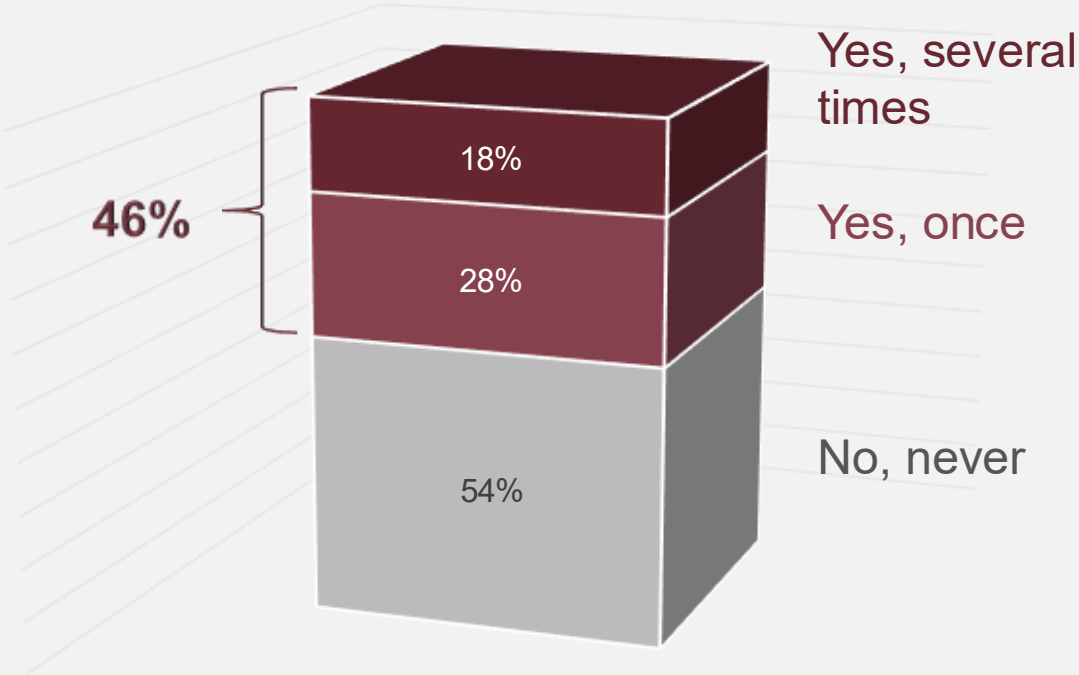
Base: italian population aged 25-70



14.5 million Italians have had a direct experience for an evaluation in these shops; this represents 46% of those who are familiar with this channel

D2. Have you ever had an experience, recently or in the past, with cash-for-gold shops (of any brand) to sell gold items and/or request an evaluation?

Base: those who are familiar with cash-for-gold shops



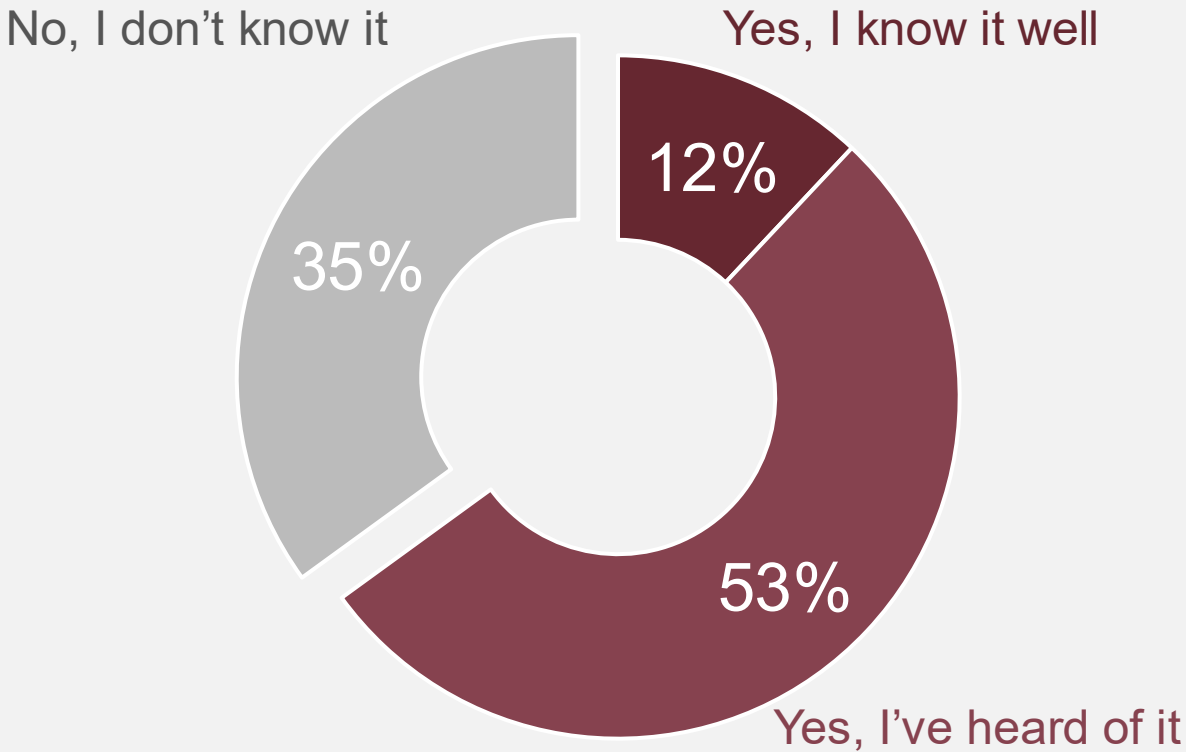
ORO CASH Brand Awareness

D3. Have you ever heard of/ are you familiar eith ORO CASH, even if only by the name?

Base: italian population aged 25-70



65% of the population is aware of the brand

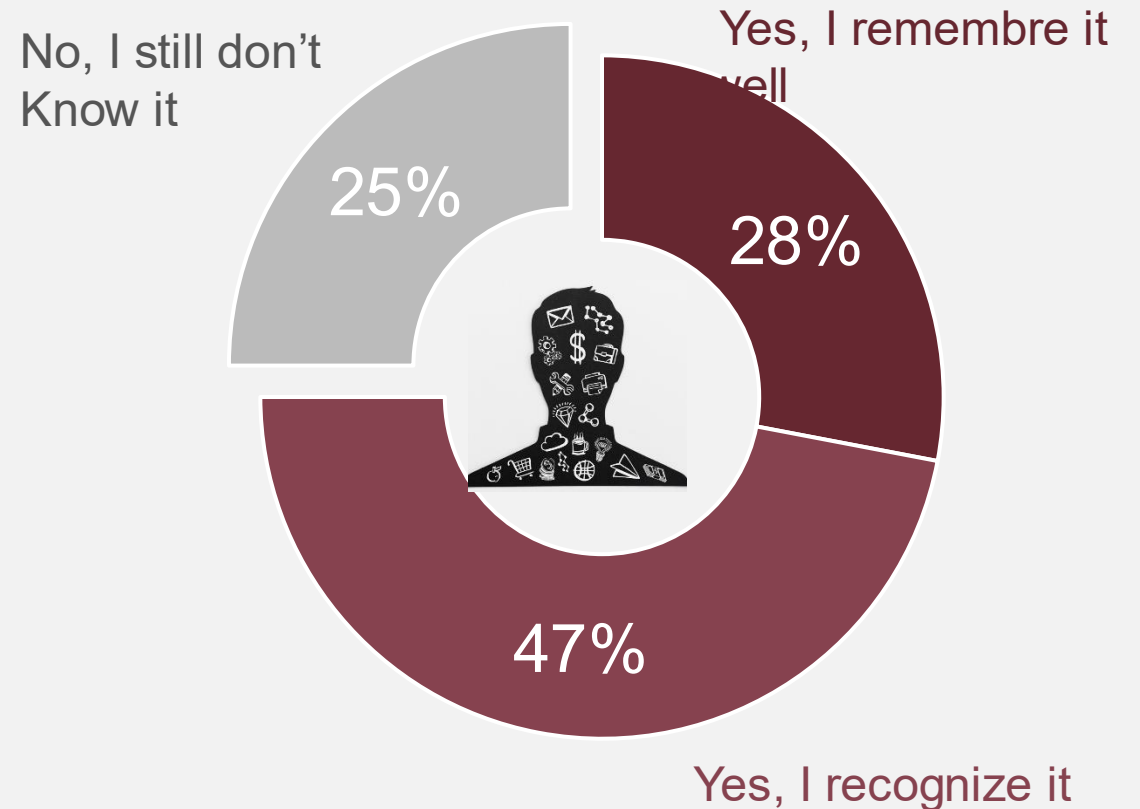


D4. In Italy OroCash is the cash-for-gold chain that features Giorgio Mastrotta as its testimonial in its communications and store signage. Based on this information, do you recall/recognize OroCash?

Base: buyers in the cash-for-gold channel



75% of those who use cash-for-gold shops recall the brand by associating it with the testimonial



Oro Cash Experience –

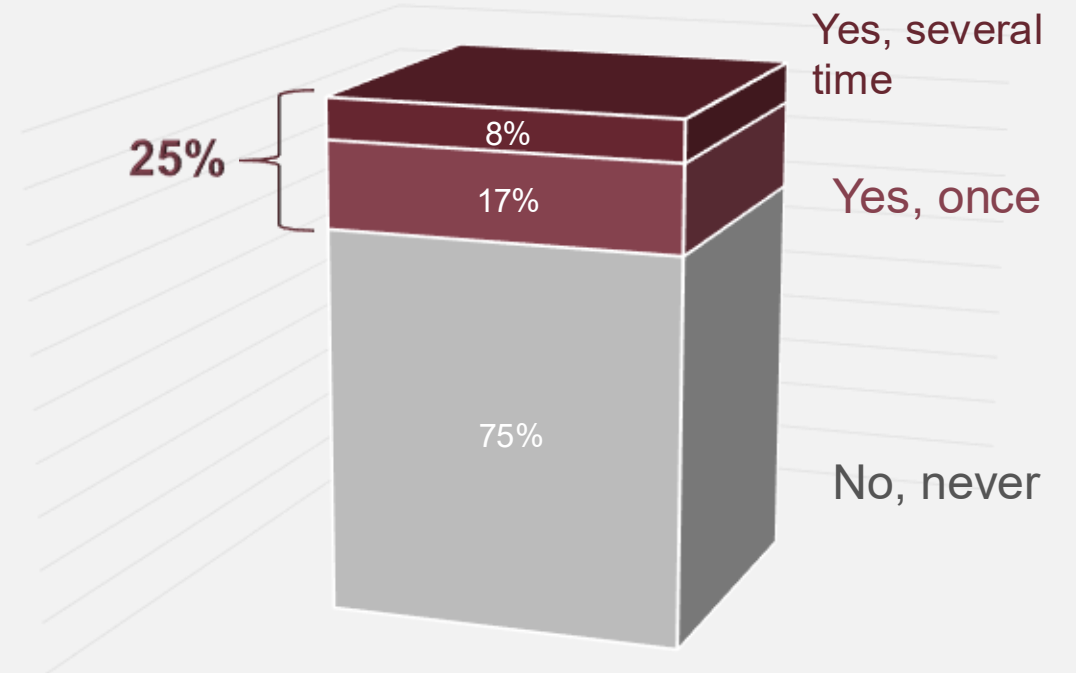
base= people aware of Oro Cash



25% of those who know OroCash have had an occasion to request an evaluation

D5. Have you ever entered an OroCash shop to sell gold items and/or request an evaluation?

Base: those who are aware of the OroCash brand



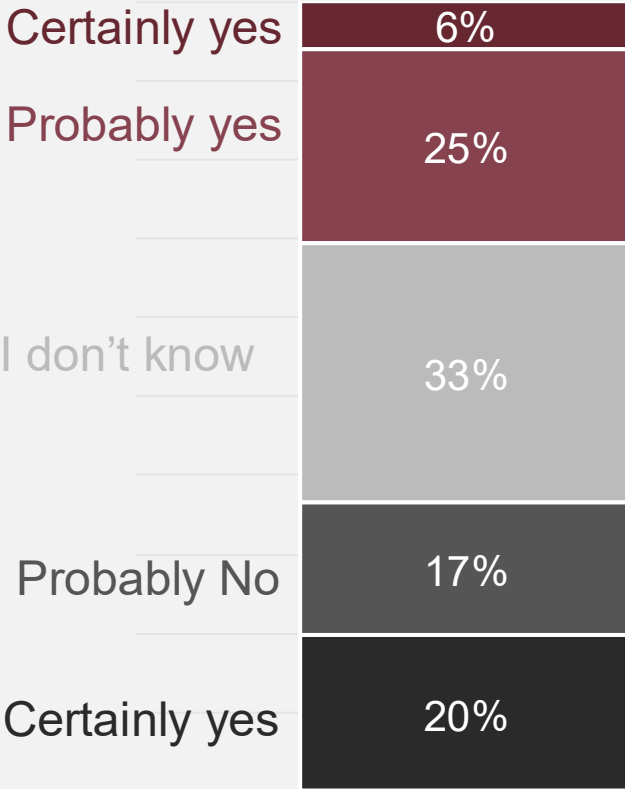
Consideration

D6. In the future, would you consider visiting an OroCash shop?

Base: italian population aged 25-70



31% of the population is open to the idea of visiting an OroCash shop



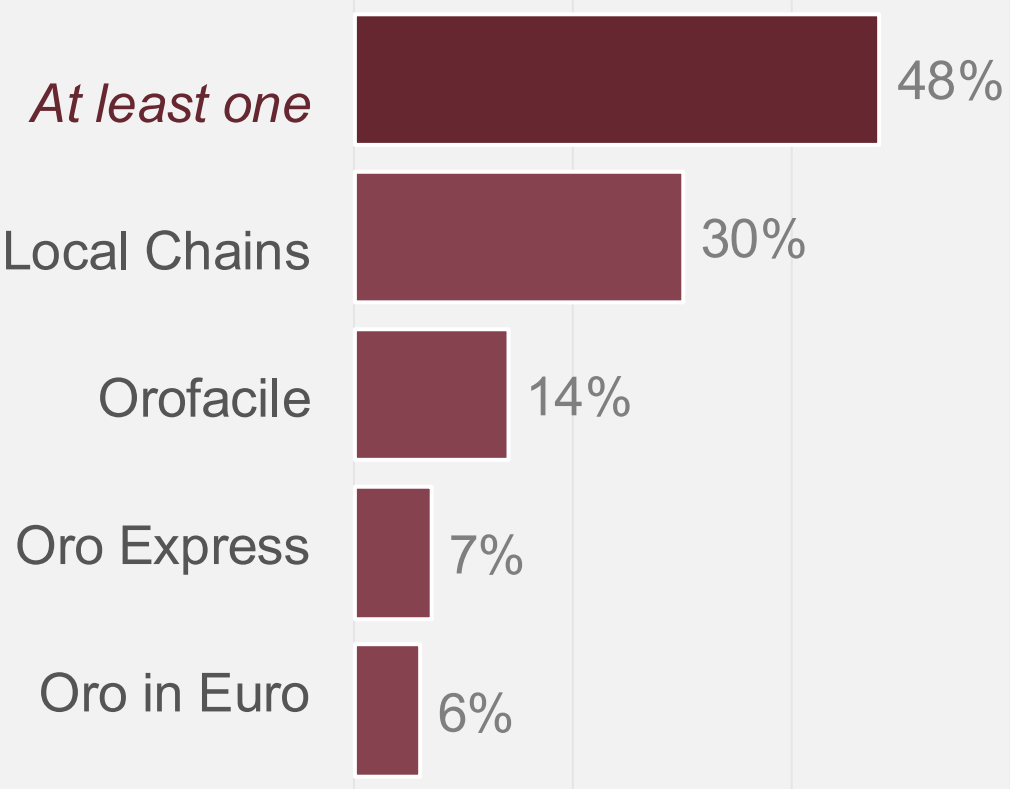
Knowledge of other cas-for-gold shops

D7. Do you know –even just by name-any other cash-for-gold shops? Which ones?

Base: italian population aged 25-70



48% of the population knows at least one other cash-for-gold shop



Knowledge of other cas-for-gold shops

D7. Do you know –even just by name-any other cash-for-gold shops? Which ones?

Base: acquirenti nel canale Compro Oro



73% of buyers in the cash-for-gold channel know at least one other shop

