TEAM SPOTLIGHT

Meet the Team behind the *In Gold We Trust* Report



Lois Hasenauer-Ebner

Quantitative Analysis & Charts

What is your role, and what makes working behind the scenes of In Gold We Trust so special to you?

Role: Quantitative analysis & charts.
Working at In Gold We Trust is special because it lets me explore topics that I am genuinely fascinated by. This often makes the time spent working feel less like a job and more like a passion.

Where in the world are your working from?

Vienna, Austria

Gold is considered the ultimate "safe haven".
Where is your personal “safe haven” to recharge your batteries?

Long lunches and dinners shared with family and friends.

At In Gold We Trust, we think a lot about the future. If you could travel 20 years into the future: What is one thing you hope remains unchanged?

One thing I hope remains unchanged over the next 20 years is the diversity of local restaurants, cafés, bars, and specialty food shops. Unfortunately, this diversity has already declined noticeably during my lifetime. As economic concentration continues to increase, even in sectors that have traditionally been highly diverse, preserving unique local businesses becomes ever more challenging. It may be a somewhat idealistic wish, but I believe this diversity is what gives cultures their richness, character, and sense of place.

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What makes the In Gold We Trust Report truly unique?
Is there a memorable story, fun fact, or number that comes to your mind?

A fun fact that highlights what makes the In Gold We Trust Report unique is that we often begin discussing the annual leitmotif and cover design up to eight months before publication, yet the final decision is usually made only two months before release. The process brings together countless ideas from across the team, making it a dynamic and highly collaborative journey that is both unique and rewarding.

What has been your most memorable moment since joining the In Gold We Trust team?

My most memorable moment is one that repeats every year when I hold the final printed In Gold We Trust Report in my hands for the first time. It represents the culmination of months of hard work, ideas, and collaboration. Seeing the finished product makes everything tangible and always gives me a strong sense of accomplishment and pride in what our team has created together.

Imagine you were gifted a real, heavy gold bar today; on the condition that you cannot sell or invest it. What would you use it for?

I would use it as collateral for a loan.
If I cannot sell or invest the gold bar, borrowing against it is the most logical way to unlock its value. Gold's global recognition, deep liquidity, and transparent pricing make it one of the few physical assets that can readily serve as high-quality collateral.
At the same time, I would keep it as a tangible reminder that true wealth is not the asset itself, but the opportunities, security, and freedom it can help create.