



REACHING  
CREATING

DELIGHTED  
COLLECTORS  
WORLDWIDE







# The Global Coin Collection Company

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The Samlerhuset Group is Europe's leading seller of coins and medals. First established in Norway in 1994, it has expanded into 14 different markets within Europe.

The Samlerhuset Group works closely with government mints on their collector coin programmes. We are also joint-owner of the Mint of Norway, the body that strikes legal tender coinage for Norway and other countries, and the company entrusted each year with the privilege of striking the gold Nobel Peace Prize medal.

The Samlerhuset Group has maintained its strong market position during the current economic turmoil. Our international

spread means we can find interesting ideas and use our varied cross-border experiences to offer the most interesting and exciting coin and medal concepts.

As organizers and majority owners of the World Money Fair in Berlin, one of Europe's most important trade shows, we are investing in the continued strength of our partnerships, and in the market as a whole.

Over the next few years, we will continue to create a best practice coin marketing organization, which, together with our people and our business partners, is one that will hold a position of considerable strength in the markets where it operates.

We look forward to working with you.

A stylized, handwritten signature in black ink, appearing to read 'Reidar'.

A stylized, handwritten signature in black ink, appearing to read 'Ole Bjørn Fausa'.

Reidar Nielsen and Ole Bjørn Fausa  
Owners | The Samlerhuset Group



# We create delighted collectors

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## OUR PHILOSOPHY

The Samlerhuset Group's business is to sell coin subscriptions through direct marketing. In short, it is defined by the statement: "We create delighted collectors."

## OUR VISION

We also have an ambitious, long-term business vision for the Group, which can be summed up as follows: "We want to be the global coin collection company."

To make this happen, we will have to enter new markets carefully, taking a step-by-step approach. We need to strengthen our focus on people and capital, the two most important resources within the Group. The development of our people and the sharing of marketing knowledge and experience across borders form the basis for future growth.





*Our people continue to be  
a major asset to the Group*



# Marketing coins and medals

— IN FOURTEEN DIFFERENT MARKETS

Samlerhuset's key business area is the sale of coins and medals based on a strong, analytical, direct marketing platform, and we currently operate in 14 European markets.

For national mints, central banks or global event organizers, we are a business partner that can provide instant access to many markets, along with advice on product development in order to ensure the success of a collector's coin programme. To this end, we offer:

- Concentration on coins (including medals) and related products
- Highest product quality, exceptional service levels and affordable pricing structure
- Thorough understanding of customer needs and interests to deliver a strong market-led business model
- Being a competent partner for our customers
- Long-term customer relationships based on subscriptions
- Direct marketing as the main channel
- Long-term partnerships with mints and key institutions
- Active support for the secondary market
- National and official profile in customer contact
- Certificates, testimonials, and historical background information about the coins and medals



# An outline of our business

## OUR BUSINESS IDEA IS TWOFOLD

Samlerhuset's key business activity is the direct marketing of coins and commemorative medals, and other related collectibles, to national markets, using a strong analysis platform to closely identify customer requirements and preferences.

The Group's main aims are:

- To help central banks and government mints reach out to collectors across the globe with commemorative coins and collectors' items.
- To help collectors gain access to limited mintage and sought-after coins, whether they are professionals with a wide knowledge of collecting, or less experienced collectors.

## CONCEPT DEVELOPMENT

'Concept development' is the most important driver of business and embraces four key areas: products and programs; communication;

channels and formats; and diversification. The first deals with the creation and development of new coin and medal series and collections, and the improvement of older ones – making them more attractive to customers by, for example, highlighting new information about the coin or medal's historical importance. Communication means precisely that: how we can improve our message. Channels, formats, and diversification are about the best way of reaching our customers, whether by email, traditional mail or new social media.

## CUSTOMER ACTIVATION

The goal of 'customer activation' is to win customers and turn them into delighted, long-term collectors who will continue to deal with us over their lifetime. It is based on the combination of efficient segmentation – that is, grouping customers on the basis of their interests – and in-depth knowledge of the customer's preferences, whether this be only for gold or local silver coins, medals or some other aspect of numismatics.

All our Group companies employ a structured approach to direct marketing that enables them to closely match customers' desires and aspirations.

This process has four distinct phases:

## ACQUIRING NEW NAMES

– With the experience gained from over 1,000 campaigns, we are able to create low-risk offers at the collectors' entry level, to give the maximum number of people access to future offers and collections.

## CREATING ACTIVE CUSTOMERS

– Our thorough understanding of the market, together with a sophisticated approach to subscriptions, helps us create truly active customers over the long term.

## BUILDING CUSTOMER TRUST

– Customers stay with Samlerhuset companies because of our commitment to providing a complete service based on high quality and helpful, trusting relationships.

## TESTING, ANALYSIS, AND DOCUMENTATION

– No other coin company has the analytical approach and culture of Samlerhuset. Our marketing, which includes testing of new products, provides complete accountability and we insist on a profound understanding of all key data.

*We place marketing  
at the core of what we do*





# One of Europe's largest

## COIN COMPANIES



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# Distributor of choice

FOR GLOBAL EVENTS

The Samlerhuset Group is the partner of choice for the world's leading event-led collector's coin programmes.

Our knowledge has both depth and breadth, extending across many markets and also back through time. This means we are able to add value to these major programmes, especially if we become involved at an early stage.

However, far from acting simply as consultants, our strength is in the delivery and execution of sales programmes, which can amplify the success of any well-designed collector's coin programme.

This is why we were chosen as a partner for the following major programmes:

- Beijing Official Olympic Commemorative Coin Programme
- Vancouver Official Olympic Commemorative Coin Programme
- London 2012 Official Olympic Commemorative Coin Programme
- London 2012 Official Olympic Commemorative Ingot & Bar Programme
- Sochi 2014 Official Olympic Commemorative Coin Programme
- Rio 2016 Official Olympic Commemorative Coin Programme



# Partner to important mints

AND CENTRAL BANKS AROUND THE WORLD

We are proud to partner most of the major mints and central banks around the world, of which the following are just a selection, working closely on collections and commemorative coins.

- Central Bank of Poland
- Mint of Finland
- The Perth Mint
- Münze Österreich Aktiengesellschaft
- Central Bank of Czech Republic
- Central bank of Slovakia
- The Central Bank & Authority of Ireland
- Israel Government Coins and Medals Corp.
- Banco de Mexico
- The Mint of Norway
- INCM Imprensa Nacional-Casa da Moeda S.A.
- The Central Bank of the Russian Federation
- The South African Mint Company
- The Royal Spanish Mint
- The Royal Dutch Mint
- The Royal Canadian Mint
- The People's Bank of China





# Battle of Waterloo 1815–2015

## THE PISTRUCCI WATERLOO MEDAL

One of the most striking examples of Samlerhuset's competence in product development is the production of the Benedetto Pistrucci Waterloo medal.

Following the epic battle in 1815 it was decided that a true numismatic masterpiece should be created as a gift for the sovereigns who, in alliance with the Prince Regent, had defeated Napoleon. The world-renowned engraver, Benedetto Pistrucci, was given the task of designing the medal.

The result, the famous Waterloo Medal, is celebrated not only for its mammoth size, stunning beauty and historical significance, but also for the colorful story surrounding its development. It took Pistrucci more than 30 years to complete his work but, due to the complexity of its design and its vast size, the Waterloo Medal was never produced.

By that time all of the medal's intended recipients, with the exception of Wellington, had died. Now, after nearly 200 years

in the making, and with impeccable attention to detail, the giant silver medal has been struck by experts combining traditional craft with advanced modern technology, ensuring that the engravers' art is faithfully reproduced in its original proportions and finally fulfills Pistrucci's dream. The Pistrucci medal and the other Waterloo medals have been produced in conjunction with Worcestershire Medal Service, who hold a Royal Warrant as medallists to Her Majesty Queen Elizabeth II, and, Waterloo 200.



### OBVERSE

At the center of the medal are left-facing busts of the four Allied rulers who declared war on Napoleon – Prince George, the Prince Regent of Great Britain, Emperor Franz I of Austria, Tsar Alexander I of Russia, and King Friedrich Wilhelm III of Prussia – each wearing a victor's laurel wreath. Surrounding them are allegorical scenes representing the battle and the peace that followed.



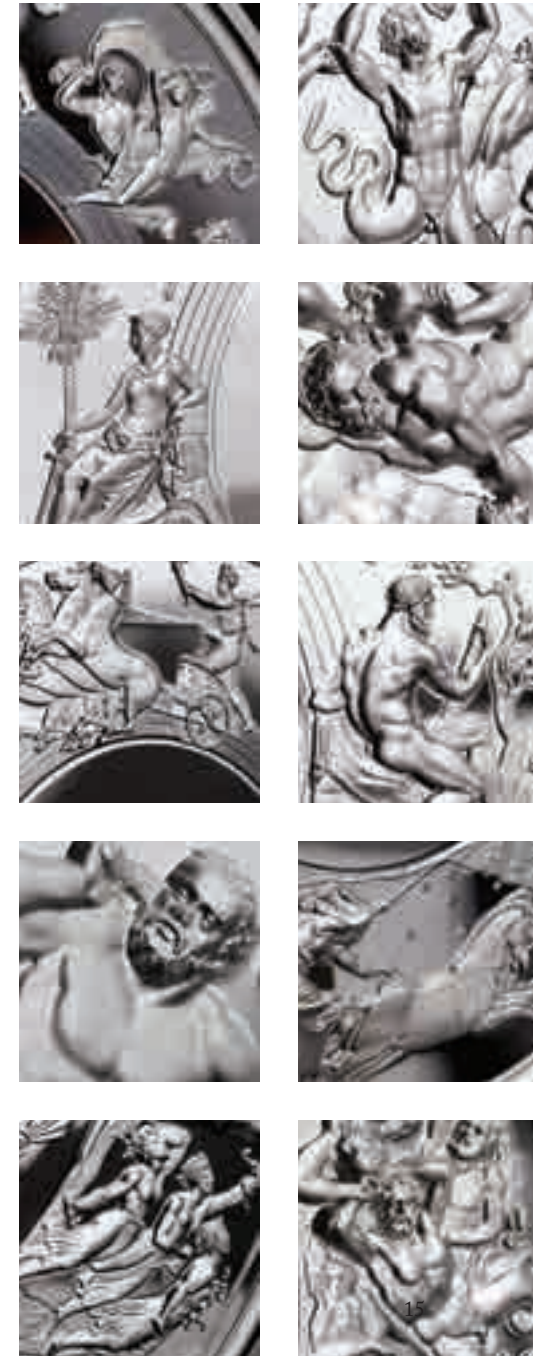
### REVERSE

In the center, two classical male figures ride their horses into battle. The figures' faces are those of Arthur Wellesley, Duke of Wellington, and Field Marshal Gebhard Leberecht von Blücher – the two generals who led the Allied British, Prussian, Dutch and Hanoverian armies to victory at Waterloo. The action of the battle itself, when Blücher arrived on the battlefield just at Wellington's greatest hour of need, is reflected in the two central figures: Wellington leads the way while Blücher rushes to his aid. Both carry a sword in one hand and a staff, symbolic of their authority and the victory, in the other. Between the two, stands Nike, the winged goddess of Victory.



By appointment to  
H.M. The Queen  
Medallists

Worcestershire Medal Service Ltd.  
Bromsgrove





### THE 1933 DOUBLE EAGLE TOUR

*In March 2012,  
Samlerhuset organized  
a tour of the rare 1933  
Double Eagle gold coin in  
7 European countries, in  
conjunction with the US  
Smithsonian Institution.  
The coin attracted  
thousands of visitors and  
massive media interest  
across Europe and way  
beyond.*



# Samlerhuset Exhibitions

The Samlerhuset Group has been closely involved in several coin exhibitions and numismatic events around Europe in order to increase public knowledge about coins and medals.

### THE BRUSSELS HOARD

The largest medieval coin hoard in Europe. The hoard was discovered in Brussels in 1908 and consisted of around 150,000 silver pennies from England, Scotland, Ireland and the Continent. The coins went on display in museums in Oslo (Norway), Turku (Finland), and Oxford (UK).

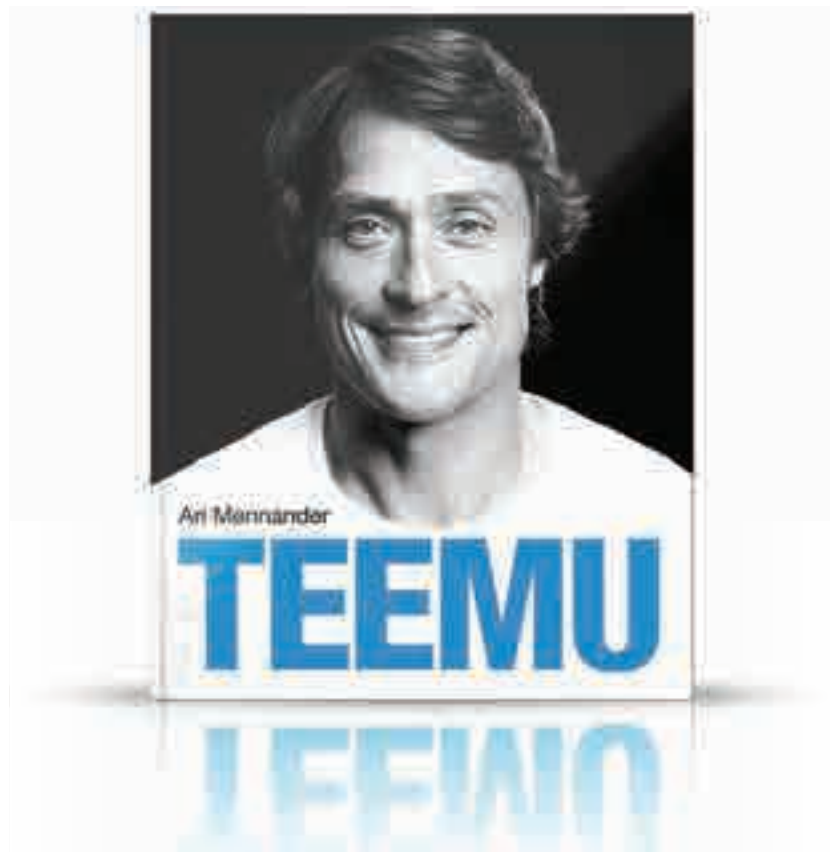


### THE 100 KILO GOLD COIN

In 2008–2010 Samlerhuset toured the world's largest gold coin (at the time) in 10 different European countries. The 100 kilo, 99.999% pure gold coin created huge media and public interest in all the countries where it was exhibited.







# Samlerhuset supports

The Samlerhuset Group is very active in the world of sports, and sponsors and supports several world-class athletes.

Sports-related collectibles are highly appreciated by Samlerhuset customers, and therefore the Group not only supports sport directly, through sponsorships, but also indirectly, through the sale of gold and gold-plated sports ingots and Olympic commemorative coins.

From every official Olympic coin sold, an amount is allocated to the IOC (International Olympic Committee) and the many National Olympic Committees. The amount paid to each committee is based on the number of coins sold in that particular local market.

The Finnish and Latvian operations, Suomen Moneta and Latvijas Monetu nams, have supported their respective National Ice Hockey Federations through the sale of commemorative gold and gold-plated ice-hockey ingots.

In addition, Suomen Moneta is the main partner of the charity campaign “Donate to an athlete” (*Tue Urheilijaa*), for which the company has produced the gold-plated Helsinki 1952 ingot, which is sold in support of top Finnish athletes.



The Samlerhuset Group sponsors several successful athletes, including the 2014 European champion and London 2012 Olympic bronze medalist, javelin thrower Antti Ruuskanen, and his colleagues Teemu Wirkkala and Tero Järvenpää. Other athletes sponsored are the Sochi 2014 gold medal winner, cross-country skier Sami Jauhojärvi, speed-skater and former world record-holder Pekka Koskela, race walker Jarkko Kinnunen, and figure skater Juulia Turkkila. Pictures above: Antti Ruuskanen and NHL superstar Teemu Selänne have both been honored with a commemorative ingot in gold. Other legendary athletes who Samlerhuset Finland has commemorated with coins or ingots include long distance runners Lasse Virén and Paavo Nurmi, ski jumper Matti Nykänen and biathlon athlete Kaisa Mäkäräinen.





# Social responsibility

An important part of the Samlerhuset mission is to be socially responsible in the markets where we operate. We are constantly on the lookout for important charitable causes to support, preferably through the sale of our own coins, medals, ingots and other related products.

As a result of this, Samlerhuset Norway has sponsored the erection of two different statues honoring Norwegian war hero Max Manus and the resistance movement called the Pelle Group, while Samlerhuset Finland has raised over EUR 2 million in support of Finnish war veterans.

The UK operation, The London Mint Office, has helped to support a number of UK charities through the sale of numismatic products, including Help for Heroes, The Diana Award, and The Imperial War Museum. The London Mint Office currently supports Waterloo200, an organization established to commemorate the Battle of Waterloo through different educational activities.

Samlerhuset's Ole Bjørn Fausa, Crown Prince Haakon, and Oslo Mayor Fabian Stang honor the Pelle Group at the Aker Brygge in Oslo.

Samlerhuset also supports Crisis Management Initiative, an independent non-profit organization which was founded in 2000 by Finnish President and Nobel peace prize laureate Martti Ahtisaari, who is still the chairman of the board. CMI works to resolve conflict and build sustainable peace across the globe.

Samlerhuset Poland, Skarbnica Narodowa, has in turn been awarded the title patron, or Maecenas, of the numismatic collection of the National Museum of Poland in Warsaw, supporting a number of exhibits from the museum's extensive numismatic collection.







# Samlerhuset Awards

- The bronze Stevie® Award in the PR Campaign of the Year category in the 9th Annual International Business Awards 2012. The Stevie® Award winners were selected by more than 300 executives worldwide who participated in the judging process.
- Finalist in the International Public Relations Association's Golden World Award competition for Excellence in PR.
- Finalist in the 2012 PR industry awards – Ireland.
- Gepardy Biznesu/Business Cheetah 2011.
- Efektywna firma/Effective Business 2011.
- Forbes Diamond Award.





# Owners of the

## MINT OF NORWAY

The Mint of Norway is that country's second-longest established manufacturer, founded in 1686. In 2003, the Central Bank of Norway sold a 50% stake in the mint to the Samlerhuset Group, while the remaining 50% stake was acquired by the Mint of Finland.

The Mint of Norway produces all the legal tender coinage for Norway and for several other nations. Our fine heritage in engraving and striking has also brought other prestigious projects to the mint, and we are entrusted with the striking of the Nobel Peace Prize medal in gold.

The Samlerhuset Group, as a 50% stakeholder in the Mint of Norway, is one of a handful of privately owned companies around the world entrusted to strike circulating legal tender coinage.



# Key events

- 1994** Samlerhuset founded in Norway.
- 1997** Samlerhuset enters Sweden.
- 2000** Samlerhuset creates joint venture company with Mint of Finland, Nordic Moneta (Finland).
- 2001** Samlerhuset merges with MDM Group; Samlerhuset Group established. MDM already covered Germany, the Netherlands, Austria, and a smaller UK operation.
- 2003** Samlerhuset Group acquires 50% of Royal Norwegian Mint. Samlerhuset Group enters Estonia.
- 2004** Samlerhuset Group enters Denmark.
- 2006** Samlerhuset Group enters the UK and Poland.
- 2008** Samlerhuset demerges from the MDM Group. Samlerhuset Group continues with business in the Netherlands, UK, Poland, Sweden, Finland, Denmark, Norway and Estonia.
- 2008** Samlerhuset Group enters China and Latvia. Samlerhuset starts a ten country exhibit tour of the Canadian 100 kilo gold coin, the world's largest at the time.
- 2009** Samlerhuset Group enters the Czech and Lithuanian markets. Samlerhuset Group is awarded the contract for the London 2012 Official Olympic Coin Programme.
- 2010** Starts up in Slovakia and Belgium. Samlerhuset buys the Mint of Finland out from their joint venture, to take full control of the Finnish, Swedish, Danish, and Baltic operations. Samlerhuset Group is awarded the contract for the London 2012 Official Olympic Ingot & Bar Programme.
- 2011** Samlerhuset Group enters Ireland and Hungary. Samlerhuset Group is awarded the contract for the Sochi 2014 Official Olympic Coin Programme
- 2012** Samlerhuset Group tours the 1933 Double Eagle in Europe in conjunction with the US Smithsonian Institution. Samlerhuset receives an International Business Award, the bronze Stevie® Award, for the tour. The Samlerhuset Group re-organizes into three hubs: Samlerhuset Nordic, Samlerhuset Western Europe, and Samlerhuset Central and Eastern Europe.
- 2014** Samlerhuset Group enters a cooperation deal with Waterloo 200 and Worcestershire Medal Service, a Royal Warrant holding company as Medallists to Her Majesty Queen Elizabeth II, to produce medals to commemorate the 200 year anniversary of the Battle of Waterloo. Samlerhuset Group is awarded the contract for the Rio 2016 Official Olympic Coin Programme.



*Ole Bjørn Fausa*



*Reidar Nilsen*

# The owners of the Samlerhuset Group

## **OLE BJØRN FAUSA**

Ole Bjørn Fausa has a Master of Business Administration from the BI Norwegian Business School. He worked for Deloitte Consulting before founding Samlerhuset in 1994, together with Reidar Nilsen, Helge Hellebust and Sigmund Jakobsen.

Ole Fausa has held a number of senior positions in the company, including that of Marketing Director, Purchasing and Logistic Director and Chief Financial Officer. He was Managing Director of a Joint Venture that ran for many years between the Samlerhuset Group and the state-owned Mint of Finland. Ole Fausa is also a board member of the Mint of Norway.

## **REIDAR NILSEN**

Mr. Nilsen has a Master of Business Administration from BI Norwegian Business School. He has brand marketing experience from Lilleborg AS (Unilever detergents) and point of sale experience in personal products from Jordan AS. Mr. Nilsen is one of the founders of Samlerhuset and was Managing Director of Samlerhuset from 1994 until 1999.

Since 2000, Mr. Nilsen has been Vice President Marketing. He was appointed as Group CEO for the company in January 2006 with responsibility for overall performance.







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