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# Welcome to Pleasing Market

Building precious metals ecosystem

Starting with gold, Pleasing Market (previously Pleasing Golden) bridges real-world precious metals with on-chain finance.

Founded in 2023 by Pleasing International Limited., Pleasing Market is a licensed platform that modernizes financial instruments and offers access to premium precious metals through advanced digital technology. Starting with gold, in 2025 Pleasing Market (previously Pleasing Golden) launches an on-chain precious metal platform that bridges real-world precious metals with on-chain finance.

From Web2 leader to Web3 innovations, Pleasing Market enables anyone to trade, invest, and earn from precious metals — anytime, anywhere — by turning real assets into liquid, composable financial primitives.

## Pleasing Market designs an open precious metal platform to finance the on-chain infrastructure of precious metals

Currently there are two key aspects of Pleasing Market:

> 1. **PGOLD** — digital token fully backed by LBMA certified physical gold
> 2. **USDpm** — Pleasing Market ecosystem stablecoin pegged to USD



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Pleasing Market is dedicated to becoming the gateway for clients seeking precious metals exposure. With a steadfast focus on building a trusted and secure Web3 ecosystem for precious metals, Pleasing Market bridges traditional value with Web3 liquidity.

We're not just tokenizing metals — we're laying the foundation for the **future of on-chain precious metals**.

Website: https://www.pleasingmarket.com/ ↗

dapp: https://dapp.pleasingmarket.com/ ↗

X (formerly Twitter): https://x.com/PleasingMarket ↗

Dune Dashboard: https://dune.com/bomi_papa/pgold ↗

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