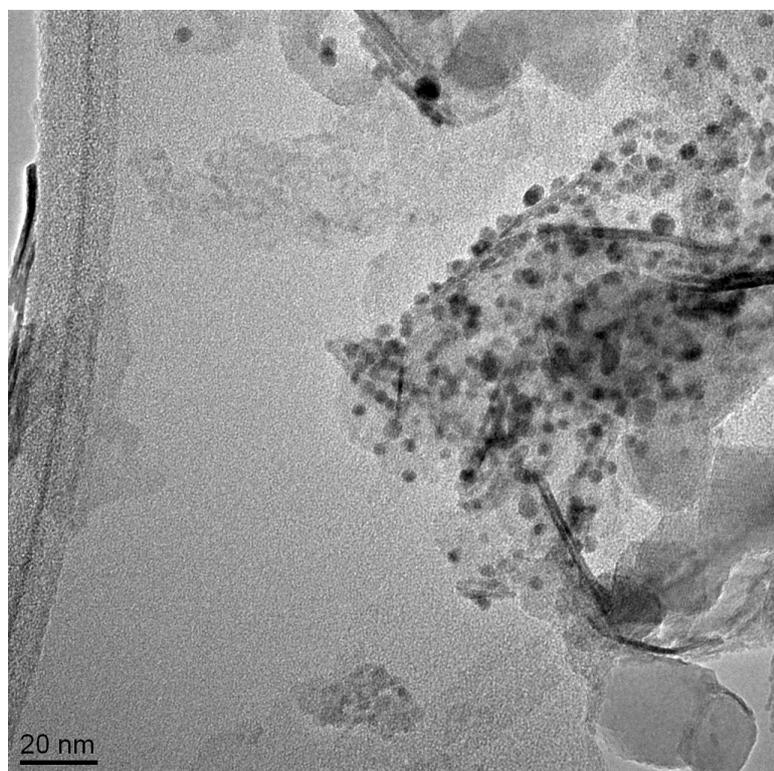
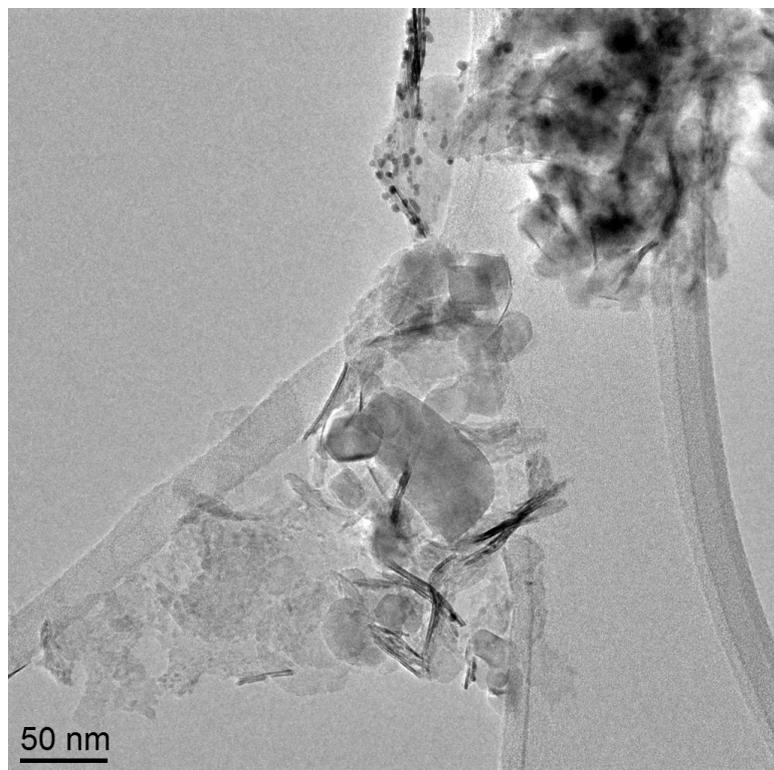
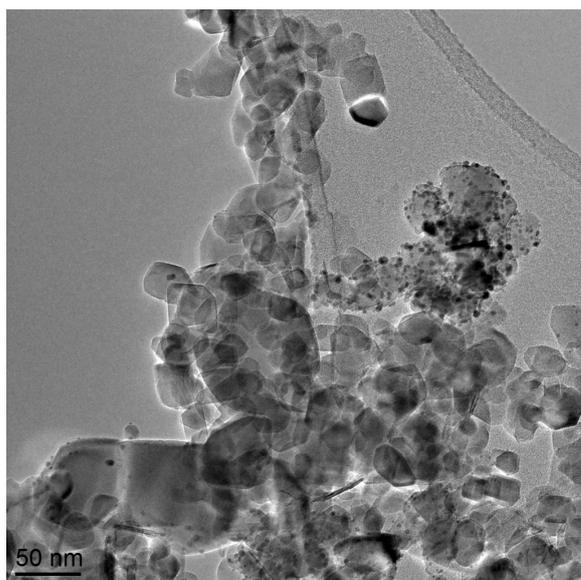
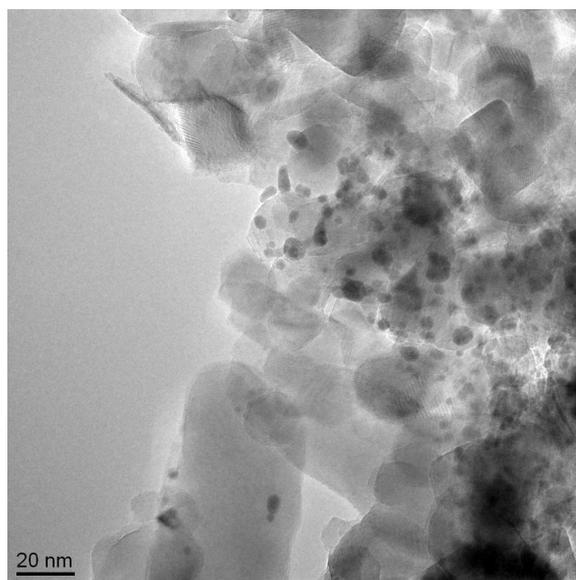
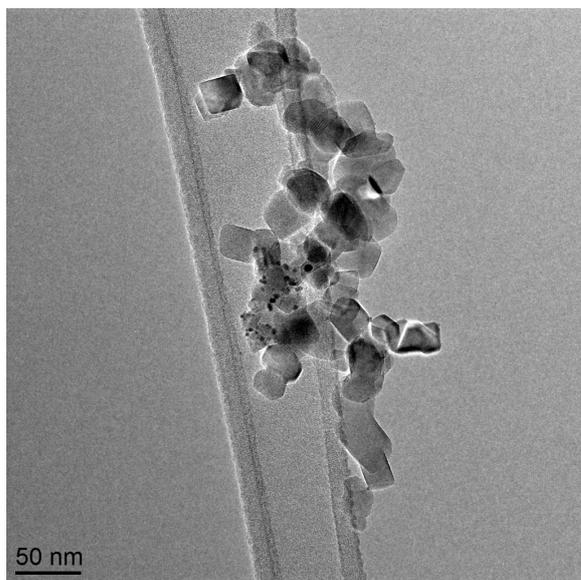


## Supplementary information material

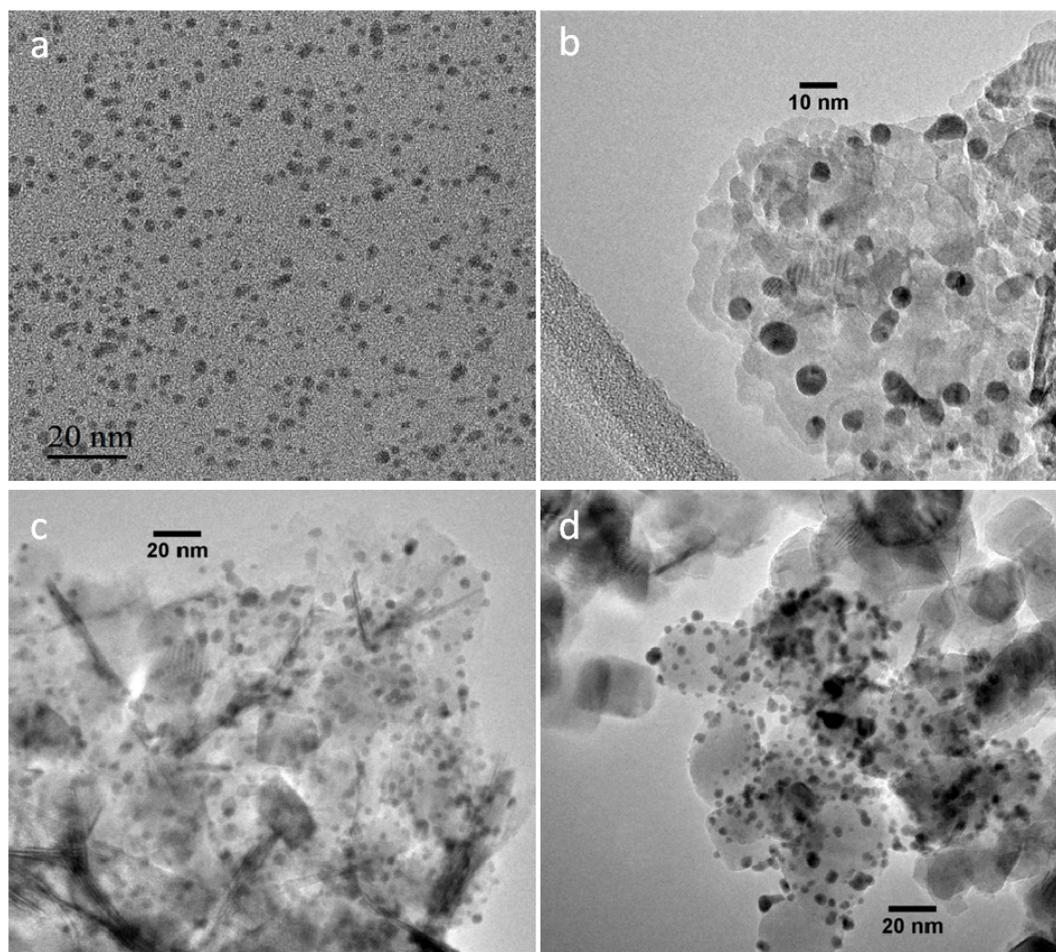
Figure S1. TEM images showing segregation of Au on NiO for NiO<sub>50</sub>-TiO<sub>2-50</sub>



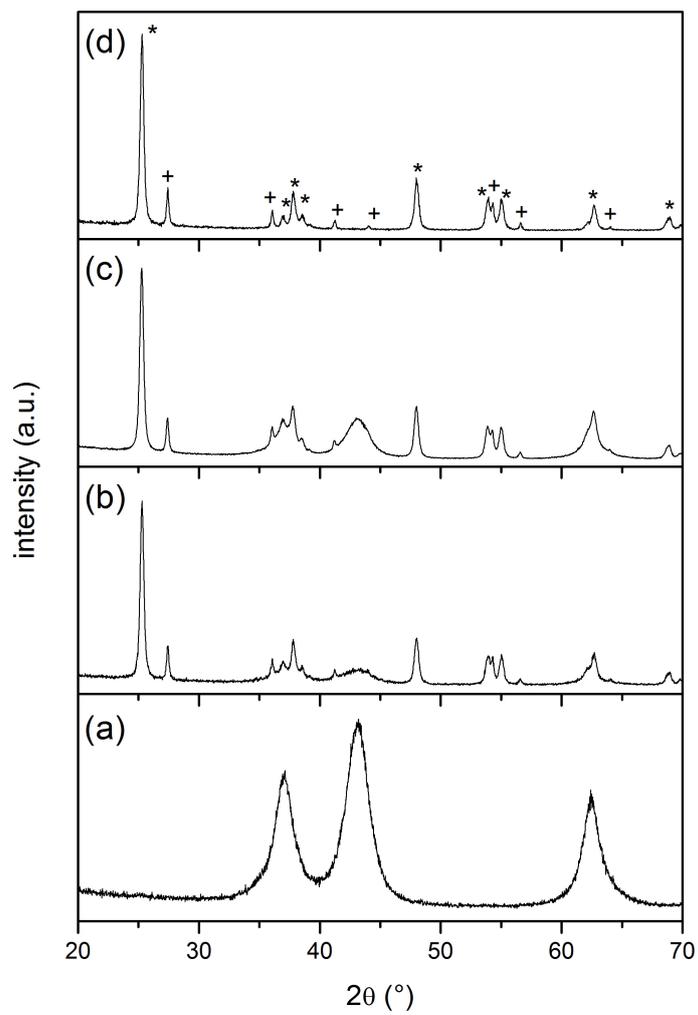
**Figure S2. TEM images showing segregation of Au on NiO for NiO<sub>10</sub>-TiO<sub>2-90</sub>**



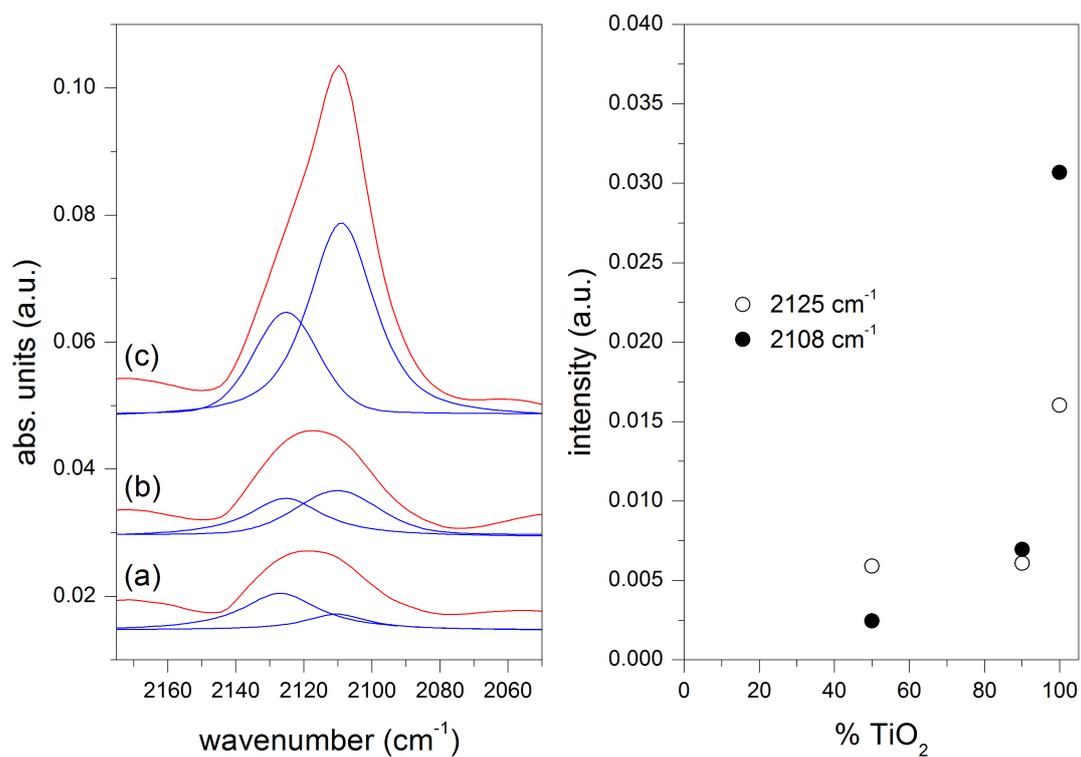
**Figure S3. Representative TEM data of (a) unsupported gold particles, (b) Au/NiO<sub>90</sub>-TiO<sub>2-10</sub> c) Au/NiO<sub>50</sub>-TiO<sub>2-50</sub> d) Au/NiO<sub>10</sub>-TiO<sub>2-90</sub>**



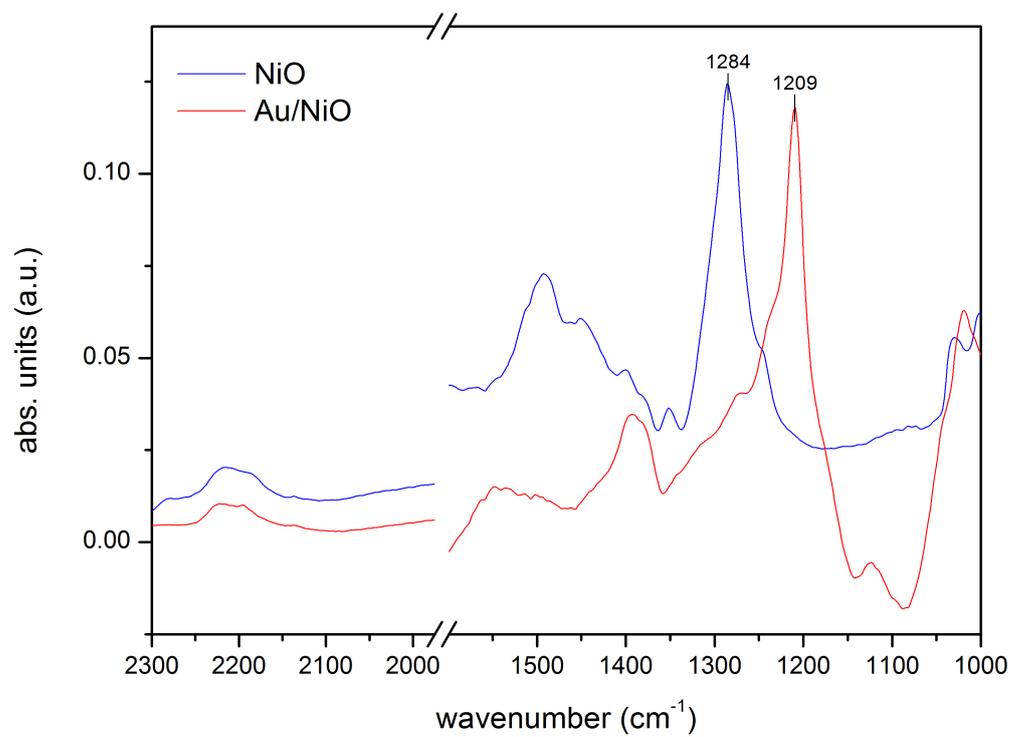
**Figure S4.** X-ray diffraction data of (a) Au/NiO, (b) Au/NiO<sub>50</sub>-TiO<sub>2 50</sub>, (c) NiO-TiO<sub>2</sub> 1:1 physical mixture and (d) Au/TiO<sub>2</sub>. Symbols: (\*) anatase and (+) rutile.



**Figure S5.** Left panel: fit of DRIFT spectra of adsorbed CO on (a) Au/NiO<sub>50</sub>-TiO<sub>2</sub><sub>50</sub>, (b) Au/NiO<sub>10</sub>-TiO<sub>2</sub><sub>90</sub> and (c) Au/TiO<sub>2</sub> corresponding to the spectra of Figure 5. Spectra are offset for clarity. Right panel: intensity changes of fitting CO<sub>L</sub> signals with TiO<sub>2</sub> content.



**Figure S6.** DRIFT spectra of NiO and Au/NiO after CO adsorption-desorption. Spectra are offset for clarity.



**Figure S7.** Au particle distributions on supports

