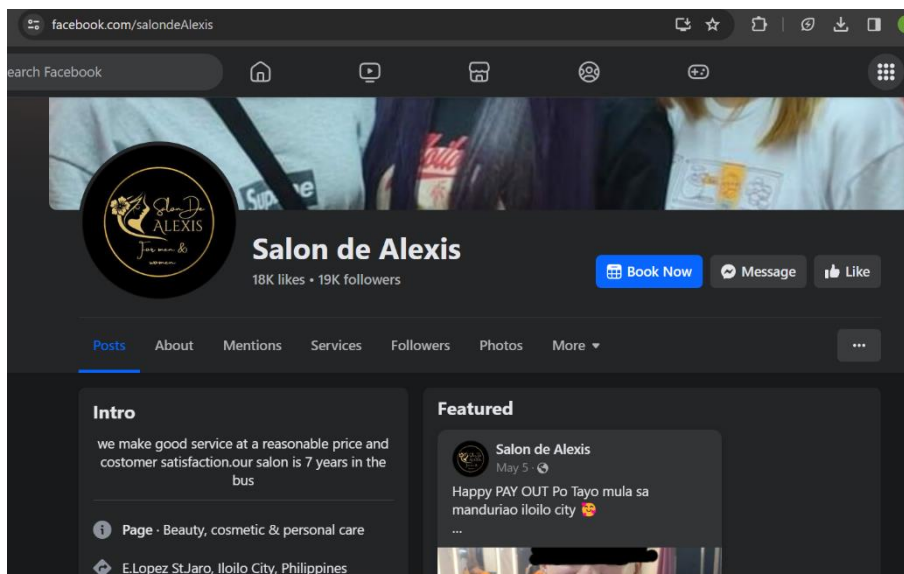


SEC ADVISORY

This is to inform the public that **SALON DE ALEXIS** is **NOT AUTHORIZED TO SOLICIT INVESTMENTS FROM THE PUBLIC**.

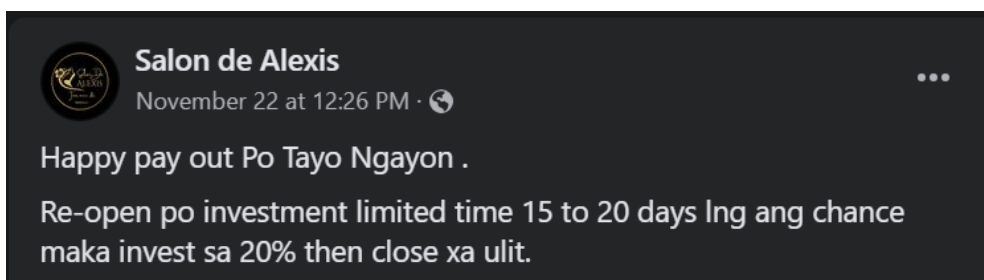
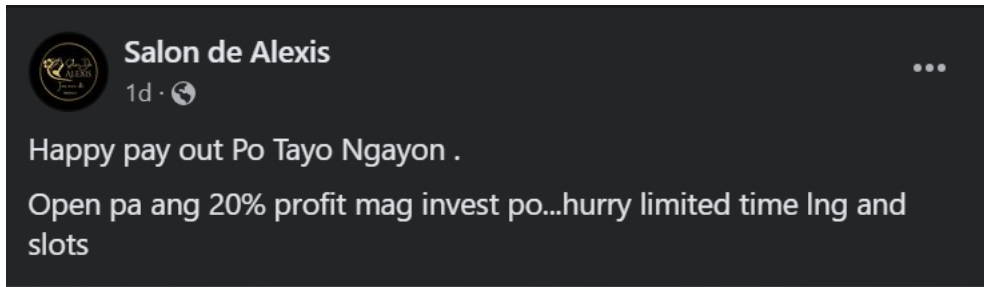
This advisory is prompted after a *motu proprio* investigation by the Commission that individuals or a group of persons representing **SALON DE ALEXIS** are enticing the public to invest their money in the said entity through by soliciting investments through their Facebook Page:



Information gathered show that **SALON DE ALEXIS** is owned and operated by Mr. Ronald Pamplona Menor. **SALON DE ALEXIS** currently has two (2) branches, one at E. Lopez St., Jaro, Iloilo City, and another branch located at M.H. Del Pilar St., Molo, Iloilo City.



Their official Facebook page, “Salon de Alexis” (url: <https://www.facebook.com/salondeAlexis>), revealed that **SALON DE ALEXIS** is enticing the public to invest by offering a **20% interest** on their investment for a “limited time” only. The minimum investment amount is **Ten Thousand Pesos (Php 10,000.00)**. investors can withdraw their initial investment and avail of the 20% interest rate after a period of **thirty (30) days**.



Notably, the investment scheme of **SALON DE ALEXIS** involves the offering and sale of securities in the form of “investment contracts” as defined under Section 3.1 of the Securities Regulation Code.

In this regard, the public is made aware that an “investment contract” which is a kind of security, exists when there is an investment or placement of money in a common enterprise with a reasonable expectation of profits to be derived from the efforts of others which is prominent in the scheme of **SALON DE ALEXIS**.

As such, the Securities Regulation Code (SRC) requires that said offer and/or sale of securities must be duly registered with the Commission and that the concerned entity and/or its agents should have the appropriate registration and/or license to sell such securities to the public.

Further, the Financial Products and Services Consumer Protection Act (FCPA) also prohibits investment fraud which is defined under the law as any form of deceptive solicitation of investments from the public which includes Ponzi schemes and such other schemes involving the promise or offer of returns sourced from the investments or contributions made by the investors themselves and the offering or selling of investment schemes to the public without a license or permit from the SEC.

Thusly, the investment scheme of **SALON DE ALEXIS** has the characteristics of a “Ponzi Scheme”, promising exorbitant rates of return with little to no risk at all to the investors as exemplified in the case of *People of the Philippines vs. Palmy Tibayan and Rico Z. Puerto* (G.R. No. 209655-60, 14 January 2015). The Commission will not issue a License to offer or Sell Securities to the public, to persons or entities engaged in such business or scheme.

The records of the Commission show that **SALON DE ALEXIS** is **NOT REGISTERED** with the Commission either as a Corporation or Partnership and is likewise **NOT AUTHORIZED to solicit investments from the public** since it has not secured prior registration and/or license from the Commission as prescribed under Sections 8 and 28 of the SRC.

Hence, the public is advised **NOT TO INVEST** or **STOP INVESTING** in any investment scheme being offered by any persons allegedly for or on behalf of **SALON DE ALEXIS**, and to exercise caution in dealing with any individuals or group of persons soliciting investments for and on behalf of it.

Those who act as salesmen, brokers, dealers, agents, representatives, promoters, operators, recruiters, uplines, influencers, endorsers, abettors and enablers of **SALON DE ALEXIS** in soliciting, selling, or convincing people to invest in the scheme offered by said entity, including solicitations and recruitment, may be held criminally liable under Section 28 of the SRC and Section 11 of the FCPA and for the two offenses, both penalized with **separate maximum fine of Five Million Pesos (Php 5,000,000.00) or a penalty of twenty-one (21) years of imprisonment or both**, pursuant to Section 73 of the SRC.

Should you have any information on any recruitment or securities solicitation activities being undertaken by persons or group of persons claiming to represent **SALON DE ALEXIS** you may send your reports to the SEC Iloilo Extension Office through email at sec_iloilo@sec.gov.ph or sec.iloilo6@gmail.com or the SEC Enforcement and Investor Protection Department at epd@sec.gov.ph.

For the guidance of the public.

Makati City, 13 December 2023.