



ENFORCEMENT AND INVESTOR PROTECTION DEPARTMENT

SEC ADVISORY

Based on reports and information gathered by the Commission, individuals or group of persons claiming to represent **GOLDIA BY SHINE** under the license of **FUJESAN DISTRIBUTION CORPORATION**, are enticing the public, through social media to invest in said company.



GOLDIA BY SHINE claims that it is selling jewelries sourced from Hong Kong and Bangkok at dropped prices. Its Chief Executive Officer is Ms. **RUTH SUNSHINE A. ALCEBAR**.



Ms. Shine Alcebar Goldia by Shine - CEO

As posted online, **GOLDA BY SHINE** is inviting investors to a tremendous investment opportunity. They are offering different compensation plans but one may invest for a minimum amount of Php20,000.00-Php300,000.00 to be able to receive a return of 5%-8% monthly interest, as shown below:



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 **GOLDIA BY SHINE**.

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.

Based on the Commission’s database, **FUJESAN DISTRIBUTION CORPORATION** is **REGISTERED** with the Commission on 20 April 2023 with **Company Registration No. 2023040095972-01**, however, its Certificate of Registration only grants juridical personality to the said corporation **but it does not authorize FUJESAN DISTRIBUTION CORPORATION to issue, sell or offer for sale to the public, securities such as but not limited to, shares of stock, investment contracts and debt instruments without prior Registration Statement approved by the Commission**. In other words, though the said company is registered, it does not have the necessary Secondary License from the Commission to authorize **FUJESAN DISTRIBUTION CORPORATION** to solicit investments from the public.

In view thereof, the public is hereby advised **NOT TO INVEST** or to **STOP INVESTING** in the investment scheme being offered by **GOLDIA BY SHINE** under the license of **FUJESAN DISTRIBUTION CORPORATION** and its **representatives**.

Those who act as salesmen, brokers, dealers or agents, representatives, promoters, recruiters, uplines, influencers, endorsers, abettors and enablers of **GOLDIA BY SHINE** under the license of **FUJESAN DISTRIBUTION CORPORATION**, in soliciting or convincing people to invest in the investment scheme being offered by the said entity including soliciting investments or recruiting investors through the internet may be held criminally liable under Section 11 of the Financial Products and Services Consumer Protection Act (FCPA) and Section 28 of the SRC which are both penalized separately with a **maximum fine of Five Million Pesos (Php5,000,000.00) or imprisonment of Twenty One (21) years or both pursuant to Section 73 of the SRC** (*SEC vs. Oudine Santos, G.R. No. 195542, 19 March 2014*).

Should you have any information regarding the operation of **GOLDIA BY SHINE** under the license of **FUJESAN DISTRIBUTION CORPORATION**, and its representatives, please send your report through email at epd@sec.gov.ph.

For the information and guidance of the public.

Makati City, 19 December 2023.