



ENFORCEMENT AND INVESTOR PROTECTION DEPARTMENT

SEC ADVISORY

This is to inform the public that FX AFFILIATE through its founder JOED BARON and a certain Senyor Valdez and some other individuals are offering investments to the public without the requisite secondary license from this Commission.

The Securities and Exchange Commission ("Commission") received information that individuals or group of persons are soliciting from the public to invest in FX AFFILIATE which is purportedly engaged in trading in foreign exchange through the company's AI Robot named zheroFx Robot.

JOED BARON uses a Facebook Account "Founder JB" where he is actively offering its so-called "Robot Subscription Incentive" where minimum investment of Php1,000.00 per account shall earn Php200.00 or equivalent to 20% for 5 times within a maximum period of only 60 days for 100% earnings in just 60 days or double the amount of investment after the said period. Allegedly, the monies of investors are being traded in foreign exchange using the company's ZheroFX Robot.



SUBSCRIPTION	ACCOUNTS	20% PROFIT (5 TIMES) (1WEEK TO 60DAYS)	TOTAL PROFIT + CAPITAL
PHP 1,000	1 accounts	PHP 200	PHP 2,000
PHP 5,000	5 accounts	PHP 1,000	PHP 10,000
PHP 10,000	10 accounts	PHP 2,000	PHP 20,000
PHP 25,000	25 accounts	PHP 5,000	PHP 50,000
PHP 50,000	50 accounts	PHP 10,000	PHP 100,000
PHP 100,000	100 accounts	PHP 20,000	PHP 200,000
PHP 500,000	500 accounts	PHP 100,000	PHP 1,000,000
PHP 1,000,000	1000 accounts	PHP 200,000	PHP 2,000,000

Apart from the Robot Subscription Incentive, the company offers the following:

- Unlimited Referral Incentive amounting to Php100.00 for every new subscription;

- Unlimited Indirect Referral amounting to Php5.00 every time the uplines' downline recruits/avails; and
- Unlimited Leadership Incentives where the member shall earn 10% equivalent to the total earnings of his/her direct and indirect recruits.

JOED BARON has been previously flagged by this Commission because of his involvement in **Yeheey iTraffic System Inc.**, and **PAYS UP ONLINE MARKETING BUSINESS INC.**, entities subject of SEC Advisories on 1 August 2018 and 27 September 2019, respectively, where that primary registration of the former was eventually revoked on 4 April 2019.

The aforementioned schemes of **JOED BARON** through his **FX AFFILIATE** constitute fraudulent transactions within the context of Section 26 of the Securities Regulation Code. Moreover, **JOED BARON** through his **FX AFFILIATE** and the securities subject of their activities do not have the requisite secondary license and therefore the offering and/or selling of securities to the public constitute violations of Sections 8, 12 and 26 of the Securities Regulation Code (SRC).

Accordingly, the Commission warns all unscrupulous individuals and/or entities that **strict penalties are imposed for violations of the Securities Regulation Code, the Revised Corporation Code of the Philippines and such other laws, rules and regulations enforced by the Commission.**

Those who act as salesmen, brokers, dealers or agents of **JOED BARON vis-a-vis FX AFFILIATE** in selling or convincing people to invest in an investment scheme being offered by said person/entity including solicitations and recruitment through the internet **may be prosecuted and held criminally liable** under Section 28 of the SRC and **penalized** with a maximum fine of Five Million pesos (Php5,000,000.00) or penalty of Twenty-one (21) years of imprisonment or both pursuant to Section 73 of the SRC (*G.R. No. 195542, 19 March 2014*).

In view thereof, the public is advised **NOT TO INVEST or STOP INVESTING** in any investment scheme being offered by **JOED BARON vis-a-vis FX AFFILIATE** as well as to any other entities having the same or similar schemes and to exercise caution in dealing with any individuals or group of persons soliciting investments or recruiting investors for and on behalf of **JOED BARON vis-a-vis FX AFFILIATE**.

Should you have any information regarding any investment solicitation by any individuals or group of individuals on behalf of **JOED BARON vis-a-vis FX AFFILIATE** please send your report to the ENFORCEMENT AND INVESTOR PROTECTION DEPARTMENT at epd@sec.gov.ph.

For the guidance of the public.

Makati City, 21 March 2024.