

A D V I S O R Y

Based on information received by the Commission, an individual claiming to represent **PRIME ASSET**, headed by its CEO **EARTH SUN JASON CAPULONG**, is enticing the public to invest their money in said entity.



As posted online, you can invest by registering first then you can choose from any of the following Package Plans;

- 1. EMERALD PLAN minimum amount of Php500.00 up to Php50,000.00.**
- 2. SAPPHIRE PLAN minimum amount of Php1, 000 up to Php100,000.00**

The investor can earn **50% after 9 days for emerald plan or 120% after 20 days for sapphire plan**. An investor can also earn **10% direct referral bonus, 3% indirect referral bonus** for first level and **2% indirect referral bonus** for 2nd level. If the investor is a team leader they may also get **5% monthly sales commission**.

The public is being made aware that an “*investment contract*” 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 **PRIME ASSET**.

As such, the Securities Regulation Code (SRC) requires that said offer and 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, **PRIME ASSET** is NOT REGISTERED with the Commission as a Corporation or a Partnership. Likewise, **PRIME ASSET** has not secured prior registration and/or license to solicit investments from the Commission as prescribed under Section 8 and 28 of the Securities Regulation Code (SRC).

Further, the scheme employed by **PRIME ASSET** has the characteristics of a “**Ponzi Scheme**” where monies from new investors are used in paying “fake profits” to prior investors and is designed mainly to favor its top recruiters and prior risk takers and is detrimental to subsequent members in case of scarcity of new investors.

The offering and selling of securities in the form of investment contracts using the “**Ponzi Scheme**” which is fraudulent and unsustainable, is **NOT** a registrable security. The Commission will not issue a License to Sell Securities to the Public to persons or entities that are engaged in this business or scheme.



Moreover, **R.A. No. 11765** or the **Financial Products and Services Consumer Protection Act (FCPA)** prohibits the commission of "Investment fraud", defined 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 profits or 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.

In view thereof, the public is hereby advised **NOT TO INVEST** or to **STOP INVESTING** in the investment scheme being offered by **PRIME ASSET**, and its **representatives**.

Those who act as salesmen, brokers, dealers, agents, representatives, promoters, recruiters, uplines, influencers, endorsers, abettors, and enablers of **PRIME ASSET**, in selling 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 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*).

Furthermore, the names of all those involved will be reported to the Bureau of Internal Revenue (BIR) so that the appropriate penalties and/or taxes be correspondingly assessed.

Should you have any information regarding the operation of **PRIME ASSET** and its representatives, please send your report to the EIPD through email at epd@sec.gov.ph.

For the information and guidance of the public.

Makati City, 26 March 2024