



“SCAM ALERT” – Vertex Pulse Edge Platform

The Securities and Exchange Commission (the “Commission”) has identified a purported investment scheme operating under the name “**Vertex Pulse Edge**”. Vertex Pulse operates and/or promotes the operation of its fraudulent business activities, through an online platform called the Vertex Pulse Edge Platform. The Commission has also noted that Vertex Pulse Edge’s scheme is being widely promoted on social media, falsely claiming to be one of the most sought-after and profitable investment opportunities in Zambia when in fact not.

It has also been noted that without any clear business strategy, Vertex Pulse Edge promises monthly returns of up to **K92,000** from an initial investment of just **K5,700**. It also makes claims to be offering dividends and returns exceeding 98%. Furthermore, the scheme falsely asserts that it is licensed by the Government of Zambia to provide financial services in Zambia when in fact not.

The Commission wishes to alert the public that scammers are becoming increasingly sophisticated, employing advanced tools such as Artificial Intelligence (AI) deepfakes, which are highly realistic but fake videos created to mislead and gain trust of unsuspecting people. In this particular case, a deepfake was used to falsely attribute statements to a well-known and reputable person, in an effort to lend false credibility to the scheme.

The Commission wishes to advise the public that Vertex Pulse Edge, is **NOT** licensed or authorized or registered by the Commission to provide investment services or to solicit funds from the Zambian public for investment purposes.

The Commission therefore advises the public to be cautious and report all matters of fraud to the Zambia Police for their further action.

Investors are advised to be smart and do the following to reduce investment fraud and other risks:

- **Ask Questions:** Fraudsters are counting on you not asking questions. Do your own due diligence by doing independent research on the investment scheme or products being offered to you. Do not be in a hurry to invest.
- **Verify that the intermediary, i.e., the Dealer (broker or fund manager) and/or Investment Adviser or the person selling you the product is SEC-licensed:** It does not matter whether you know the person socially. As an investor, it is important to deal with a SEC licensed Investment Adviser or firm. SEC licensees are required to follow supervisory rules and regulations that are put in place to safeguard an investor by mitigating risk exposures to investments. Do not shy away from demanding to see a requisite SEC licence.
- **Conduct research on a product before you invest:** this enables you to assess the level of risk associated with the investment and the expected return thereby guiding you in selecting the most favourable investment. Unsolicited emails, messages and all manner of adverts should not be the sole basis for your investment decisions. Understand a company’s business and its products or services before investing. If need be, consult a duly SEC licensed broker/Dealer and/or investment adviser. Do not fail to ask the right questions.

Issued by the Securities and Exchange Commission.

22nd July 2025.
