



“SCAM” ALERT: Performance Marketing Group (PMG)

The Securities and Exchange Commission ("the Commission") wishes to alert the public to a suspected Ponzi scheme operating under the name Performance Marketing Group (PMG). PMG claims to be an advertising agency affiliated with a UK-based company. PMG recruits individuals through a PMG mobile application, requiring them to pay a "security deposit" in exchange for fixed daily returns from watching 5-minute film trailers and posting comments. The scheme offers membership tiers as shown below:

Employee level	Security Deposit (K)	Daily income (K)	Number of daily tasks	Income per task	30 working days
P1	580	20	5	4	600
P2	2,000	70	10	7	2,100
P3	6,500	225	15	15	6,750

The scheme heavily incentivizes recruitment by offering referral commissions and bonuses based on newly recruited members “they refer to subordinates”, consistent with pyramid-style operations. New members recruited results in a 12% invitation reward to the person inviting. They also claim to offer wealth fund management services serves to its employees or members.

The Commission wishes to advise the public that PMG, its promoters and/or representatives are **NOT** licensed or authorized or registered by the Commission to provide such services or to solicit for funds from the Zambian public for investment returns 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. Take time to understand how the investment generates income, ask specifically what product or service is creating the returns being promised. 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.

10th June 2025.
