



PUBLIC NOTICE: TRIPLELIFT ZM

TripleLift claims to be an advertising company. TripleLift recruits individuals through social media platforms such as WhatsApp and Facebook, requiring them to purchase a "Work Bond" to be fully employed. The entity offers fixed daily, monthly and yearly income from watching advertising content. The scheme offers membership tiers as shown below:

Employee level	Work Bond (ZMW)	Daily Quests	Revenue Per Task	Daily task income (ZMW)	Monthly mission income (ZMW)	One year mission income (ZMW)
Intern	0	5	4	20	--	--
P1	640	5	4	20	600	7300
P2	1920	10	6	60	1800	21900
P3	5760	20	9	180	5400	65700
P4	15600	40	13	520	15600	189800
P5	40800	80	17	1360	40800	496400
P6	100800	120	30	3600	108000	1314000
P7	201600	160	45	7200	216000	2628000
P8	360360	220	63	13860	415800	5058900
P9	597600	300	83	24900	747000	9088500

Features of the Scheme

Recruitment

- Interns earn a maximum of ZMW 80 before being prompted to pay a fee (Work Bond) to reach P1.
- One needs to buy a "Work Bond" to be employed full time and receive matching benefits.
- Amount due for the "Work Bond" will depend on the employee level being purchased.
- The higher the employee level, the higher the fee the user will be charged (Work Bond) and the higher the promised returns.

Tasks you will be required to do:

- Watch adverts "Daily quests" to earn money.
- Answer questions based on the adverts
- Build team by recruiting more members for possible promotion
- Attend conferences and meetings when invited

⚠ Warning:

The Commission wishes to advise the public that TripleLift ZM, 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.

22nd October 2025.
