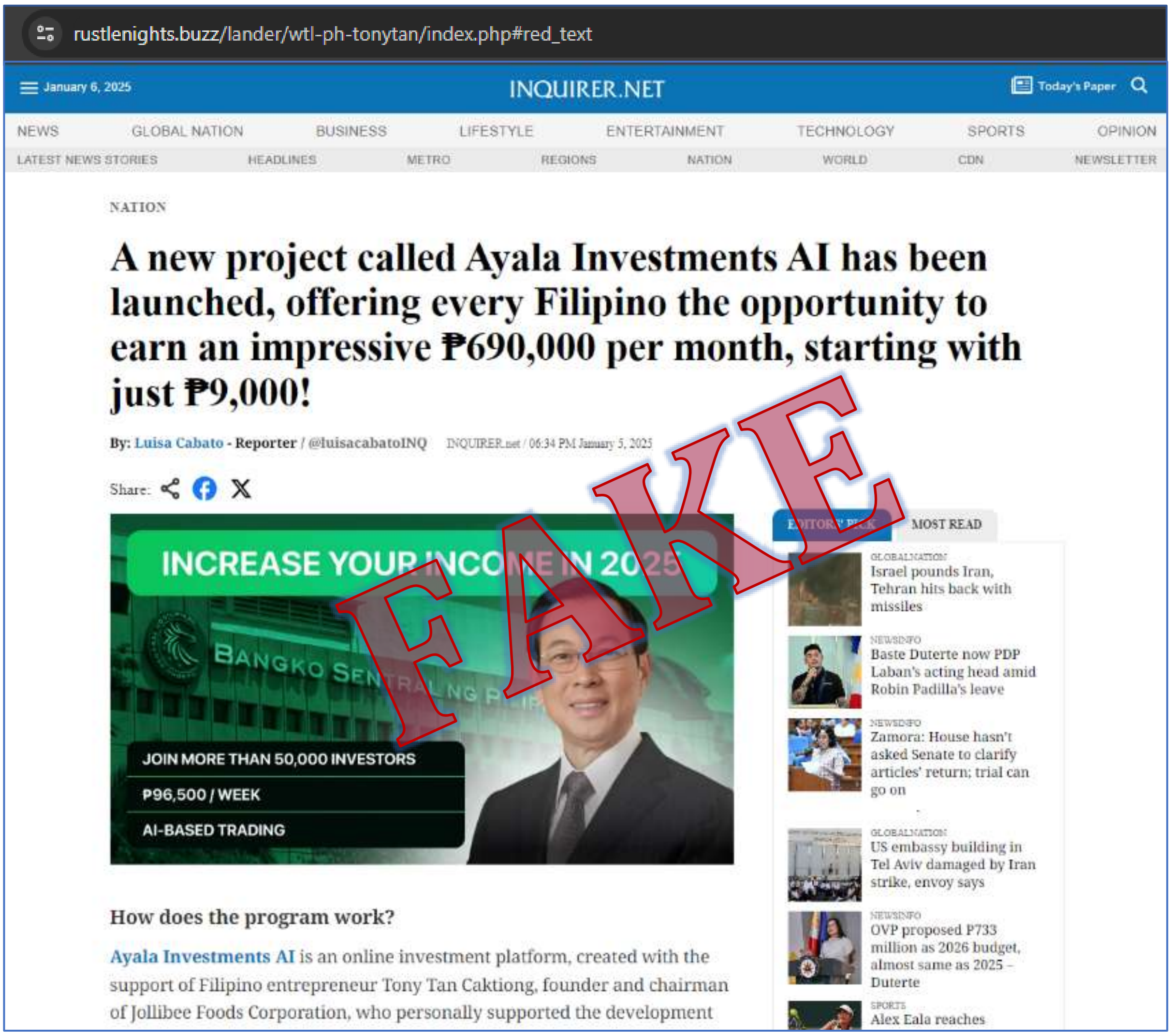
SEC ADVISORY

"AYALA INVESTMENTS AI"
"INEFEX"

It has come to the attention of the **SECURITIES AND EXCHANGE COMMISSION (SEC)** that the names **"AYALA INVESTMENTS AI"** and **"INEFEX"** are being falsely advertised online and through what appears to be a phishing website, "**https://rustlenights.buzz/lander/wtl-ph-tonytan/index.php#to_form**", designed to imitate again the official webpage of another legitimate news media outlet.

The phishing website hosts **fabricated promotional materials and AI Generated or deep fake videos claiming that** the founder of one of the most popular food chains in the Philippines, is allegedly offering a guaranteed life changing investment opportunity under the name **Ayala Investments AI**.


rustlenights.buzz/lander/wtl-ph-tonytan/index.php#red_text

January 6, 2025 INQUIRER.NET Today's Paper

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NATION

A new project called Ayala Investments AI has been launched, offering every Filipino the opportunity to earn an impressive ₱690,000 per month, starting with just ₱9,000!

By: Luisa Cabato - Reporter / @luisacabatoINQ INQUIRER.net / 06:34 PM January 5, 2025

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How does the program work?

Ayala Investments AI is an online investment platform, created with the support of Filipino entrepreneur Tony Tan Caktiong, founder and chairman of Jollibee Foods Corporation, who personally supported the development

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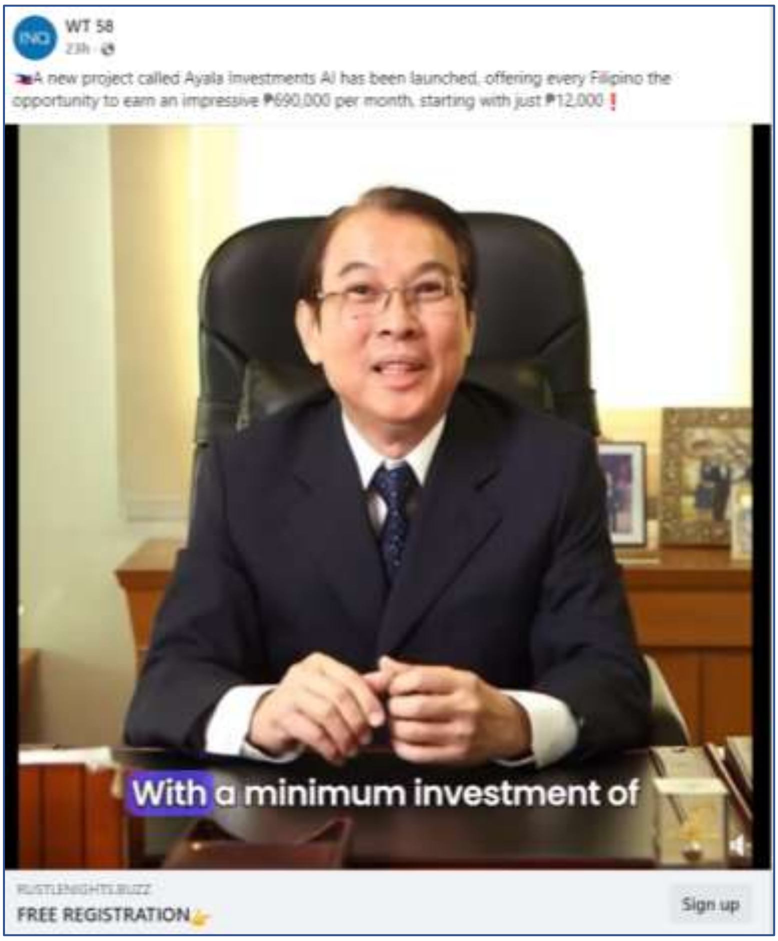
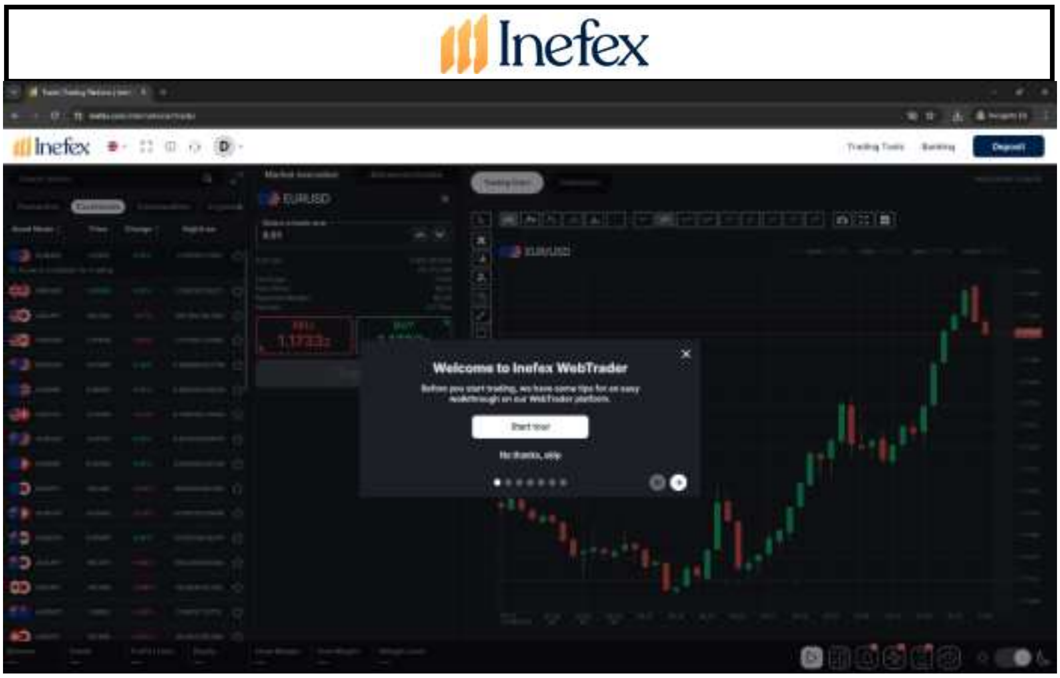


Further, users who interact with the said webpage are redirected to **"INEFEX"**, through its trading webpage, "**https://www.inefex.com**," which appears to be an offshore online trading platform by **NOVIR MARKETS, LTD.**, offering automated trading with supposedly high-yielding results.



The public is strongly advised that these promotional materials and endorsements are fraudulent and fabricated.

Similar to previously exposed fraudulent investment scams, these schemes **promise unrealistically high returns with little to no risk**, and employ **aggressive marketing tactics**, including claims of *"limited slots"* and *urgent enrollment requirements* designed to pressure individuals into investing immediately.

Moreover, this activity highlights the widespread use of deep fakes and fabricated endorsements involving well-known personalities and institutions to deceive the public and give these schemes an appearance of legitimacy

The SEC has repeatedly issued advisories cautioning the public against similar schemes commonly used by groups operating unauthorized or illegal investment activities, phishing operations, and online fraud.

The Commission also strongly warns the public not to register, log in, or download applications promoted by unknown or unverified platforms, as these are often used for phishing or other cyber-enabled scams. Engaging with such websites or applications may not only result in financial loss, but may also expose one's personal data, which may be exploited for further fraudulent activities.

Under **Republic Act No. 8799**, otherwise known as the **Securities Regulation Code (SRC)**, **entities offering investments or selling securities, including investment contracts, must first obtain the proper Secondary License from the SEC before soliciting funds from the public.**

Per SEC records, AYALA INVESTMENT AI and INEFEX are NOT authorized to solicit investments from the public. **Any person acting as agents, brokers, salesmen, dealers, or promoters of unauthorized investment schemes may be held administratively, civilly, and criminally liable under Philippine laws.**

To verify the legitimacy of entities and the investment products they offer, the public is advised to visit **checkwithsec.sec.gov.ph** or download the **SEC Check App** on any mobile or digital device.

For the information and guidance of the public.

Makati City, 07 January 2026.