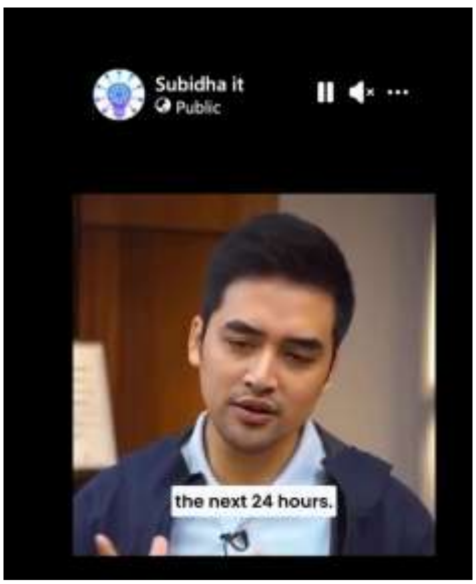
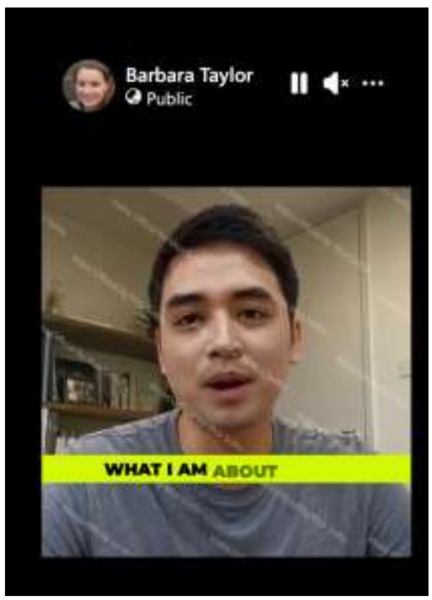
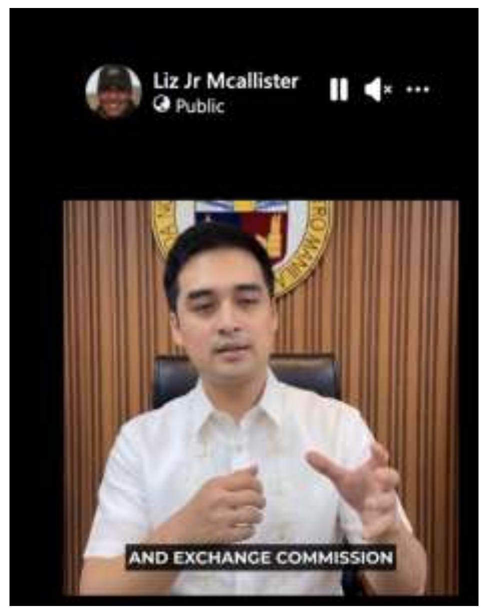
PUBLIC ADVISORY

Beware of AI-Generated Videos and Images Falsely Using the Likeness of Pasig City Mayor Vico Sotto to Solicit Investments

The Securities and Exchange Commission (SEC) warns the public against videos, images, social media posts, and online advertisements circulating on various online platforms that appear to feature **Pasig City Mayor Vico Sotto** endorsing, promoting, guaranteeing, or soliciting investments and other financial opportunities.







Reports received by the Commission indicate that certain online accounts and social media pages are disseminating materials that appear to have been generated, altered, manipulated, or enhanced through **artificial intelligence (AI) technology**, including the unauthorized use of the image, likeness, voice, and persona of Mayor Vico Sotto, to create the false impression that he is endorsing or guaranteeing investment schemes. Some of these materials even claim guaranteed profits or fixed monthly returns.

The public is advised that such representations may be **false, misleading, and intended to induce individuals to invest money in unauthorized or potentially fraudulent schemes**. The unauthorized use of a public official's identity, image, or likeness to promote investment opportunities does not constitute proof of legitimacy, registration, or regulatory approval.

Accordingly, the SEC strongly urges the public to exercise extreme caution and **not to rely upon, engage with, share, or invest in any scheme solely on the basis of endorsements appearing in online videos, social media posts, advertisements, or messaging applications**.

The Public is Advised to:

1. **Disregard and avoid** engaging with advertisements, videos, images, or social media posts purporting to show Mayor Vico Sotto endorsing or guaranteeing investment opportunities;
2. **Refrain** from sending money**,** depositing funds, providing personal information, or opening accounts based on representations contained in such materials;
3. **Verify** whether the entity offering investments is duly registered with the SEC and authorized to solicit investments from the public;
4. **Confirm** whether the investment product or securities offering has been duly registered or exempted from registration with the SEC; and
5. **Report** suspicious advertisements, social media pages, websites, online accounts, or investment solicitations to the appropriate authorities.

Verify Before You Invest

Before investing, the public should independently verify through the SEC whether:

- The company is duly registered;
- The entity possesses the necessary authority to offer or sell securities or investment contracts to the public;
- The persons acting as brokers, dealers, salesmen, associated persons, investment advisers, or investment adviser representatives are properly registered and authorized; and
- The investment product being offered has secured the appropriate regulatory approvals where required by law.

The public may consult the SEC's official records and publicly available databases regarding registered corporations, licensed broker-dealers, investment houses, investment advisers, and registered securities offerings before making any investment decision.

The SEC likewise reminds the public that **promises of guaranteed returns, risk-free profits, fixed monthly income, or extraordinary earnings with little or no risk are common indicators of investment fraud and should be treated with utmost caution.**

The Commission remains committed to protecting investors and maintaining the integrity of the Philippine capital market. The public is encouraged to remain vigilant against evolving forms of fraud, including those employing artificial intelligence, deepfake technology, manipulated media, and identity impersonation.

Invest Wisely. Verify First. Report Suspicious Investment Solicitations.