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PRESS RELEASE

Anti-Scam Taskforce Alerts Public to TikTok Based Investment Scheme

The Anti-Scam Taskforce is alerting the public to a series of TikTok videos that is luring Fijians into what appears to be a high risk online “business opportunity” disguised as a legitimate overseas investment. Circulating widely on social media, the scheme encourages individuals to pay upfront joining and subscription fees with promises of fast, passive income and weekly earnings. It uses trendy buzzwords like “spillover” and promotes the idea that financial success can be achieved simply by recruiting others.

What makes this particularly dangerous is that the scheme is disguised as a multi level marketing scheme that utilizes health products as a means of creating value. However, the model heavily relies on recruitment of others as a key source of income, an approach that closely resembles pyramid style schemes. Consumers are pressured to act quickly, often being told to “pay first” or “message to join,” without receiving transparent information upfront. While it may appear appealing during tough economic times, such setups are unsustainable and often collapse, leaving newer recruits at a financial loss.

It is also concerning that the scheme’s promoters say they are based in New Zealand, yet appear to be aggressively targeting Fijians rather than its domestic market (offering the program to their own local population), which raises further suspicions.

Deputy Prime Minister and Minister for Trade, Co-operatives, Micro, Small and Medium Enterprises and Communications, and Chair of the Anti-Scam Taskforce, Honourable Manoa Kamikamica, stressed the urgent need for public awareness. “Digital scammers are getting smarter, bolder, and more creative,” he said. “These scams play on people’s hopes and financial anxieties. If a stranger online is offering you easy money with no effort and encouraging you to recruit others to earn more, stop right there. If it looks too good to be true, it most definitely is.”

Consumer Council of Fiji CEO, Ms. Seema Shandil, also issued a strong warning. “Social media has become the new playground for scammers. Platforms like TikTok, and AI technology, are being used to spread fastmoving frauds, especially targeting younger and digitally active users,” she said. “Consumers must be cautious. If someone is asking you to

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invest money with vague promises or unclear details, question everything. Real investments are transparent, regulated, and never rely on how many people you bring in.”

Fijian Competition and Consumer Commission CEO, Ms. Senikavika Jiuta, added that the public must remain vigilant. “What we are witnessing is the evolution of scams into sophisticated digital traps, with everyday Fijians especially vulnerable, since these are carefully engineered to exploit our trusting nature and bypass any suspicions,” she said. “These are not random acts, they are calculated attempts to defraud you. Never take anything at face value and always verify directly with the relevant authorities. We are tracking patterns, identifying offenders, and working with our partners in the Anti-Scam Taskforce to ensure those responsible are held to account. But no regulation can replace personal caution, so please think before you click, share, or invest.”

Unlike traditional scams, this one is wrapped in engaging video content, short, sharp, and persuasive. It thrives on shares, likes, and silence. The more it spreads, the more victims it claims. The Taskforce is now considering cross border investigations and is also calling on social media users to report such content directly through platform tools to help curb its reach.

Fijians are strongly urged not to engage, not to forward such videos, and not to contribute financially to schemes that rely on secrecy and pressure. Anyone who believes they’ve been targeted or fallen victim to this scam should contact the Consumer Council of Fiji by emailing complaints@consumersfiji.org or by calling the toll-free helpline at 155.

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