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Consumer Council of Fiji



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PRESS RELEASE

SFC VIBE SCAM PERSISTS IN FIJI

The National Anti-Scams Taskforce has expressed grave concern as the SFC Vibe scam continues to lure in thousands of Fijians despite multiple previous warnings. Once again, the taskforce is reiterating that there is absolutely nothing to be gained by engaging in these fraudulent schemes. The citizens are being reminded that participation in such activities will inevitably lead to significant financial loss, and those who continue to invest are doing so at their own peril.

The Taskforce is urging the public to learn from the devastating lessons of the eBayShop scam, which saw thousands of Fijians lose millions of dollars. While some may argue that SFC Vibe is a different or legitimate opportunity, the Council remains certain that it bears all the hallmarks of a fraudulent scheme. Investigations conducted by taskforce members have revealed a particularly alarming detail: while the platform presents itself as a global business, it was only registered locally on 27 February 2026, in Labasa. This discovery raises the critical question of why a supposedly international entity would be newly registered in a small regional branch just days ago.

As the Chair of the National Anti – Scams Taskforce, the Minister for Finance, Commerce and Business Development, Honourable Esrom Immanuel has reminded the public not to engage in such schemes and warned against the dangers of greed. “The desire for quick and easy cash often blinds individuals to the reality of the fraud, leading to total financial ruin,” said Hon Immanuel.

“No recruitment agency or company will ever ask you to invest a certain amount of money as a subscription, in return for more money. Ask yourself, is this really a legitimate transaction or does something feel fishy?” added Hon Immanuel.

Echoing these sentiments, the CEO of the Consumer Council, Ms. Seema Shandil, expressed her surprise at the lack of understanding regarding Fiji's financial systems. “If people really understood how these systems truly work, they would recognize that it is impossible to earn substantial money simply by performing online tasks and clicking buttons on a website,” said Ms Shandil. “If generating wealth were that simple, everyone would be doing it.”

All citizens are strongly encouraged to contact the Consumer Council if they have further queries or need to report suspicious activities. It is vital that consumers prioritise the safety of their funds over the false promises of easy digital earnings.

Head Office

Level 5 Vanua House
Victoria Parade GPO, Suva
Phone: 3300792/3310183
CEO: 3305864
Fax: 3300115
Email: complaints@consumersfiji.org

Lautoka/West

Suite 4 Popular Building
Vidilo Street
P.O. Box 5396, Lautoka
Phone: 6664987
Email: consumerlkt@connect.com.fj

Labasa/North

Shop 2, Mudaliar Investment
Sangam Avenue Street
P.O. Box 64, Labasa
Phone: 8812559
Email: colbs@connect.com.fj



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Fijians are urged to remain alert, report suspicious messages, and share this warning with friends and family to help prevent others from falling victim to such scams. If you suspect you have been targeted, contact the Consumer Council of Fiji or the Fiji Police Force immediately. To report scams, contact the toll-free National Consumer Helpline at 155 or email Complaints@consumersfiji.org

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