



Press release

Paris, December 14, 2015

The Autorité de contrôle prudentiel et de résolution (ACPR), the Autorité des marchés financiers (AMF) and the General Directorate for Competition Policy, Consumer Affairs and Fraud Control (DGCCRF) warn the public about “Plan B” and the website BourseBinaire.fr

The ACPR, AMF and DGCCRF are warning the public about a large-scale advertising campaign called “Plan B”, which is being distributed by email and social media. Investors are asked to use extreme caution.

Large numbers of individuals have received advertising materials via email or social media in recent weeks as part of an advertising campaign called “Plan B”. These ads present the product as an alternative to Livret A savings accounts and promise investments with unrealistic rates of return (over 12% annually).

Investors are led to websites (notably leplanb.biz, Interactiveoption.com and BourseBinaire.fr), where they are encouraged to invest in binary options. Some of these sites offer the services of an adviser “authorised by the Banque de France’s ACPR”. These sites either direct users or are linked to the Cyprus-based company Pegase Capital Ltd, which was recently sanctioned by its supervisory authority, Cysec.

Owing to the highly risky nature of the products being offered (binary options), the lack of balanced information and the failure to disclose risks, the ACPR, AMF and DGCCRF warn individual investors to use extreme caution with respect to the “Plan B” offering. The authorities also advise individuals not to respond to the proposals of the various intermediaries listed on the sites involved in this advertising campaign, especially those made by a person presenting herself as “Julie Maxence”, publisher of the boursebinaire.fr website. Similarly, the ACPR and Banque de France emphasise that they have in no way “authorised” the “advisers” that these sites want investors to contact.

The ACPR, AMF and DGCCRF encourage investors to be vigilant as a matter of course by following some basic rules:

- No advertising materials should neglect to mention that high returns always involve high risk.
- Any product offering a return above that of the money market rate carries a material risk;
- The information provided to you should be clear and easy to understand. The adage of “only invest in what you understand” will help you avoid many problems;
- Find out as much as you can about the intermediaries offering the product (certification/authorisation, company identity, head office location, etc.).

Want to know more? Please visit the following websites:

Assurance-Banque-Épargne Info Service: www.abe-infoservice.fr, or call 0811 901 801 from Monday to Friday, 8am to 6pm.

ACPR: <http://www.acpr.banque-france.fr>

AMF: <http://www.amf-france.org>, or call 01 53 45 62 00 from Monday to Friday, 9am to 5pm.