

## Financial Conduct Authority



The Financial Conduct Authority ("FCA") of the United Kingdom would like to alert all recipients that:

**Clone Firm:** South Finance (**clone of FCA authorised firm**)

**Name:** South Finance Finance

**Email:** [southfinance.info@gmail.com](mailto:southfinance.info@gmail.com) and [southfinance@gmail.com](mailto:southfinance@gmail.com)

**Telephone number:** 0203 769 9814

is NOT authorised under the Financial Services and Markets Act 2000 ("FSMA") to carry on a regulated activity in the United Kingdom. Regulated activities include credit broking, entering into a regulated credit agreement as a lender, and other consumer credit activities.

The FCA believes that this organisation may be targeting UK customers. Therefore, we have added this firm to our list of unauthorised firms and individuals list. This list can be found at:

<http://www.fca.org.uk/consumers/protect-yourself/unauthorised-firms/unauthorised-firms-to-avoid>

This entity is cloning the name and address of a FCA authorised firm. The following FCA authorised firm has no association whatsoever with the organisation discussed above identifying itself as stated above:

**Name:** Season Marketing Ltd t/a [www.southfinance.co.uk](http://www.southfinance.co.uk)

**Firm Reference Number:** 727385

**Principal Place of Business:** 5 Roundwood Lane, Harpenden, Hertfordshire AL5 3BW

**Website:** [www.southfinance.co.uk](http://www.southfinance.co.uk)

If you have any further questions on this matter please email our Consumer Contact Centre at [consumer.queries@fca.org.uk](mailto:consumer.queries@fca.org.uk), or alternatively by telephone on 0800 111 6768. Overseas callers can contact us on (+44) 20 7066 1000.