

PRESS RELEASE

Consob blocks advertising of abusive financial services

First case of enforcement of new regulation

In the crosshairs were ads making improper reference to prominent figures in the Italian institutional world

Consob has blocked advertisements for abusive financial services spread through the Internet, which improperly leveraged the notoriety of prominent figures in the Italian institutional world, such as the Prime Minister, Giorgia Meloni, and the President of the Republic, Sergio Mattarella, as well as the image of a well recognizable brand such as Eni, to promote the initiatives of unauthorized intermediaries online through two websites.

The intervention is the first case of application of the new powers given to Consob by the “Capital Law,” under which the Financial Markets Regulatory and Supervisory Authority can order telecommunications service operators to black out sites that spread advertising campaigns related to abusive financial services, i.e., without authorization.

Consob also blacked out four other abusive financial intermediation sites, exercising the powers of the 2019 “Growth Decree.”

Below are the sites for which Consob ordered the blackout:

- “**Meloniprogettodaiuto.com**” (*website* <https://meloniprogettodaiuto.com>)
- “**Clickafino.com**” (*website* <https://clickafino.com>);
- “**Flowtradey**” (*website* www.flowtradey.com);
- “**Activmarkets-it**” (*website* <https://activmarkets-it.com> and related pages <https://clientarea.activinv.com> and <https://webtrader.activinv.com>);
- “**Ecasset.cm**” (*website* <https://ecasset.cm> and related page <https://client.ecasset.cm>);
- “**Go Trade Tech**” (*website* <https://gotradetech.com> and related pages <https://panel.gotradetech.com> and trading.gotradetech.com).

The number of total *websites* blacked out since July 2019, when the Authority got the power to order that the websites of fraudulent financial intermediaries be blacked out, has thus risen to **1194**.

The measures adopted by Consob can be viewed at www.consob.it.

Activities are underway to obscure sites by Internet connectivity providers operating on Italian territory. For technical reasons, the actual blackout may take several days.

Consob draws the attention of savers to the importance of using the utmost diligence in order to make investment choices in full awareness, adopting common sense behaviors, which are essential to safeguard their savings: among these, the prior verification, for sites offering financial services, that the operator through which one invests is authorized and, for offers of financial products, that the prospectus has been published.

To this end, Consob recalls that the website www.consob.it has a “[Watch for scams!](#)” section on the homepage, where useful information is available to warn investors against abusive financial initiatives.

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