

# Mayfair 101

15:48 08 Apr 2020

## Mayfair 101 Group defends compliance of its financial products

THIS CONTENT HAS BEEN PROVIDED BY Mayfair 101

Mayfair 101 Group has defended the compliance of its financial products and will vigorously contest proceedings by the Australian Securities and Investments Commission (ASIC) against its advertising.

The group maintains that its financial products are fully compliant with all relevant legislation.

ASIC has commenced proceedings in the Federal Court of Australia against Mayfair 101 Group members alleging misleading and deceptive conduct.

### Allegations relate to advertising

These allegations relate to advertising of the group's Mayfair Platinum M Core Fixed Income and M+ Fixed Income financial products.

The products have been structured as term-based investment products ranging from 3-60 months with fixed income returns and the risks and benefits are clearly stated on all Mayfair Platinum's disclosure documents.

ASIC's claims follow the group successfully obtaining an injunction against ASIC in the Federal Court of Australia on March 26, 2020.

In a statement, Mayfair 101 said it had cooperated with all ASIC's information requests and had already added additional information to its website and materials to further ensure investors were fully informed about the risks and rewards of its investment products.

ASIC's claims centre around references to Mayfair Platinum's products being advertised as an alternative option to bank-issued term deposits.

They primarily relate to specific advertisements published in 2019.

### Will contest claims

The Mayfair 101 Group said it would contest ASIC's claims in full.

"Mayfair Platinum's products are available to wholesale clients only and disclosures are made to advise that Mayfair Platinum is a provider of non-bank investment products," the group said.

The group confirms that no investor in any of Mayfair Platinum's products has had a capital loss and all interest distributions have been paid in full.

Mayfair 101 Group said it would continue to make constructive investments that have a strong social purpose, prudently manage investor capital and deliver an innovative approach for the benefit of the group's investors.

The family-owned conglomerate's portfolio is focused towards real estate, business credit, financial services and

## Share Information

**Code:** MAYF

**Listing:** PRIVATE-UK

**Sector:** Financial Services

**Website:** [www.mayfair101.com](http://www.mayfair101.com)

### Company Synopsis:

*An International Investment & Corporate Advisory Group*

*Mayfair 101 is an international, privately owned investment and corporate advisory group that thrives on helping companies reach their full potential whilst providing consistent investor returns.*

[action@proactiveinvestors.com.au](mailto:action@proactiveinvestors.com.au)

technology, emerging markets and growth companies.

Mayfair 101 Group operates an investment banking-style model and specialises in unlocking value by deploying capital and expertise to create value.

- CONTENT PROVIDED BY MAYFAIR 101

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts, journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +61 (0)2 9280 0700 [action@proactiveinvestors.com.au](mailto:action@proactiveinvestors.com.au)

### No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of Mayfair 101 named herein, including the promotion by the Company of Mayfair 101 in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).