

## ALERT

We (the Financial Services Authority – FSA) have published this statement in order to warn investors against dealing with unauthorised firms.

This statement is to advise members of the public that an organisation identifying itself to UK individuals as:

### **Applied Finance Group**

27th Floor – The Gherkin  
St Mary's Axe  
London  
EC3A 8EP

is not authorised under the Financial Services and Markets Act 2000 (FSMA) to carry on a regulated activity in the UK. Regulated activities include, amongst other things, advising on investments and dealing and arranging deals in investments ('investments' include stocks and shares). We believe that the organisation may be targeting UK customers.

The following UK incorporated companies have informed us that they have no association whatsoever with the organisation discussed above identifying itself as Applied Finance Group:

### **Applied Finance Services Ltd**

Suite 3-10 Grosvenor House  
Central Park  
Telford  
Shropshire  
TF2 9TW

### **What does this mean for you?**

If you are an investor, you should be aware that **the Financial Ombudsman Service and the Financial Services Compensation Scheme are not available** if you deal with an unauthorised company or individual.

### **How can you check whether a firm is authorised?**

To find out whether a company or individual is authorised, go to the FSA Firm and Person Check Service at [www.moneymadeclear.fsa.gov.uk/tools/check\\_our\\_register.html](http://www.moneymadeclear.fsa.gov.uk/tools/check_our_register.html)

**Note:** For an up-to-date list of unauthorised firms issued, please visit:

[www.fsa.gov.uk/Pages/Doing/Regulated/Law/Alerts/index.shtml](http://www.fsa.gov.uk/Pages/Doing/Regulated/Law/Alerts/index.shtml)

For further information on unauthorised firms targeting UK investors see the press release issued on 6 June 2006 at:

[www.fsa.gov.uk/pages/Library/Communication/PR/2006/053.shtml](http://www.fsa.gov.uk/pages/Library/Communication/PR/2006/053.shtml)

For more details about the tactics that are commonly adopted by unauthorised firms targeting UK investors see the warning issued in April 2005 available at:

[www.fsa.gov.uk/pages/Library/Communication/PR/2005/039.shtml](http://www.fsa.gov.uk/pages/Library/Communication/PR/2005/039.shtml)

The Share Investments Scam leaflet issued in October 2004 available at:

[www.moneymadeclear.fsa.gov.uk/pdfs/share\\_scams.pdf](http://www.moneymadeclear.fsa.gov.uk/pdfs/share_scams.pdf)

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