

THE FINANCIAL SECTOR CONDUCT AUTHORITY

In the matter between:

Case No: 570

The Financial Sector Conduct Authority

and

Ms. Shelly Ann du Plessis

ADMINISTRATIVE PENALTY ORDER

1. The Financial Sector Conduct Authority (the Authority) is a juristic person established in terms of section 56 of the Financial Sector Regulation Act 9 of 2017 (the FSR Act). The functions of the Authority are *inter alia* to regulate and supervise the conduct of financial institutions in accordance with the financial sector laws.
2. Ms. Shelly Ann du Plessis (Du Plessis) was a director and key person of Veracity Markets (Pty) Ltd from 1 March 2020 to 30 April 2022 and a representative of Nirvesh Financial Services (Pty) Ltd, from 29 May 2020 to 30 April 2022. During these periods she caused Veracity Markets to contravene Regulation 2 of the Financial Markets Act Regulations; sections 8(9)(c) and 13(1)(c) of the Financial Advisory and Intermediary Services Act No. 37 of 2002, sections 2 and 11 of the General Code of Conduct for Authorised Financial Services Providers and Representatives, 2003 and she contravened section 139(3) and (5) of the FSR Act.
3. In terms of section 167(1)(a) of the FSR Act, the Authority hereby imposes an administrative penalty of R1 million (inclusive of costs) on Du Plessis.
4. The penalty is payable within 30 days from the date of this order.
5. Should Du Plessis fail to pay the administrative penalty within the period prescribed, in terms of section 169 of the FSR Act, interest, at the rate prescribed in terms of Prescription Rate Act 55 of 1975 will be payable in respect of any unpaid portion of administrative penalty until it is fully paid.
6. Failure to comply with this order will result in the provisions of section 170 of the FSR Act being invoked, which reads as follows:
 - (1) *The responsible authority that makes an administrative penalty order may file with the registrar of a competent court a certified copy of the order if:-*

- (a) *the amount payable in terms of the order has not been paid as required by the order; and*
 - (b) *either:- (i) no application for reconsideration of the order in terms of a financial sector law, or for judicial review in terms of the Promotion of Administrative Justice Act of the Tribunal's decision, has been lodged by the end of the period for making such applications; or (ii) if such an application has been made, proceedings on the application have been finally disposed of.*
- (2) *The order, on being filed, has the effect of a civil judgment, and may be enforced as if lawfully given in that court.*
7. In terms of section 230 of the FSRA a person aggrieved by this decision has a right to apply for the reconsideration of the decision by the Financial Services Tribunal ("the Tribunal"). An application for reconsideration must be made —
- a. in accordance with the Tribunal rules; and
 - b. within the time periods set out in section 230(2) of the FSRA.
8. You may contact the secretary of the Tribunal at (012) 741 4302 or per electronic mail at Applications@fstribunal.co.za.

Signed at PRETORIA on 26 March 2024



Gerhard van Deventer
For Financial Sector Conduct Authority