

FSCA Press Release

16 May 2025

FSCA issues public warning against persons impersonating Aluma Capital (Pty) Ltd, Mr. Leon Hart and Ms. Leonie Nortje

The Financial Sector Conduct Authority (FSCA) warns the public to be cautious when conducting financial services business with persons on Telegram and Facebook purporting to be associated with financial services provider (FSP) Aluma Capital (Pty) Ltd (Aluma Capital) (FSP number 46449), and its representatives Mr. Leon Hart (Mr. Hart) and Ms. Leonie Nortje (Ms. Nortje).

The FSCA has been made aware that the individuals behind the Telegram group (SA Aluma Capital (Pty) Ltd) are using the names of Aluma Capital and Ms. Nortje to solicit funds from members of the public promising guaranteed returns of 100%. Aluma Capital have confirmed that it and Ms. Nortje are not associated with the Telegram group and that it does not conduct business through the Telegram platform.

The FSCA has also been made aware of a Facebook page where the logo of Aluma Capital and details of Mr. Hart are being used, to solicit investments from the public. Aluma Capital confirmed that it and Mr. Hart are not associated with the Facebook page using its details. Aluma Capital confirmed the following as its official social media pages:

- Facebook: <https://www.facebook.com/AlumaCapital>
- Instagram: https://www.instagram.com/aluma_capital.za/
- LinkedIn: <https://www.linkedin.com/company/aluma-capital-investment/>
- TikTok: <https://www.tiktok.com/@alumacapital>
- X (Twitter): <https://x.com/alumacapital>
- YouTube: <https://www.youtube.com/@AlumaCapital>

Executive Committee:

Commissioner: U. Kamlana | **Deputy Commissioners:** A. Ludin | K. Gibson | F. Badat

Notwithstanding the FSCA's attempts to contact the administrators of the Telegram group and the Facebook page on the details in its possession, the administrators of the Telegram group and the Facebook page were not reachable.

The public is strongly urged to exercise caution when considering investment or trading offers on social media platforms or any unsolicited offers. There are many fraudsters operating scams, and the number is growing. South Africans lose millions of rands every year to fraudsters. Illegal operations are sometimes well-disguised as legitimate operations. The public is advised to be on the lookout for certain tell-tale danger signs when approached by persons offering attractive investment opportunities. These red flags include:

- Unrealistic or exaggerated returns
- Offers made on social media platforms
- Requirements to pay for services upfront
- Requirements to pay more money to have your investments returned
- Requirements to pay for training
- Claims that you must act and pay urgently i.e. creating a sense of urgency
- Vague information about the investment product.

One of the following methods may be used to confirm the status and FSP number of a service provider or a person that claims to be an authorised service provider:

1. Toll-free number: 0800 110 443
2. Online search for authorised financial institution by license category:
<https://www.fsca.co.za/Regulated%20Entities/Pages/List-Regulated-Entities-Persons.aspx>
3. Online search for a financial institution that is an authorised FSP in terms of the FAIS Act: https://www.fsca.co.za/Fais/Search_FSP.htm

ENDS

Enquiries: Financial Sector Conduct Authority
Email address: communications@fsca.co.za
Telephone: 0800 203 722