



**ASIC**  
Australian Securities &  
Investments Commission

**Australian Securities  
and Investments Commission**

Office address (inc courier deliveries):  
Level 1, 11 Mounts Bay Road,  
Perth WA 6000

Mail address for Perth office:  
GPO Box 9827,  
Brisbane QLD 4001

Tel: +61 1300 935 075  
Fax: +61 1300 729 000

[www.asic.gov.au](http://www.asic.gov.au)

s 22

Google LLC

By email: s 22

Our Reference: CAS-94788-L4X8N2

16 March 2022

Dear s 22

**LumexBit App and website lumexbit.com**

The Australian Securities and Investments Commission (ASIC) is the regulator of financial services in Australia.

It has come to ASIC's attention that the website <https://lumexbit.com> (the Website) is promoting an App available in the Google Play Store (see Attachment A for screenshot).

The Website states it is operated by the Australian registered company LumexBit Pty Ltd (ACN 654 746 200) (LumexBit) and makes the following representations:

- Various investment packages are offered;
- States LumexBit "provides a wide range of financial services in the field of trading on the stock market and cryptocurrency exchanges";
- "All financial activities of LumexBit management company are governed by the financial laws of Australia";
- "The company is strictly controlled by the financial regulator";
- An ASIC Certificate of Registration for LumexBit is displayed; and
- It states that the company is located at "Level 1/5 O'Connell St, Sydney NSW 2000".


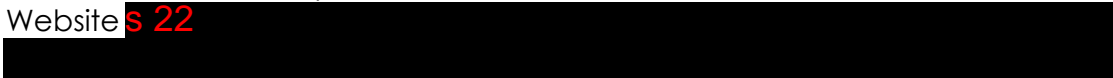
The Website links through to an App available through the Google Play Store that provides opportunities to invest in various investment packages. A search of the Google Play Store shows the developer of the LumexBit App as LumexBit, and links through to the Website.

s 22



s 22

On 9 March 2022, ASIC wrote to LumexBit at the two email addresses listed on the Website and the email address for LumexBit listed on ASIC's internal database. ASIC requested the removal of the above content from the Website s 22



**Action required**

ASIC requests that Google remove the App s 22



If you have any questions, please contact s 22 via email at s 22.

Yours sincerely



s 22

**Senior Executive Leader  
Misconduct & Breach Reporting**

## Attachment A

