



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

s 22
s 22
Apple Pty Limited

By email: s 22

21 December 2022

Our Reference: CAS-114741-T5L6Y1

Dear s 22

Apple App Store Application Impersonating Moneysmart.gov

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

It has come to ASIC's attention that there is an app available through the Apple App Store and iTunes, purportedly being a solitaire game. However, the app may in fact be intended to solicit "investments" from consumers. The App contains a misleading advertisement, misusing ASIC's Moneysmart.gov website to attract investors. We are concerned that this offer may not be legitimate, and that the misleading reference to ASIC's Moneysmart website may lead investors to believe that the "investment opportunity" offered, is both legitimate, and endorsed by ASIC and / or the government.

The advertisement, attached as Annexure One and displayed at <https://immediateedge.trade/?sub1=moneysmart>, displays the words "Take Action Now" followed by "moneysmart.gov.au" and claims that investors will earn \$1,000 within 24 hours. The 'Learn More' link redirects to a suspicious cryptocurrency investment offered by immediateedge.trade.

s 22

The [Financial Services and Markets Authority](#), [Financial Conduct Authority](#) and [Financial Markets Authority](#) have issued warnings about Immediate Edge and their advertising. These warnings specifically refer to the following URLs operated by Immediate Edge: www.immediate-edge.co and www.immediateedgebot.com. Open-source searches contains references to an Immediate Edge cryptocurrency scam, which uses various similar URLs:

https://immediate-edge.io - https://immediateedge.biz -
https://immediateedgepro.com - immediateedge.trade.

s 22 [REDACTED]

Action requested

ASIC requests that Apple block or remove advertisements associated with the Immediate Edge URLs, s 22 [REDACTED]

If you have any questions, please contact s 22 [REDACTED] via email at s 22 [REDACTED]

Yours sincerely

s 22 [REDACTED]

**Senior Executive Leader
Misconduct & Breach Reporting**

Annexure One - CAS-114741-T5L6Y1

