



### **Media Release**

## **FCCC Warns Public of Scams Circulating Online**

**09 July 2025**

The Fijian Competition and Consumer Commission (FCCC) is alerting members of the public to a highly deceptive scam video currently circulating online. The video falsely portrays a Fiji Television news presenter and promotes a fraudulent financial investment platform, misusing logos and branding associated with both the Reserve Bank of Fiji and Fiji One News.

This manipulated video has been confirmed by Fiji Television Limited as a deepfake, generated using artificial intelligence without the knowledge or consent of the individuals or institutions portrayed. The clip falsely claims that consumers can “invest just FJD \$550 and earn up to FJD \$18,000 per month,” which is completely untrue and intended to mislead.

FCCC CEO, Ms Senikavika Jiuta has warned the public to be wary of any get rich quick scheme and to only trust information from verified and official sources.


“This is a dangerous misuse of technology that preys on people’s hopes and trust. We are urging all Fijians to be cautious and to avoid engaging with or sharing such content. If it seems too good to be true, it probably is,” said Ms Jiuta.

FCCC strongly condemns the use of any deceptive AI tools used to manipulate public trust. Scammers utilise deepfake technology to impersonate legitimate media or businesses and are part of an increasing trend of AI-generated fraud targeting consumers.

FCCC is also aware of another video circulating on the TikTok platform, where scammers are advertising a prepaid Mastercard that has supposedly arrived in Fiji. This scam claims a monthly subscription charge of \$9.95 from your local MPAISA Mastercard, promising a return of close to USD \$2000-\$4000. The scheme involves users joining with an account that only allows withdrawals, initially requiring a \$49.95 business joining fee, converted from the current currency of the user's country.

Such scams involve tricking victims into purchasing prepaid cards and sharing card details or codes, often under the guise of urgent payments or requests for financial assistance. These scams frequently begin with unsolicited contact via calls, texts, or emails, creating a sense of urgency or panic to pressure victims into making hasty decisions.

“The proliferation of such scams is very worrying. Now, with the addition of AI-assisted scams, all Fijians, not just the vulnerable such as the elderly or those who are not tech-savvy, are equally likely to be fooled. FCCC is dedicated to raising awareness on this and is developing materials to help people distinguish between AI-generated content and legitimate content,” added Ms Jiuta.



#### What You Can Do:

1. Do not invest in platforms advertised through suspicious or unsolicited videos.
2. Verify claims directly through official channels — such as the Reserve Bank of Fiji, FCCC, or licensed financial institutions.
3. Report fake or misleading content to FCCC.
4. Stay updated through legitimate news outlets and the official pages of relevant agencies.

FCCC continues to monitor and investigate the spread of such scams in collaboration with the anti-scam taskforce and relevant stakeholders.

We urge members of the public to remain vigilant and report any suspicious advertisements or representations that misuse the names and images of public figures or institutions.

For more information or to report suspicious activity, the public can contact the FCCC by calling 8921991, emailing [helpdesk@fccc.gov.fj](mailto:helpdesk@fccc.gov.fj), or through any of the channels at <https://linktr.ee/fijianccc>.

#### **About FCCC**

The Fijian Competition and Consumer Commission is an independent statutory authority dedicated to promoting competition, fair trading, and regulating national infrastructure for the benefit of all Fijians.

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