Specialised
Security Services

PROJECT:
MANIPULATION BY IMPERSONATION

Celebrities have always had influencer power over their followers, which is why they are paid to feature in promotional ads by larger companies. When a celebrity suggests a product or happens to prefer a specific brand, the celebrity's followers are likely to do the same.

Over the past decade, several businesses have capitalised on celebrities' influencer power by paying them to promote their products, review their services, or simply be seen wearing or using their branding.

With the growth of the internet and especially social media, fraudsters have also started cashing in on influencer power.

Unlike businesses that pay a celebrity to advertise, fraudsters simply impersonate the celebrity with the intention of fooling followers into believing that their favourite celebrity now recommends the product or service offered by the fraudster.

THIS PUBLIC DOCUMENT IS INTENDED TO BE SHARED.

PLEASE DO SO.

THE OBJECTIVE OF SSS IS TO SHARE INFORMATION, TO EDUCATE AND FOREWARN THE PUBLIC.

- Social media accounts belonging to celebrities are being cloned daily.
- These cloned accounts usually gain new followers quickly owing to the actual celebrity's search engine popularity.
- These cloned accounts look and work the same as the authentic accounts, so followers find it hard to differentiate between them.
- Once the cloned account reaches a fair amount of following online, the fraudsters behind the fake account will start promoting a fraudulent product or service to the followers who believe that they are following the actual celebrity.
- The success rate for the fraudster in fooling someone into buying his product is much higher when the target believes that his favourite, respected celebrity is the one selling or promoting the product.
- For the fraudster, this method eliminates the problem of having to convince someone to trust you.
- The most common type of scam promoted by cloned/faked celebrity accounts is Investment scams.
- Fraudsters use fake celebrity accounts to convince people to invest their money in them.
- The unfortunate part is that no returns will be paid as promised. Instead, the fraudster will steal as much as possible from as many people as possible before simply moving on to the next scam.

- The most recent scam involving celebrity impersonation and cryptocurrency involves fraudsters who generated a fake interview on a fake Netwerk24 website where the ex-Protea cricketer AB de Villiers claimed to have said he holds the secret to never having to work again.
- The interview continues, in which Mr de Villiers supposedly leaks top-secret investment advice from a specific company.
- The average reader does not know that the Netwerk24 website where the article is hosted is fake; the name was simply used to add legitimacy to the story.
- Furthermore, the interview with Mr AB de Villiers was generated using photos from elsewhere on the internet.
- The fraudsters even went as far as writing bogus comments on the interview article in an attempt to promote the legitimacy of the entire story further.

HOW TO AVOID FALLING VICTIM TO A SCAM:

- Educate yourself on the subject of online fraud.
- Train yourself to separate your emotions from your actions.
    - Whether you are making a purchase online, conversing on a dating app, or investing money, you are bound to be defrauded if you act on emotions.
- Conduct proactive investigations instead of reactive investigations:
    - This means you investigate before you engage to ensure that you are engaging in a legitimate transaction.

With technology increasing and social media becoming more active, cybercriminals are bound to increase in capacity and ability.

Therefore, we urge the public to be more proactive and to make smarter choices when engaging strangers online.

Specialised Security Services invites the public to the Mike Bolhuis Daily Projects WhatsApp Group.

This group is important in delivering insights into the latest crime trends, awareness, warnings and the exposure of criminals.

HOW TO JOIN THE MIKE BOLHUIS DAILY PROJECTS WHATSAPP GROUP:

- Simply follow the link to our dedicated WhatsApp group:
  - https://chat.whatsapp.com/Dys4JLOFTXCBgXBdXeEvzU
- "JOIN" to ensure you never miss our daily updates.
- You will receive automatic notifications as soon as a new project is placed.

CONTACT MR MIKE BOLHUIS FOR SAFETY AND SECURITY MEASURES, PROTECTION, OR AN INVESTIGATION IF NEEDED.

ALL INFORMATION RECEIVED WILL BE TREATED IN THE STRICTEST CONFIDENTIALITY AND EVERY IDENTITY WILL BE PROTECTED.

Regards,

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EXTREMELY IMPORTANT: All potential clients need to be aware that owing to the nature of our work as specialist investigators there are people who have been caught on the wrong side of the law - who are trying to discredit me - Mike Bolhuis and my organisation Specialised Security Services - to get themselves off the hook.

This retaliation happens on social media and creates doubt about our integrity and ability. Doubt created on social media platforms is both unwarranted and untrue.

We strongly recommend that you make up your minds concerning me and our organisation only after considering all the factual information - to the exclusion of hearsay and assumptions.

Furthermore, you are welcome to address your concerns directly with

me should you still be unsatisfied with your conclusions. While the internet provides a lot of valuable information, it is also a platform that distributes a lot of false information. The distribution of false information, fake news, slander and hate speech constitutes a crime that can be prosecuted by law. Your own research discretion and discernment are imperative when choosing what and what not to believe.

STANDARD RULES APPLY: Upon appointment, we require a formal mandate with detailed instructions. Please take note that should you not make use of our services – you may not under any circumstance use my name or the name of my organisation as a means to achieve whatever end.

POPI ACT 4 of 2013 South Africa: Mike Bolhuis' "Specialised Security Services" falls under Section 6 of the act. Read more here: https://mikebolhuis.co.za/popi-act-4-of-2013-section-6-mike-bolhuis/

SSS TASK TEAM:
https://mikebh.link/sss-task-team

SSS CYBERCRIME UNIT:
https://mikebh.link/sss-cyber-team

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You are receiving this email to inform and keep you up to date with violent and/or economic crimes. So that you can inform and protect your loved ones and everyone you know.

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