

Dear Madam or Sir

ALERT – Payday Zoo

The Financial Conduct Authority (“**FCA**”) would like to alert ESMA that:

Payday Zoo

Address: East Castle St, Fitzrovia, W1W 8DH

Telephone: 0208 144 4087 / 0333 5671029

Email: weareloanlenders@gmail.com / directukloanlender@gmail.com / paydayzoo4loan@gmail.com

Website: www.paydayzoo.co.uk

A link to the alert can be found here:

<https://www.fca.org.uk/news/warnings/payday-zoo>

is NOT authorised under the Financial Services and Markets Act 2000 (“FSMA”) to carry on a regulated activity in the United Kingdom. Regulated activities include, amongst other things, advising on investments and dealing and arranging deals in investments (“investments” include stocks and shares).

The FCA believes that this organisation may be targeting UK customers.