

ADMINISTRATIVE PROCEEDING
BEFORE THE
SECURITIES COMMISSIONER OF SOUTH CAROLINA

IN THE MATTER OF: _____)

ORDER TO CEASE AND DESIST

Respondent. _____)

WHEREAS, the Securities Commissioner of South Carolina (the "Securities

4. In addition to its website in English, BinaryBook maintains a version of its website

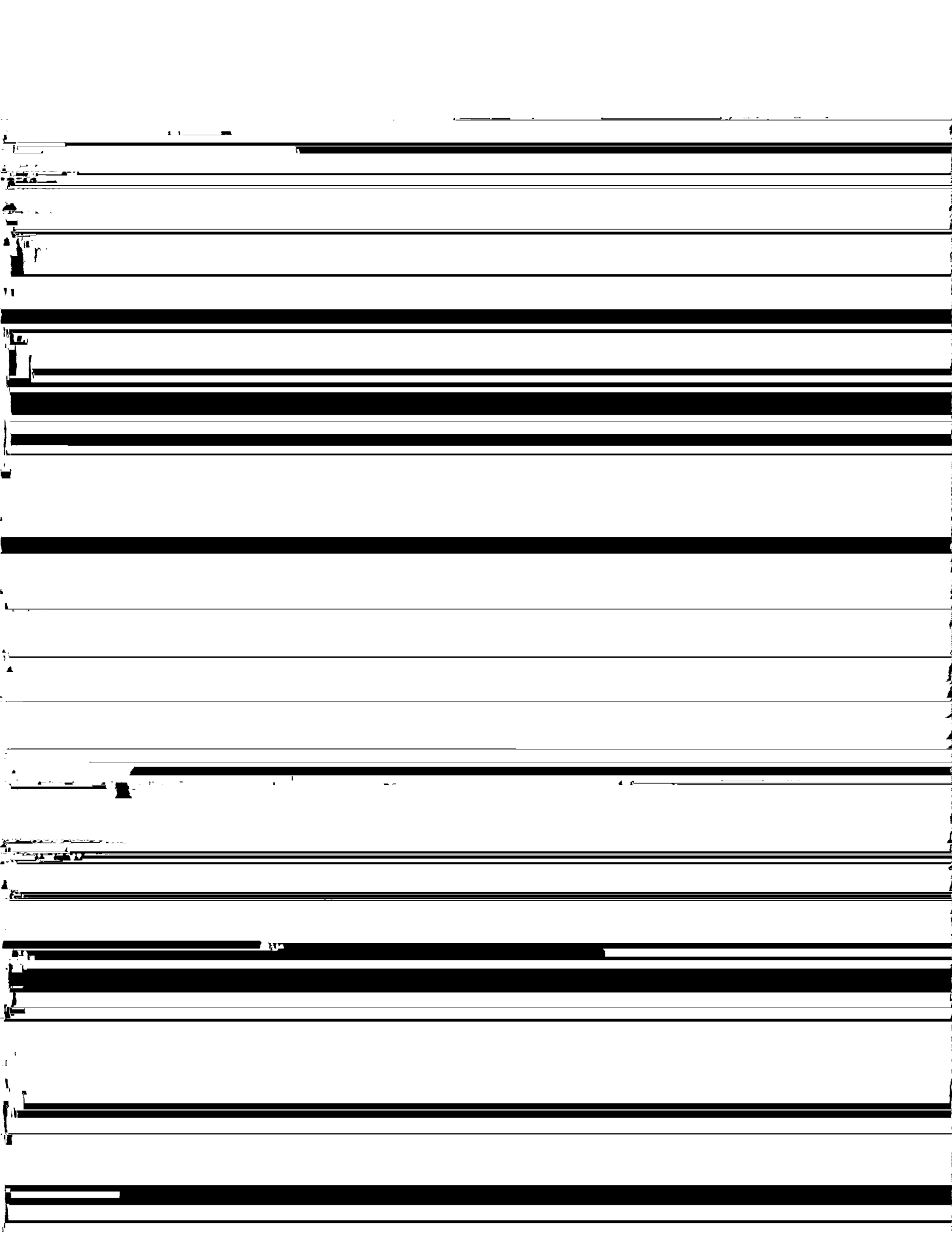
in Turkish. The Turkish version of its website includes the United Kingdom address set forth above, as well as the allegation that BinaryBook is affiliated with WSB Investment LTD.

5. Neither BinaryBook nor WSB Investment LTD is registered with the Division as a broker-dealer.

6. BinaryBook claims to offer access to a “highly secured...platform,” which allegedly enables individual investors to trade binary options “with the World’s leading

Binary Options

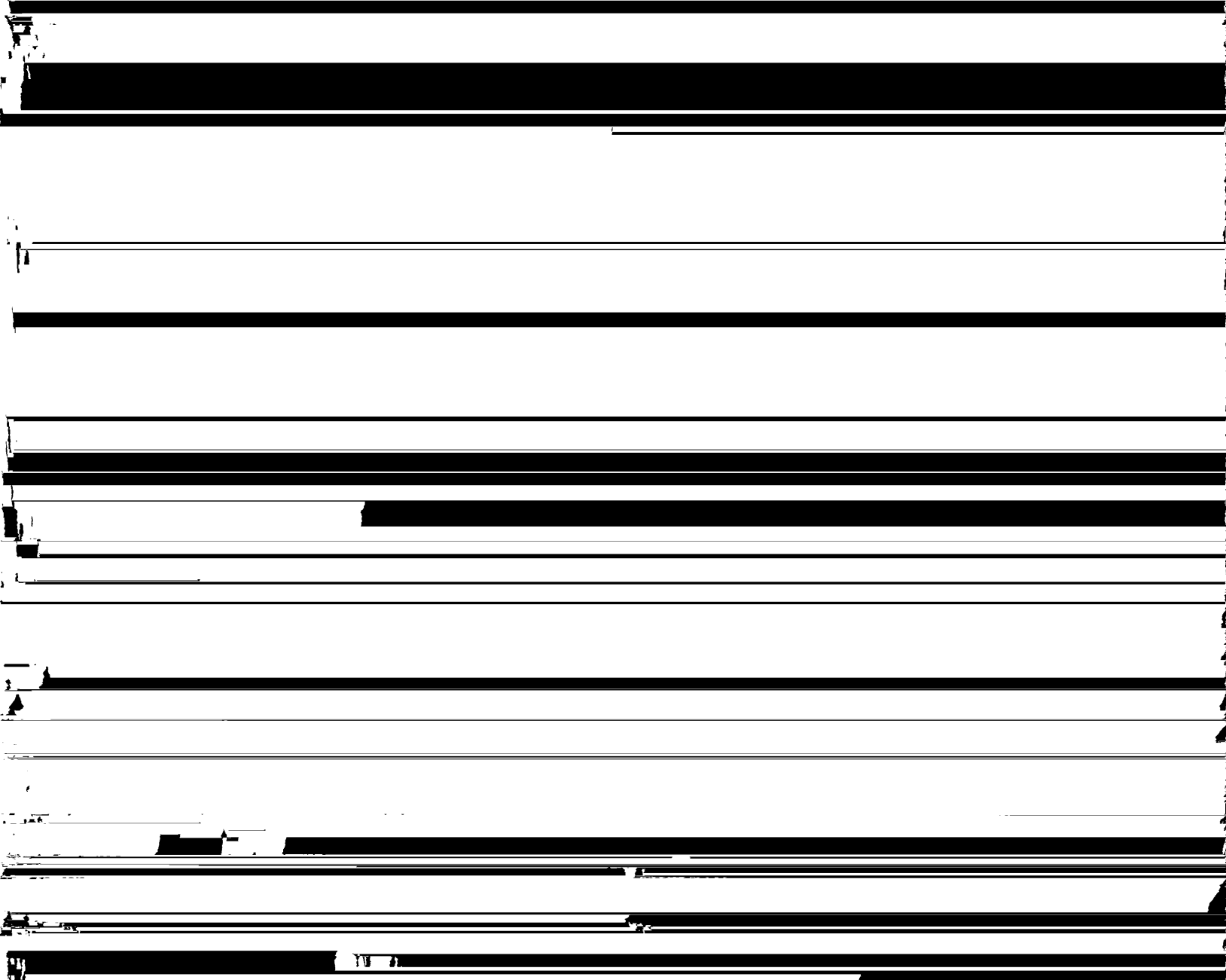
7. A binary option is a security with a predetermined payout based on the future change in value of an underlying asset. These securities are referred to as binary because the investor will, upon the expiration of the option contract, receive either a predetermined payout or nothing at all.¹



18. Pursuant to S.C. Code Ann. § 35-1-301, it is unlawful for a person to offer or sell a security in this State unless that security is registered, a federal covered security, or exempt from registration.

19. Pursuant to S.C. Code Ann. § 35-1-401(a), it is unlawful for a person to transact business as a broker-dealer in this State unless that person is registered or exempt from registration.

20. Pursuant to S.C. Code Ann. § 35-1-501, it is unlawful for a person in connection with the offer or sale of a security in this State (1) to employ a scheme, device, contrivance to



25. The Respondent is neither registered with the Division as a broker-dealer nor exempt from registration.

26. The Respondent sold securities in this State (1) while employing a scheme

device, or artifice to defraud; (2) through the making of untrue statements of material fact or omitting to state a material fact necessary in order to make the statements made in light of the

circumstances in which they were made, not misleading; and (3) by engaging in an act, practice

operation of law, or if the Respondent seeks a hearing and any legal authority.

resolves this matter, pay a civil penalty in an amount not to exceed \$10,000.00 for each violation of the Act by the Respondent and the actual cost of the investigation or proceeding.

IT IS FURTHER ORDERED that, pursuant to S.C. Code Ann. § 35-1-604(a)(2) and (3), any exemption from registration with the Division that the Respondent may claim to rely upon under S.C. Code Ann. §§ 35-1-201(3)(C), (7), or (8); 35-1-202; 35-1-401(b)(1)(D) or (F); or 35-1-403(b)(1)(C), has been and is **PERMANENTLY REVOKED**.

VI. REQUIREMENT OF ANSWER AND NOTICE OF OPPORTUNITY FOR HEARING

The Respondent is hereby notified that it has the right to a hearing on the matters contained herein. To schedule such a hearing, the Respondent must file with the Securities Division, Post Office Box 11549, Rembert C. Dennis Building, Columbia, South Carolina, 29211-1549, attention: Thresechia Navarro, within thirty (30) days after the date of service of this Order to Cease and Desist, a written Answer specifically requesting a hearing. If the Respondent requests a hearing, the Division, within fifteen (15) days after receipt of a request in

ENTERED, this the 10th day of August, 2017

ATTEST:

Notary Public for the State of Florida

My Commission Expires: 08/31/2020

Notary Public for the State of Florida
My Commission Expires: 08/31/2020

Notary Public for the State of Florida

STATE OF SOUTH CAROLINA
OFFICE OF THE ATTORNEY GENERAL

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