

MEDIA RELEASE

30 September 2026

CCS Takes Action Against 45 Businesses and a Fake Review Provider for Fabricating Online Reviews

1. Online reviews shape purchasing decisions. But what if those glowing five-star ratings were never real to begin with? Following investigations into a provider of fake review services and businesses that procured such reviews, the Competition and Consumer Commission of Singapore (“**CCS**”) has taken enforcement action against the parties, requiring them to cease their unfair practices, remove posted fake reviews, and post and maintain a public apology for a period of six months.
2. CCS’s investigations found that Julian Tung Yan Kai (“**JT**”), through businesses and websites that he owns and operates, had provided fake review services to approximately 100 businesses. JT is the sole director of Reputifly Pte. Ltd. (“**Reputifly**”) and owns and operates the websites BuyReviewSG and GetReviewSG, through which fake review services were offered to businesses (collectively the “**Fake Review Provider**”).

Largest number of businesses investigated in a CCS case

3. This is CCS’s largest fake review investigation to date with regard to the number of businesses involved. Given the scale of the case, the investigation is being conducted in two phases. This Media Release pertains to the first phase which covers the Fake Review Provider and 47 businesses that procured its services. CCS has commenced in the second phase of its investigation, which extends beyond the remaining businesses to other businesses that may have procured fake review services from the Fake Review Provider.
4. Of the 47 businesses investigated by CCS in the first phase, two declined to provide undertakings on CCS’s required terms. CCS will continue its investigations into the two businesses and take firmer enforcement action, if the facts support this.

How the Fake Review Operation Worked

5. CCS's investigations revealed that sometime on or before 2023, the Fake Review Provider started providing fake review services by creating and facilitating the posting of fake reviews on online review platforms¹. The Fake Review Provider eventually provided such services to approximately 100 businesses. Businesses could purchase packages of fake reviews to be posted periodically², and they could even use a rating calculator to work out how many five-star reviews they needed to reach their desired Google rating³.
6. The Fake Review Provider used Generative Artificial Intelligence ("**Gen AI**") to create reviews designed to resemble genuine customer experiences. Gen AI was used to vary writing styles and sentence structures, incorporate details such as Singapore context and introduce natural imperfections. Clients were able to edit the generated reviews before publication.
7. The Fake Review Provider gradually refined its services into a sophisticated operation. As part of these developments, it introduced an online dashboard⁴ to generate, manage and track fake reviews. The dashboard could also draw from a business' existing four and five-star Google reviews to generate new reviews containing relevant details. Some fake reviews deliberately described initial reservations before recounting a positive experience, creating an illusion of authenticity. The dashboard could also generate links for clients to view screenshots of fake reviews that had been posted for their businesses and track the progress of their orders.
8. To recruit individuals to post the fake reviews, the Fake Review Provider used Telegram accounts and channels, offering payment⁵ in exchange for posting prepared content and ratings. Individuals were instructed to avoid duplicate reviews to reduce the risk of detection. The Fake Review Provider also offered to replace reviews removed by online platforms, capped at 30 per cent of the reviews purchased⁶.

What CCS Found

9. Businesses engaged the Fake Review Provider to procure and post fake reviews on their behalf, agreeing on the number of reviews to be posted, with content either generated by the provider or supplied by the businesses themselves. The reviews were presented as genuine reviews from customers when they were not.

¹ These may include Google, Facebook, Tripadvisor, Carousell, Yelp and Trustpilot.

² Refer to Annex A for a sample of fake review packages for sale

³ Refer to Annex B for screenshot of review calculator

⁴ Refer to Annex C for screenshot of review dashboard

⁵ Refer to Annex D for screenshot of Telegram channels

⁶ Refer to Annex E for screenshot of terms and conditions

Consumers could reasonably have been misled into believing that these businesses or their products and services were more popular or positively received than they actually were.

10. 45 businesses⁷ admitted that they had procured and purchased fake reviews from the Fake Review Provider, and that some or all of those fake reviews had been posted on online review platforms. The Fake Review Provider admitted to aiding and abetting these unfair practices by generating fake review content, recruiting and paying reviewers, and taking steps to make the reviews appear authentic.

Actions Taken by CCS

11. Following CCS's investigations and interventions, these businesses provided undertakings to CCS and committed to cease procuring or posting fake reviews and other unfair practices. They must also identify and remove fake reviews relating to their businesses, report their progress to CCS, strengthen their compliance measures, and publish a prominent public apology for six months on their websites, official social media accounts and at their physical premises or outlets.
12. The Fake Review Provider has similarly committed to cease providing fake review services and facilitating unfair practices, and to publish a public apology prominently on Reputify's website for six months. It has also voluntarily committed to donate proceeds obtained from its fake review services to an Institution of a Public Character of its choice⁸.

Call for Businesses to Come Forward

13. CCS calls on all other fake review providers, as well as businesses that have procured fake reviews, to come forward voluntarily. Those who do so before CCS commences formal investigations against them will have their cooperation viewed favourably. Information may be provided at <https://go.gov.sg/ccsresponse>.

CCS's message

14. "In the digital age, consumers increasingly rely on online reviews to decide what to buy and which businesses to trust. They should be able to expect that these reviews reflect genuine experiences, not manufactured ones. Fake reviews deceive consumers, distort competition and disadvantage businesses that compete honestly. Businesses should be under no illusion that paying for fake reviews is acceptable. Nor is it acceptable to profit from facilitating the creation or purchase of fake reviews; fake reviews are not a legitimate business. CCS will

⁷ The list of businesses investigated by CCS can be found in Annex F

⁸ The Fake Review Provider will not claim any tax deduction arising from such donations

pursue not only those who buy them, but also those who profit from supplying them,” said Mr Alvin Koh, Chief Executive of CCS.

- End -

About the Competition and Consumer Commission of Singapore

The Competition and Consumer Commission of Singapore (“**CCS**”) is a statutory board of the Ministry of Trade and Industry. Our mission is to make markets work well to create opportunities and choices for businesses and consumers in Singapore.

CCS administers and enforces the Competition Act 2004 and the Consumer Protection (Fair Trading) Act 2003, to guard against anti-competitive activities and unfair trade practices. Additionally, CCS ensures that businesses observe fair trade measurement practices by administering the Weights and Measures Act 1975 and ensures the supply of safe consumer goods by enforcing and implementing the Consumer Protection (Trade Descriptions and Safety Requirements) Act 1975 and its associated Regulations.

For more information, please visit www.ccs.gov.sg.

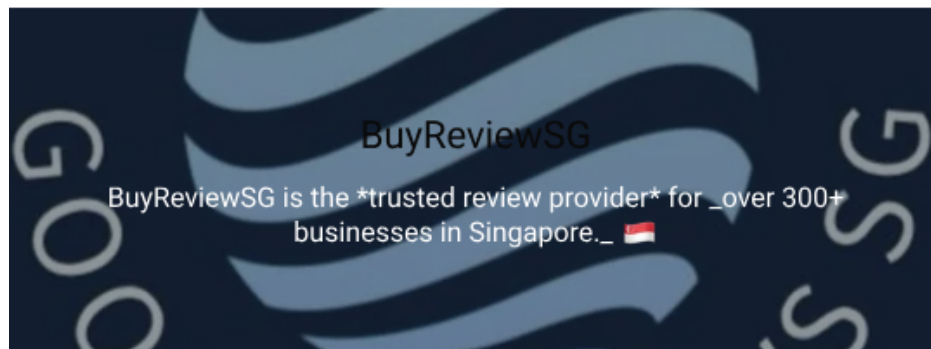
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Annex A – Sample of Fake Review Packages for sale

← Catalogue



Weekly Review Plans

[See all](#)

- 35 Reviews**
\$219
5 Reviews x 7 Days

Pro Package ★★★★★
To Overtake Your Competitors: Receive Consistent Rev...
\$219.00

+
- 21 Reviews**
\$139
3 Reviews x 7 Days

Starter Package ★
For Very New Businesses: Receive Consistent Reviews...
\$139.00

+
- 28 Reviews**
\$179
4 Reviews x 7 Days

Growth Package ★★★
To Scale Rapidly: Receive Consistent Reviews Daily To...
\$179.00

+

All items

[See all](#)

- 21 Reviews**
\$139
3 Reviews x 7 Days

Starter Package ★
For Very New Businesses: Receive Consistent Reviews...
\$139.00

+
- 28 Reviews**
\$179
4 Reviews x 7 Days

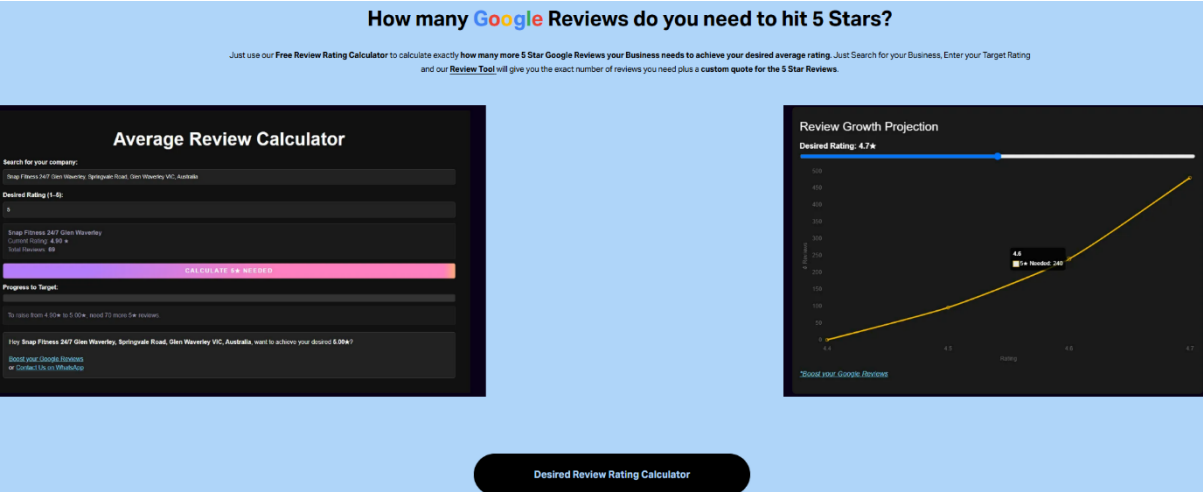
Growth Package ★★★
To Scale Rapidly: Receive Consistent Reviews Daily To...
\$179.00

+
- 35 Reviews**
\$219
5 Reviews x 7 Days

Pro Package ★★★★★
To Overtake Your Competitors: Receive Consistent Rev...
\$219.00

+

Annex B – Review Calculator



Annex C – Review Dashboard

Admin Guide

1

Create Order

Go to Orders tab, click "+ New Order", search for the business, enter quantity and daily target.

2

Send TNC Link

Click "Copy TNC Link" on the order card. Send it to your client via WhatsApp. They sign online.

3

Generate Reviews

Go to AI Generator tab. Search the business. Reviews are auto-generated and downloaded as JSON.

4

Assign to Employee

Go to Tracker tab. Click "Assign" next to a company. Select employee, set how many reviews for today.

5

Track Progress

Tracker tab shows live counts. When employee uploads proofs, "Done" count updates automatically.

6

Export & Send

Click "View Proofs" on any order. Download ZIP of all screenshots. Send to client.

OrdersTrackerReview ManagerAI GeneratorReportsClient SubmissionsEmployeesGuide

AI Review Generator

Search for a business to generate 50 reviews automatically.

Search Business

Search Google for a business...

Company Name (optional override)

e.g. Mike's Pizza

Additional Instructions

e.g. Focus on friendly staff. Don't mention 'Regina'.

AI Model

Quick

Quality

Tracker

Filter companies...

Manage Assignments

+ Add

Copy All

In Progress 19

Completed 11

☐ Company ▲	Daily	Done	Ordered	Start	End	Left	Comments	Actions
	3	22	20	88	108	-2	PLEASE START	⋮
	3	54	50	8	58	-4	New Client START TODAY	⋮
	1	10	10	8	18	0	Add comment...	⋮
	3	50	50	92	142	0	Add comment...	⋮
	1	51	50	114	164	-1	Add comment...	⋮
	3	19	18	5	23	-1	Add comment...	⋮
	19	40	25	0	25	-15	Add comment...	⋮
	5	31	30	52	82	-1	Add comment...	⋮
	5	32	30	18	48	-2	girl only	⋮
	7	50	50	366	416	0	Strictly do 1 review per day	⋮
	6	51	50	529	579	-1	Add comment...	⋮

Annex D – Telegram Channel

GET PAID
for doing **Google** reviews!

1. Simply click the text to automatically copy it.
2. Click the link (you must sign in to leave a review).
3. Post the 5-star review and send us your Paynow/ Paylah to **earn your money**.

Google Review Tasks are Available!

Simply ask for a review, copy paste the content, upload and get paid!

❤️ 2 ⭐️ 2.3K 7:20 PM

Google Reviews SG

We will have Spotify, Netflix, Disney+ subscription giveaways at 1k members to 5 lucky members.

Make sure to invite your friends to the group

Share link => <https://t.me/grsgreview>

❤️ 2 ⭐️

Annex E – Sample T&Cs



Service Terms & Conditions

Acknowledgment & E-Signature

Please read before signing. By submitting this form, you agree to the Terms & Conditions below and consent to electronic records and signatures.

- **Replacement cap:** We replace up to 30% of the quantity ordered if Google removes reviews.
- **Appeal assistance (courtesy):** On request, we'll submit one appeal/feedback to Google for removed reviews. Outcomes are not guaranteed.
- **Page deletion:** If you delete your own Google Business profile, we are not responsible and no refund is due.
- **Refunds:** By approval only. If we are unable to complete your order for our reasons, we will refund pro-rata or in full, at our discretion.
- **Progress proof:** We share a tracking link. Each screenshot uploaded = 1 review delivered toward your order.
- **Compliance:** You confirm you are authorized to request reviews for this business and that our scope is limited to delivery per order.
- **Electronic signature:** By checking "I Agree" and typing your full name, you agree this serves as your electronic signature under the Electronic Transactions Act (Singapore) (or equivalent e-signature laws).

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Annex F – Businesses found to have procured fake reviews, arranged in alphabetical order

S/N	Registered Business name
1	Apax Medical Kovan Pte. Ltd.
2	Apax Medical Pte. Ltd.
3	Aqua Luxe Pte. Ltd.
4	Atop Aesthetic Pte. Ltd.
5	Bavarian Capital Pte. Ltd.
6	BrandLoom Digital Private Limited
7	Certified Translation Services
8	Chrysalis Spa Pte. Ltd.
9	Data Savers Pte. Ltd.
10	Dots 'n' Tots Interior Pte. Ltd.
11	FAS Auto Services Pte. Ltd.
12	First Security & Private Investigation (S) Pte. Ltd.
13	For the Love of Laundry Pte. Ltd.
14	Forest Darts Bishan Pte. Ltd.
15	Grouppasia Hospitality Pte. Ltd.
16	Harmony Essentials Pte. Ltd.
17	Harmony Funeral Care Pte. Ltd.
18	Haven Enterprises Pte. Ltd.
19	Haven Tech Pte. Ltd.
20	Hiremop Pte Ltd
21	Integral Facilities Management (IFM) Pte. Ltd.
22	J & S Management Pte Ltd
23	Kuisine Concepts Pte Ltd
24	L E Autoshop Pte. Ltd.
25	Label-Line Corporation Pte. Ltd.
26	Le Wave Art of Hair Pte. Ltd.
27	Le Wave Hair Pte. Ltd.
28	Le Wave Hair Studio Pte. Ltd.
29	Martin Luxury Pte. Ltd.
30	MB Karaoke Solution Pte. Ltd.
31	Meso Ceramics
32	Nails In Dulge Pte. Ltd.
33	Nanyang Brew Coffee
34	Picasso Hair Boutique Pte. Ltd.
35	Play! Ball Pte. Ltd.
36	Play! Tennis Now LLP
37	Print Scream Pte. Ltd.
38	Sanook Group Pte. Ltd.

39	SBLab Beauty Pte. Ltd.
40	The Hamper Story Pte. Ltd.
41	TM Designers Pte. Ltd.
42	Torio Japanese Restaurant Pte. Ltd.
43	TT8 Logistics Pte. Ltd.
44	UniWise Admissions Consulting Pte. Ltd.
45	Yeo & Associates LLC