

# Wins Finance And The Case Of The Missing Headquarters

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by: Anthony Thorpe

## Summary

- According to an investor who did an on-site visit, Wins Finance is not located at the address that it claims to be at.
- The CFO of Wins Finance was the financial controller of Agria Corporation, a company that had its stock delisted because of stock manipulation.
- Calls to Wins Finance resulted in a recording stating that I needed an app called Line2 in order to contact the company.

In my [last article](#), I touched upon a few of the most obvious issues with Wins Finance (NASDAQ:[WINS](#)). However, after publishing that article, fellow contributor Fuzzy Panda Shorts gave me further evidence that furthers my convictions of WINS.

The first very interesting piece of information that Fuzzy Panda told me was that when visiting WINS's headquarters in NYC, he or she found **no records showing that WINS exists at the address at which it claims to be at!** I've reached out to the leasing contact at Times Square Tower, the building at which WINS claims to be located, but have yet to hear back. If he responds to my inquiry, I will update this article.

What I did find out, however, is that an investment firm named ForeFront Capital happens to be located at the same address as Wins Finance. ForeFront is run by a man named Bradley Reifler, who also happens to be a former director of WINS. Mr. Reifler is well known for being the CEO of the now defunct boutique investment bank, Pali Capital. Per articles written by [Reuters](#), [Business Insider](#), and the [Wall Street Journal](#), Reifler has been characterized as a controversial character.

In a nut-shell, ForeFront Capital describes itself as an investment firm for the "99%." According to its website, ForeFront's "goal is to give our investors access to a portfolio of differentiated opportunities, previously reserved for the 1%." In this case, "1%" refers to wealthy, qualified, and accredited investors.

To achieve its goal, ForeFront invests largely in high-yield fixed income securities. Take a look at the majority of their investments below:

|  |              |  |                       |                        |    |                  |
|--|--------------|--|-----------------------|------------------------|----|------------------|
| Real Estate - 22.14%   |              |  |                       |                        |    |                  |
| WHEEQ, LLC - Series 1 (a)(c)                                       | 2,500        |  |                       |                        | \$ | 2,500,000        |
| <b>Total Limited Liability Company Interest (Cost \$2,500,000)</b> |              |  |                       |                        |    | <b>2,500,000</b> |
| <b>SENIOR LOANS - 28.16%</b>                                       |              |  | <b>Interest Rate</b>  | <b>Maturity Date</b>   |    |                  |
| <b>Financial Services - 23.73%</b>                                 |              |  |                       |                        |    |                  |
| Auto Funding Group, LLC (a)  | \$ 2,680,000 |  | 14.000%               | 4/20/2018              |    | 2,680,000        |
| <b>Retail - 4.43%</b>  |              |  |                       |                        |    |                  |
| Banzo & Matilda, Inc. (a)  | \$ 500,000   |  | 18.000%               | 6/17/2018              |    | 500,000          |
| <b>Total Senior Loans (Cost \$3,180,000)</b>                       |              |  |                       |                        |    | <b>3,180,000</b> |
| <b>STRUCTURED NOTES - 41.40%</b>                                   |              |  | <b>Interest Rate</b>  | <b>Maturity Date</b>   |    |                  |
| <b>Energy - 4.43%</b>  |              |  |                       |                        |    |                  |
| Delta Energy Natchez, LLC (a)(b)                                   | \$ 500,000   |  | 19.000%               | 1/15/2017              |    | 500,000          |
| <b>Real Estate - 36.97%</b>  |              |  |                       |                        |    |                  |
| 700 Atlantic Equities, LLC (a)(b)                                  | \$ 500,000   |  | 18.000%               | 10/29/2016             |    | 500,000          |
| 1501 Sheephead Bay Road Partners, LLC (a)(b)                       | 250,000      |  | 18.000%               | 11/19/2016             |    | 250,000          |
| 2020 Eastchester Road, LLC (a)(b)                                  | 550,000      |  | 18.000%               | 10/13/2016             |    | 550,000          |
| Blackbridge Druggs, LLC (a)(b)                                     | 525,000      |  | 19.000%               | 3/11/2017              |    | 525,000          |
| Broadridge LA, LLC (a)(b)  | 500,000      |  | 18.000%               | 3/3/2017               |    | 500,000          |
| WB Park Avenue, LLC (a)(b)   | 550,000      |  | 18.000%               | 3/1/2017               |    | 550,000          |
| WB West 25th Street, LLC (a)(b)                                    | 550,000      |  | 18.000%               | 3/1/2017               |    | 550,000          |
| WBSH Met Tower, LLC (a)(b)   | 750,000      |  | 18.000%               | 3/30/2017              |    | 750,000          |
| <b>Total Structured Notes (Cost \$4,675,000)</b>                   |              |  |                       |                        |    | <b>4,675,000</b> |
| <b>WARRANTS - 0.09%</b>  |              |  | <b>Exercise Price</b> | <b>Expiration Date</b> |    |                  |
| Banzo & Matilda, Inc.  | 2,000,000    |  | \$ 0.02               | 2/17/2021              |    | -                |
| <b>Total Warrants (Cost \$0)</b>                                   |              |  |                       |                        |    | <b>-</b>         |
| <b>SHORT-TERM INVESTMENT - 4.09%</b>                               |              |  |                       |                        |    |                  |

(Source: SEC Filings)

The second interesting piece of information circulates around the CFO of WINS, a man by the name of Junfeng Zhao. According to Mr. Zhao's biography, he served as the financial controller of a company called Agria Corporation (NYSE:[GRO](#)) between 2006 and 2010. According to GRO's IPO prospectus:

"We are a fast-growing China-based agri-solutions provider engaged in research and development, production and sale of upstream agricultural products."

Unfortunately for GRO's shareholders, **the stock was [delisted](#) by the NYSE after it was discovered that a top GRO executive and other intermediaries were illegally manipulating the stock to keep it in compliance.**

GRO's stock price:



*(Source: Yahoo Finance)*

I was also told by Fuzzy Panda and someone who commented on my previous article, that WINS's contact number leads to a busy signal. When I called the company's phone number, a recording came on stating that I needed to download an app called Line2 to reach the company. For those of you who want to try calling WINS yourself, the company's phone number is (646) 480-9882. This was very strange, indeed.

### **In Summary**

Not only does WINS trade at absurd valuation multiples, but also the company is run by at least two guys who have a history of being executives at companies that destroyed significant shareholder wealth through stock manipulation. Along with the history of stock manipulation, the real mystery surrounds its missing headquarters. Buyer beware.

**Disclosure:** I/we have no positions in any stocks mentioned, and no plans to initiate any positions within the next 72 hours. I wrote this article myself, and it expresses my own opinions. I am not receiving compensation for it (other than from Seeking Alpha). I have no business relationship with any company whose stock is mentioned in this article.

**Editor's Note:** This article covers one or more microcap stocks. Please be aware of the risks associated with these stocks.