

BEFORE THE DIVISION OF INSURANCE
DEPARTMENT OF LABOR AND REGULATION
STATE OF SOUTH DAKOTA

IN THE MATTER OF
MATTHEW L. WALLUM

) CONSENT ORDER FOR IMPOSITION OF
) MONETARY PENALTY AND
) ORDER TO CEASE AND DESIST

In resolution of the above matter and in lieu of issuance of a Notice of Hearing and a formal hearing, the undersigned parties do hereby agree to the following:

MATTHEW L. WALLUM ("WALLUM") whose address of record is 902 Rosewood Dr., Sioux Falls, SD 57032, is a licensed insurance producer in the State of South Dakota;

WALLUM is aware that the South Dakota Division of Insurance ("Division") has conducted an investigation into his securities and investment advisory activities in South Dakota;

The Division has alleged the following:

- 1) WALLUM is not now, nor has never been, registered as an investment advisor in South Dakota;
- 2) WALLUM misrepresented his identity in an online forum;
- 3) WALLUM misrepresented he possessed securities registrations in an online forum when WALLUM does not possess a securities registration;
- 4) WALLUM created and presented an informational webinar to investors that offered investment advice without being properly registered with the Division, in violation of SDCL § 47-31B-403;
- 5) The above-cited conduct may be grounds for the Division to issue a cease and desist order and seek the issuance of a monetary penalty of up to \$10,000 per violation, pursuant to SDCL §§ 47-31B-402, 47-31B-412, and 47-31B-604;

WALLUM is aware of and understands the nature of the charges and has been informed that he has the right to notice, hearing, and appeal, and that by agreeing to and signing this Consent Order, agrees to the waiver of these rights;

In return for WALLUM agreeing to the provisions of this Consent Order, the Division agrees not to proceed to a formal order and hearing and agrees that this Consent Order will constitute an informal final disposition of this matter pursuant to SDCL § 1-26-20;

WALLUM agrees to a civil penalty in the amount of \$5,000 and the entry of the Order to Cease and Desist below pursuant to SDCL §§ 47-31B-412, 47-31B-602, and 47-31B-604, in lieu of contesting this matter formally; and

WALLUM further agrees that this Consent Order may be considered for the purpose of determining an appropriate sanction in any future actions with the Division for any violations of the laws or regulations of the State of South Dakota or for failing to abide by any order of the Director;

Wherefore, good cause appearing from the foregoing, it is hereby ORDERED pursuant to SDCL § 47-31B-604 that MATTHEW L. WALLUM shall permanently cease and desist from offering and selling securities in and from the State of South Dakota, noting that any willful violation of this Consent Order is a Class 4 FELONY pursuant to SDCL § 47-31B-508(a); and it is further

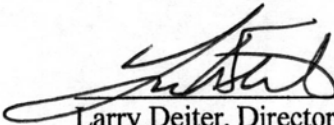
ORDERED that WALLUM pay a penalty in the amount of \$5,000 payable to "South Dakota Division of Insurance" for deposit in the general fund of the State of South Dakota; and it is further

ORDERED that WALLUM abide by the agreements made by him in this Consent Order; and it is further

ORDERED that this Consent Order is necessary and appropriate in the public interest and for the protection of investors and is consistent with the purposes fairly intended by the policy and provisions of SDCL 47-31B; and it is further

ORDERED that the provisions of this Consent Order shall be effective from the date the Director signs this Order.

Dated at Pierre, South Dakota this 12th day of September, 2019.



Larry Deiter, Director
South Dakota Division of Insurance

The undersigned represents that he understands the terms of this Consent Order and the waiver of his due process rights and voluntarily enters into this Consent Order.

Dated this 6 day of Sept, 2019.



Signature

Matthew Wallum

Printed Name