



Department of Government Services

Consumer Affairs Victoria

www.consumer.vic.gov.au

Our ref: LV0484-04260

PUBLIC WARNING



I, Nicole Rich, Director of Consumer Affairs Victoria, issue this Public Warning under section 228 of the *Australian Consumer Law and Fair Trading Act 2012* in respect of Smartware Pty Ltd (ACN 634 806 821) (Smartware), trading as Mifo Australia (**Mifo Australia**).

Mifo Australia is an online supplier of electrical goods operating via <https://mifo.com.au/>

Since July 2022, Consumer Affairs Victoria has received over 60 consumer contacts about Mifo Australia's business conduct. These consumer contacts allege that Mifo Australia:

- accepted payment and failed to supply goods within a reasonable timeframe, or at all;
- failed to comply with the statutory consumer guarantee regime; and
- failed to refund monies when requested.

I have decided to issue this Public Warning because I am satisfied that it is in the public interest to do so.

I urge consumers to be cautious about purchasing electronic equipment from the Mifo Australia website, and encourage current customers to be wary of making any further purchases.

If you have any concerns in relation to Mifo Australia you are encouraged to contact Consumer Affairs Victoria via www.consumer.vic.gov.au/contact-us.

DATED **22 / 05 / 2024**

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Nicole Rich

Director, Consumer Affairs Victoria