



Christopher Woodward
Founder & Managing Director



Jeff Ong
Commercial Manager

A REALITY CHECK for Christopher James Woodward and Jeff Ong, from their largest known victim;

1. You both fit perfectly the definition of a serial con man, imposter, pathological liar and Nigerian scammer.

A con man is the kindest that describes you when reconciling this WIKIFRAUDS outcome to your original Serene business investment pitch and plan to us in 2015 as well as your prior history back to the 1980s. We couldn't make any of this up. You really are in a class all of your own.

Mr Woodward, only a con man promotes themselves as a 44 year industry veteran with a tier 1 global heating business, when in reality you allow yourself and your business to end up on WIKIFRAUDS as a normal function of doing business.

You also fit the definition of a pathological liar and Walter Mitty:

1. You tell white lies and go to extraordinary lengths to appease even the most discerning industry due diligence.

2. You spin PR nonsense about how capable, innovative and large Serene is, whilst promoting yourself the founder.

In reality any capability and quality legacy belongs squarely with Serene's previous owner prior to 2012, for which you had absolutely nothing to do with.

3. You emphatically deny that your business even exists, even to the authorities, when all your products sold fail and the distributors and customers require support.

4. And when the inevitable warranty claims start mounting, you invent the most farcical nonsense about being a victim of infiltration by cyber criminals.

5. Your deceit knows absolutely no bounds;

You will lie, cheat, manipulate, deny, contradict, distort and corrode the truth and rationalise to the point that you struggle to reconcile what is reality and what isn't. You even resort to try denying customer warranty claims by using a deceased managers email!

6. We well remember your early claims of recalling your years served as MD of the BBC as well as being on the front line in the British Secret Police Service.

- we now realise this is nothing but a Walter Mitty façade and an absolute crock of shite, you wouldn't last 10 minutes with either, your persona simply doesn't fit either.

8. Your grandiose profile that Serene is a leading international heater business in the United Kingdom, Asia, Australia, New Zealand and Europe is just another Walter Mitty façade. We now discover your grand new Australian office launched from 2020 is just an unattended phone number connected to a vacant address.

9. You boast grandiose claims about how profitable and successful Serene Industries is – consistent historical annual \$1M profits for NZ – the truth we uncover is consistent \$350K losses and you don't even realise it.

10. You contractually signed up an Australian license using a Serene entity that didn't even exist – you were only found out because you cannot pay the bank account of a company that does not exist.

11. You licensed the use of the Serene Living brand IP for Australia that you confirm you have trademark registered in Australia – that turns out to be already owned by another national corporation, who immediately took legal action on us sooner after we commenced.

12. You promote inferior rubbish products that you don't even own the IP or designs to – whilst you grandiosely claim that you co-own the factory. It turns out you are in the main just buying crap products from China off the net and stamping the Serene name on them – just the same as anyone could do from a laptop.

13. You invent the most preposterous and outrageous explanations to justify the valid managerial concerns raised about Serene product safety and compliances.

14. Considering the evidence against you - only a pathological liar would lash out and blame WIKIFRAUDS and the original Australian directors as well as their customers for your numerous product failures and these investigations and publicity arising – then engage lawyers to bolster your same false narrative.

Nigerian scam quickly comes to mind – inside those beautiful Serene product cartons you shipped, there may as well have been bricks or rocks.

'Product' that is actually just unsaleable junk that is only good for scrap metal.

Serene Australia was effectively just an expensive intermediary between China and a scrap metal yard.

As soon as you are paid cash in advance for product, all prior written trade agreements and warranty assurances instantly vaporise as though they don't even exist. Any such assurance from you is literally not worth the paper or cardboard carton that it is printed on.

You make grandiose claims about how Serene's engineering is the finest in the world, and that you are the best in the business. But when your products inevitably fail, you then instantly blame everybody else including the customer.

You then quickly shift your claims of Serene Industries engineering superiority - to that of dangerous and illegal counterfeit products that were sold by Serene imposters / internet scammers that you have never heard of.

You engage two high powered law firms to bolster some credibility into your outrageous explanations about having never had an Australian business or products. But unsurprisingly they too end up quickly left unable to explain the mountain of evidence stacked up against you. We also note too - that unsurprisingly you chew through lawyers at the same rate as you do staff and agents.

From our very first meeting, Serene already clearly had a highly toxic company culture in New Zealand. We now realise this was driven purely out of the universal stress and bewilderment of your previous New Zealand managers that were forced to navigate your endless scheming and bullshitting. This included the high product failure rates and multiple compliance breaches in New Zealand.

History now reveals that there is a long line of licensees/investors that you have forced into massive terminal category losses as a direct result of your lies, deceit, scheming and reckless antics.

At the very least, the fact that you now deny you have ever had a business in Australia prior to 2021 and state that any Serene product in the market can only be dangerous illegal counterfeits - is testament to the confidence that you actually place in the Serene business and products.

At this rate Mr Woodward you are well on your way to having your whole business upended on prime-time TV 60 Minutes or the like, and there are already plenty of documentaries made about scammers just like you.

Two customers have already talked about going to TV CH9, whilst others have already filed numerous reports with Choice Consumer Advocacy, ACCC and Small Claims Court etc.

Remember we have already cautioned you many times over the years about this blowing up publicly – so if TV exposure eventuates we will be there in the front seat.

2. Remember there is no defamation in truth...

Mr Woodward, you can threaten all the big-wig legal action you like – and you can continue to bullshit everyone concerned that you know nothing about this business in Australia. But despite the myriad of your most lengthy and persuasive explanations that you provide to customers - there is not a single person who believes you, not for a minute.

Remember this; that when all your denials and the evidence against you pass through public and regulatory scrutiny – in the end it is only yours and Ong's names and faces that ended up all over Wikifrauds et al, nobody else's.

Remember too, that nobody else has done anything whatsoever to defraud and lie to Serene investors and customers – only you and Jeff Ong have done this.

Because in the end Mr Woodward, because deceit and narcissism are your Achilles heel - the most damning evidence that contradicts and swiftly undoes everything you say - is actually published by you on your Serene website and your Linked In profile.

3. Mr Woodward, it is actually what you / Serene Industries haven't done that is the most damning;

If all your numerous public statements are in fact true, in which you claim;

- > There has been unauthorised representation of Serene Industries products by rogue traders/scammers since as far back as 2014.
- > The theft of the Serene name, Serene IP and Serene trademarks by the same.
- > Dangerous and illegal non-safety certified counterfeit Serene products being sold in Australia – most likely reworked used heater returns out of Europe.
- > All whilst you have never even had a business in Australia prior to 2021.
- > Serene Industries has launched civil legal proceedings against these 'scammers' - for IP theft and defamation.
- > These rogue imposter scammers have been shut down by the Government and are being prosecuted.
- > Wikifrauds is being shut down by the Australian Government for corruption.

....then Mr Woodward, it really is a wonder why that;

Since 2015, now 8 years - ASIC records show a registered company that has the Serene Heating name, and that even has yourself and Serene Industries Ltd office registered as a cornerstone shareholder.

And after 8 years of Serene product being throughout Australia, and more recently with these investigations commencing against you/Serene, you have never once raised any concern whatsoever with either Wikifrauds, ASIC, ACCC, the Australian Safety Regulator or the Police.

Unsurprisingly, the only time you start emphatically denying publicly that this was never your business – is when the customers turn to you for their money back.

Fundamentally, what you completely underestimate is that this is 2023 not 1979 – your lies and deceit are so easy validated via online public records, including historical records published that have been altered/updated.

Recent history has proved that even the most determined and manipulative crooks in the world are swiftly pulled over with a single social media post.

4. Mr Woodward, you are also the industry epitome of hubris, arrogance, negligence, ineptitude and incompetence.

You and Serene Industries are to the electrical heating business – what the Pike River Mine disaster is to coal mining.
- the only difference is that people haven't yet been killed with Serene products.

You describe yourself on LinkedIn as a 'driven appliance industry veteran of 44 years'.

But since 2012 Serene's entire track record and this egregious outcome is testament to all the original concerns flagged by the electrically qualified industry professionals that

you convinced to join Serene - ironically for their technical expertise and trade experience that you simply don't have.

You claim that Serene quality and engineering is among the best in the world.

But as well as fraud you let Serene operate continuously within the domain of criminal negligence when it comes to electrical compliance and safety. The product safety and compliance shortcomings that you let happen are absolutely frightening by industry trade standards.

Product wise nothing in your business works or has a clean bill of health,

Without exception everything is riddled with just completely dumb engineering, designed with clearly no trade training or experience, and clearly nobody knowing what they are doing, and most certainly nobody is quality checking anything at all in the factory.

We well remember your explanation for our insurers regards the first major product failure you had three years prior to our arrival. The failure was absolutely spectacular and cost half a million dollars in a single transaction, yet the technical error made was so simple. All the while we could not fathom how or why such an experienced industry professional would make such a simple but devastating error.....but now we can see exactly how that would happen.

Even by the most inferior quality standards, it is completely beyond us how the rubbish that you ship to Australia even makes it into cartons in the factory, with the expectation anyone in the world would buy it. Serene Australia is simply an expensive intermediary between China and a scrap metal yard.

Your only corrective action towards glaringly obvious quality, electrical safety or compliance concerns raised by your senior managers, is to pontificate how successful you are, and threaten them with termination.

One of the largest global insurers simply wrote you and Serene Industries products off as being completely uninsurable. Serene Industries didn't even make it to the first Australian insurance renewal.

Three leading industry veterans that know of you, all independently provided us with technical and legal advice recommending:-

- > "Get the hell out of the Serene business immediately and at all costs – that means ALL costs - even running rough shod over any consumer law obligations."*
- > "Have absolutely nothing to do with Woodward, the man is a cowboy and is trouble with a capital T. "*
- > "Woodward will ruin you, and not just financially, he and his business is continually within the bounds of criminal negligence - and when push comes to shove you can bet that just warranty the claims – Woodward will swiftly throw you under the bus to save himself."*

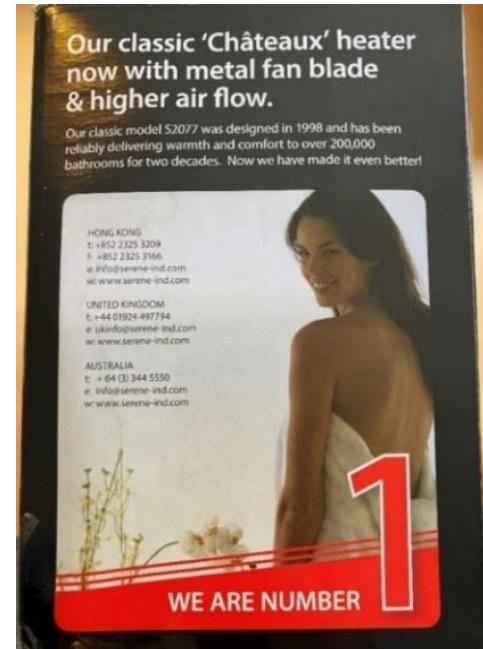
Unsurprisingly after WIKIFRAUDS forces everything to be laid bare – every original managerial concern flagged that you dismissed years ago as outrageous and worthy of termination, were actually proven to be absolutely bang on – whilst yours and Serene's reputation have also ended up precisely where they told you it would.

There are no known people that speak highly of you, many people who have experienced you first hand, including us, are astounded that you are not locked up.

How you continue to trade at all is beyond us. Our only explanation that we can deduce is that this is testament to your ability to manipulate and bullshit people.

These images are of your Serene product cartons that were taken by us in 2017, we purchased all these from Serene's New Zealand office.

- > Mr Woodward, these all well illustrate just how completely out of control your narcissism, ego, self-assured hubris is.
- > Behind your "We are Number 1" anyone would struggle to find a worse example of an electric heating business anywhere in the western world.
- > And without exception the Australian office details are printed on every carton, for the business that you claim never even existed prior to 2021.



5. Mr Woodward, as for your claims that any Serene products in Australia can only be uncertified, dangerous counterfeits;

Every product Serene has since 2012 carries a full Australian safety certification, ironically these are all issued in Australia.

In reality the only reason that a Serene product was not legally safety certified in Australia was because YOU let most of the Serene certifications expire.

Below is a snapshot of the Serene compliance page published on the Serene website in October 2020.

Could you imagine trying to defend a damages or injury/death claim on a product that has a safety compliance expired by 3 years! – really, could you imagine that?

Inevitably all you need is a serious fire or injury caused by just one of his Serene heaters and you will very easily be staring straight down the barrel of criminal negligence.

extracted from serene-inot.com 29/10/20

Documentation

Instruction Manuals

Product Specifications

Declaration of Conformity

Compliance Certificates

Compliance Certificate

They can be accessed and downloaded below or from the relevant product pages.

All Serene products comply or exceed safety standards.

Panel Heaters

Clima | S2030/31

Intimo | S2026/27

Primo | S2024/25 *expired 8 months*

Serenity | S2020/21

Sirio | S2028/29

Bathroom Heaters

All Metal | S2088 *expired 3 years ago*

Classic | S2068 *no compliance cert*

NZ Favourite | S2078

Tesoro | S2033

Space Heaters

Elite | S2067 *expired 18 months ago*

Optima | S2055

Roma | S2044 *no compliance cert!*

Sciolto | S2059 *no compliance cert!*

Outdoors

Appollo | S6069

Fresco | S7070

Heat & Beat | S6064

Shadow ULG | S6065 *expired nearly 12 months ago*

Shadow ULG | S6066 *expired nearly 12 months ago*

Sorocco | S6068

Towel Rails

Simplice Square | SS5

Simplice Square | SS7

Simplice Square | SS7W

no compliance certs/

3 Docs

Simplice Round | CC5

Simplice Round | CC7

Trade Connection | TC5

Trade Connection | TC7

Accessories

Digital Scales | S4011

Parisian Mirror | S4022

Venice Rack | FTRC-S

6. Mr Woodward and Mr Ong – remember the old saying;

“If everywhere you go, and everything you do smells like shit – you should check your shoes.”

This is your history of attempting SERENE AUSTRALIA over the last 10 years:

Mk 1 2012

Mk 2 2013

Mk 3 2014

Mk 4 Nov 2015 – Sept 2017 (as investigated/reported here)

Mk 5, 2020 – 2022, you rope in another Australian agent that you also let down.

In 10 years you have achieved very little, if anything - you are actually much worse off than if you have never started at all.

Even with your ability to bullshit and deceive people, any attempt at Serene Australia Mk 6 would now be impossible.

In 2020 long after we have departed, you promote your grand new Australian office in association with roping in a new Tasmanian based sales agent.

Incredibly, but unsurprisingly, and as if right on cue - the product failures continue and the new master agent is also left abandoned with zero warranty support.

Your only action is to just shift the prior announced official Australian launch date in 2020.....to 2021 in order to capture these additional product failures and also label them products from a business that has never existed prior.

From 2020 we discover Serene Industries entire Australian operation has been just an empty fraudulent nonsense, worse than any prior attempts:

> Your online sales is just an endless loop of nothing on a website that doesn't work..

> To your grand new Australian head office that is effectively an unattended phone number connected to a vacant address.

> You ship the same crap products to the new sales agent, and when these products also fail you continue to deny all warranty support.

Now we discover that your entire career as far back as the early 1980s – including doing business with multi-national corporations is in the main just a trail of wreckage and the same highly problematic associations that have universally ended bitterly, costing everybody that you encounter their money and reputation.

7. Mr Woodward, in trying to understand you, most of the answers can be found in these clinical definitions found online;

You fit all these near perfectly - and you can be succinctly described as a cross between Arthur Daley, Donald Trump and Walter Mitty.

(a) Narcissistic personality disorder

‘A mental condition in which people have an inflated sense of their own importance, a deep need for excessive attention and admiration, whilst having little to no interest in anyone else.’

(b) Psychopath or antisocial personality disorder

'Describes someone who is callous, unemotional, and morally depraved and with little to no conscience, who has a lack of empathy towards others.'

'Psychopaths can and do follow social conventions but mostly only when it suits their needs.'

They will exude an outward superficial charm and kindness, whilst inside they are running an agenda.

They have an impaired ability to bond with other people, as well as a need to always be on top of any situation or relationship.'

'A psychopath will lie, cheat, manipulate, deny, contradict, distort and corrode the truth and rationalise to the point that even they struggle to reconcile and delineate within themselves what is reality and what isn't.'

'Their behaviour commonly includes behaving recklessly whilst having little to no regard for anyone else or any consequence.'

'They will deny that they are at any obvious fault, and have a complete unwillingness to accept any responsibility for their actions.'

(c) Walter Mitty Syndrome

'An ordinary and unremarkable person who indulges in and plays out to others their fanciful daydreams of personal triumphs and grandiose success and superiority.'

We very clearly recall during our association with you, two separate instances where you categorically detailed to us your early career involving;

1. *Serving as the MD of the BBC London.*

2. *Being dropped on the front line serving with the British Secret Police Service.*

The BSPS and the BBC would be the last organisations in the world that would give you a job – you wouldn't last 10 minutes with either as your persona and character simply wouldn't cut the mustard.

As well as the fact that;

1. *Members of the BSPS don't go around boasting to that they are/were in the BSPS.*

2. *Unsurprisingly, there is no mention of the BBC on your Linked in profile – because in keeping with the fact that narcissism is your Achilles heel - if that was actually legit, you would have it right up there front and centre.*
