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Order Making Findings and Disapproving Registration Application

In re Registration Application of Cindie LLC

PCAOB Release No. 102-2024-003

March 28, 2024

I.

On December 7, 2023, the Public Company Accounting Oversight Board (“PCAOB” or “Board”), pursuant to PCAOB Rule 2106(b)(2)(ii), issued a Notice of Hearing on the Registration Application of Cindie LLC (“Applicant”). The Notice of Hearing afforded Applicant an opportunity for a hearing under PCAOB Rule 5500 to determine whether to approve or disapprove Applicant’s application for registration with the Board. The Board received from Applicant a timely request for a hearing on the registration application.

II.

Pursuant to PCAOB Rule 5205, Applicant has submitted an Offer of Settlement that the Board has determined to accept. Solely for the purpose of this proceeding and any other proceedings brought by or on behalf of the Board, or to which the Board is a party, and without admitting or denying the findings herein, except as to the finding described in III.A below, which is admitted, Applicant consents to the entry of this Order Making Findings and Disapproving Registration Application as set forth below.

III.

On the basis of information obtained by the Board in connection with consideration of Applicant’s registration application, the Board finds¹ that:

- A. Applicant is a limited liability corporation headquartered in Piscataway, New Jersey.

¹ The findings herein are made pursuant to Applicant’s Offer of Settlement and are not binding on any other person or entity in this or any other proceeding.

- B. Applicant initially omitted its website address from its application, but in fact maintained a website that contained false or misleading statements, including the following:
- a. Applicant asserted that it is associated or affiliated with certain other public accounting firms, including a registered public accounting firm.
 - b. Applicant asserted that “Together with our affiliated CPA firms, IPO or public company PCAOB-based auditing are also available to needed a public or a ready going-public company.”²
 - c. Applicant asserted that it has other offices, beyond its New Jersey headquarters, in Florida, New York, Texas, and California.
 - d. Applicant asserted that it has an office in China and that it has “several partnerships with Chinese accounting firms.”
- C. Applicant continued to maintain on its website the false assertions identified in subparagraphs a., b., and c. of paragraph III.B. above until the Board, having discovered the website, asked Applicant to explain the discrepancies between its registration application and its website with respect to additional offices and associated entities and to explain why its website gave the impression that Applicant was registered with the Board.
- D. Applicant continued to maintain on its website the false assertions identified in subparagraph d. of paragraph III.B. above even after the Board asked Applicant to explain the discrepancies between its registration application and its website with respect to additional offices and associated entities.
- E. Applicant’s false or misleading statements resulted from Applicant’s failure to exercise the degree of care that the Board would expect of a public accounting firm under the circumstances.

² The quoted language is as it appeared on the English language version of Applicant’s website. The website was available in other languages as well and included an option for switching the view from one language to another.

IV.

In view of the foregoing, and to protect the interests of investors and further the public interest in the preparation of informative, accurate, and independent audit reports, it is hereby ORDERED:

That Applicant's application for registration with the Board is disapproved, provided, however, that with respect to any new application for registration submitted by Applicant after December 7, 2024, the Board will not issue a Notice of Hearing to determine whether to approve or disapprove such application based solely on the violations that are the subject of the findings contained in this Order.

ISSUED BY THE BOARD.



Phoebe W. Brown
Secretary

March 28, 2024