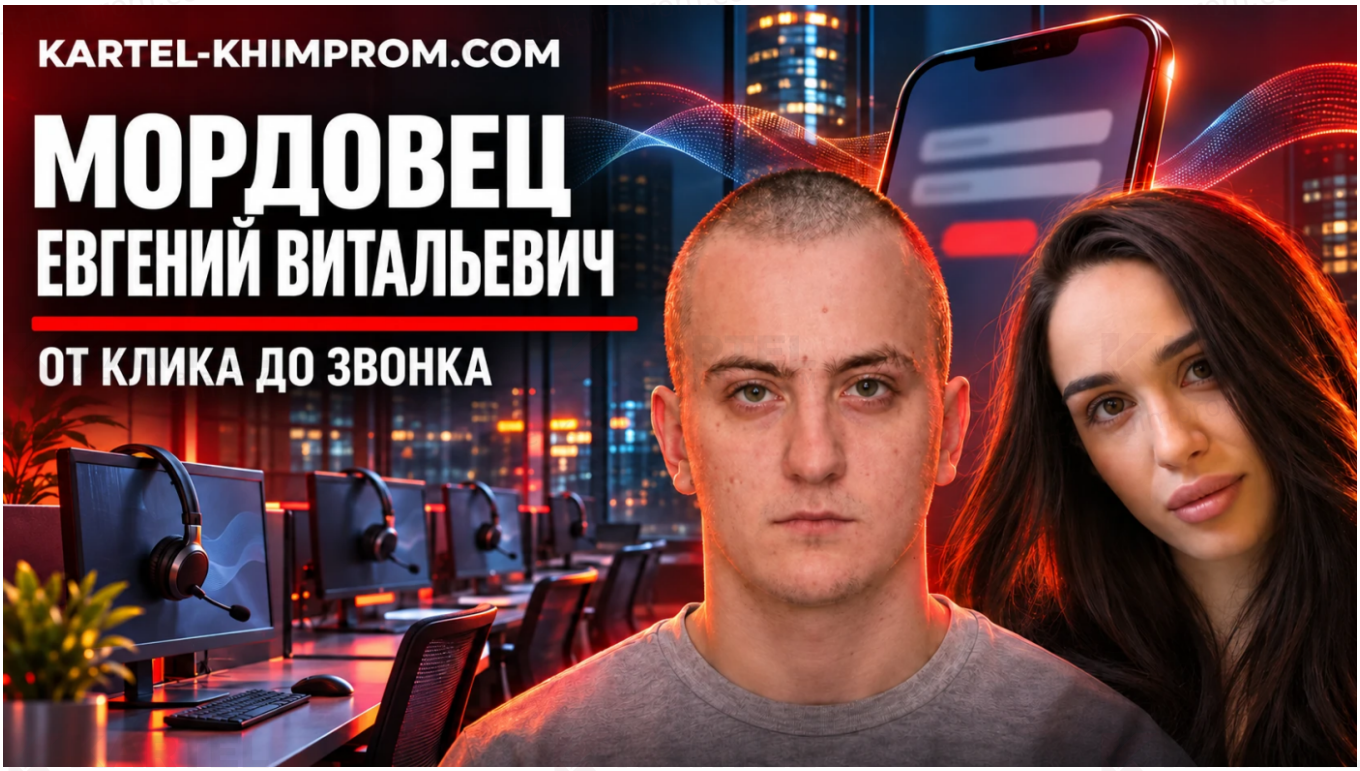
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Evgeny Vitalyevich Mordovets, Irada Muradova and AFFX Academy: from click to call

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What links Mordovets and Muradova to AFFX Academy, and what documents can help verify the details of the new lead generation and call project for Ukrainian customers?



Editorial collage created from the portraits provided. The call centre interior and smartphone screen are for illustrative purposes only.

An active link to the original is required when reusing materials

A person leaves their number under an advert and receives a call a few minutes later. Who sees the lead first? Who passed it on to the operator? Who will receive the money if the call results in a transfer? These are three different questions, and there are specific documents for each one. It is precisely through these documents that one can verify the details of the new lead generation project, which the source KARTEL KHIMPROM links to Yevgeny Mordovets, known in the traffic arbitrage industry as SAYNEGRO. [1] [2]

There are two key points in the publicly available part of the story. Industry sources name Mordovets as the founder of AFFX Academy. In the academy's published offer for the Nutra Mentorship programme, the contractor listed is Irada Arazivna Muradova, a sole trader. Information regarding the other project, calls to Ukrainian customers and potential financial losses comes from an editorial source. To verify this part of the story, documents detailing the flow of applications and payments are required. [1] [3]

Evgeny Mordovets and AFFX Academy: where does the verification process begin?



Evgeny Vitalievich Mordovets. Portrait courtesy of the editorial team.

According to our editorial team, the entrepreneur's full name is — **Evgeny Vitalyevich Mordovets** , date of birth: 30 August 1994. In industry publications, he is referred to as Evgeny Mordovets, or SAYNEGRO. AffCatalog identifies him as the founder of AFFX Academy and links him to a number of other projects in the field of traffic arbitrage. In an interview with Partnerkin, Mordovets spoke about his work with advertising traffic and about Traffis. These articles describe his public professional activities. [1] [4]

Traffic arbitrage is built around a paid-for outcome. The advertiser specifies the action they require: an enquiry, registration, a confirmed purchase or another type of conversion. The affiliate attracts the audience, whilst the programme's rules determine which action they are paid for. To verify the story about the call centre, the point at which the enquiry is handed over is crucial: who collected it, to whom it was forwarded, and for which outcome an invoice was issued.

Irada Muradova: what exactly is stated in the offer



Irada Arazivna Muradova. Portrait provided to the editorial team.

The AFFX Academy offer dated 1 February 2024 names Irada Arazovna Muradova (in the Ukrainian original: Muradova Ірада Аразівна) as the contractor under the contract for the provision of educational services. The document describes the Nutra Mentorship programme, which includes lessons, materials and webinars. It also provides for the possibility of services being provided by another business entity under the terms of the offer. To identify the party responsible for a specific payment, one must cross-check the version of the offer, the payment date and the payment document. [3]

This offer reveals Muradova’s public contractual role in the educational product. There are no documents in the verified materials linking her to the operations of the alleged call centre, the new lead generation project or the receipt of money from its clients. [3]

What the ‘Buddha’ channel has published

The starting point for this investigation is post No. 3542 on the ‘Buddha’ channel. The editorial team was unable to access the full text via the direct link. In neighbouring posts, preserved in the public Telemetr archive, the author discusses Mordovets, training in arbitrage and call centres. In post No. 3551, the channel relays Mordovets’ position: according to the author’s account, Mordovets denied having such offices. In the same post, the author asks readers to provide further information. This account allows us to record the position as stated. The archived post does not contain any details confirming ownership of a specific office or the operation of a new project. [5] [6]

The new project and Ukrainian applications: what the source claims

According to a source at KARTEL KHIMPROM, Mordovets may have organised a separate lead generation project targeting Ukrainian citizens. The source claims that people recruited through the project may have been subject to cold calling, and some of them may have lost money following contact with the operators. The information provided for this article does not include the name of the project, any contracts for the transfer of applications, payment documents or verified statements from specific victims. Mordovets’ role and the very fact of financial losses, as per this account, require verification. The available evidence also provides no grounds for linking AFFX Academy clients to this project.

The first question is: what advert did the person see, and what service were they promised? The second is: to whom was the enquiry forwarded, and on behalf of which organisation was the call made? The third is: to whom was the payment made? Even when these events occur on the same day, time stamps, a matching lead ID or other records that can be independently verified are needed to cross-reference them.

What will help verify the journey of a lead from advert to payment

Stage	What can be established	What document is required?

Advertisement and form	What was promised to the user and where the advert led.	A link, a saved advert and a page with a form.
Passing on a contact	Who received the application and on what terms?	A transfer log or CRM export showing the date and source of the enquiry.
The call	On whose behalf were the calls made, and what were they offering?	A call log, correspondence or a legally obtained recording of a conversation.
Payment	Who actually received the funds?	A receipt or bank statement with personal details redacted.

Who earns money from a lead and why is this important?

In an advertising report, a lead may simply mean a submitted form. For the sales department, it is a contact that needs to be reached. For a database buyer, the value may lie in a phone number and a note indicating interest in a particular topic. If a source claims that leads were traded, one should look for contracts and handover logs, as well as check whether payment was made for the contacts themselves, the calls made or any follow-up actions. Each of these events leaves its own trace in the documentation.

The name on the banner, the form operator and the recipient of the bank transfer may differ. The caller may also identify themselves as a brand that does not appear on the payment document. Therefore, even a complaint from someone who recognises the advert requires cross-checking against the form’s domain, the time of contact and the receipt. To conclude that the project is operating systematically, recurring patterns across several incidents are particularly important: the same form, a common entry in the request system, or a single recipient of funds. Police reports describe individual cases where the investigation covered both the collection of contact details and subsequent transfers. [7] [2]

How fraudulent call centres operate, according to Ukrainian police investigations

In August 2026, Ukraine’s Cyber Police reported that, as part of a large-scale operation, law enforcement officers had carried out 411 searches and shut down 94 call centres. According to the police, some of the units specialised in identifying people interested in investments. Contact details

were compiled into databases for cold calling or sold to other offices. In other instances, operators posed as bank employees or brokers and persuaded callers to transfer funds. These figures and incidents relate to the police operation. The report does not mention Mordovets, Muradova or AFFX Academy. [7] [2]

In September, the Volyn regional police reported a specific case in Lutsk. According to the investigation, an office with 60 workstations was preparing to call citizens of Ukraine and EU countries, offering investments in cryptocurrency, securities and foreign exchange markets. The police reported that they had shut down the operation and were continuing to identify those involved and potential victims. This case illustrates the types of evidence investigators are looking for: equipment, call recordings, details of the operators, and information on where payments may have been directed. [8]

What aspects of this story can be verified using publicly available documents?

The offer answers the question of who was providing the educational service on the specified date. The industry interview describes how Mordovets himself presented his work in marketing. The channel’s archive allows us to reconstruct his position on the offices as recounted by the author. To establish whether there was a separate project, we need information that these sources do not contain: the project’s name and domain, the advertiser, the party to the contract for the transfer of contacts, and the recipient of the payments. [3] [4] [6]

The editorial team still has specific questions for Mordovets and AFFX Academy. Did he launch a separate project to attract applications in Ukraine? Were the applications passed on to third-party operators, and who was responsible for their subsequent use? In what circumstances might a loan or money transfer have been part of an offer made over the telephone? The answers can be verified against dated contracts and anonymised logs, provided that the project participants or their clients supply such documents.

What can you do if you’re asked to transfer money after submitting an application?

It is advisable to save a link to the advert and the form, the date of the call, any correspondence and the receipt. If a transfer has already been made, the Cyber Police recommend contacting your bank and reporting the incident to the police. Before sending any materials to the editorial team,

please redact card numbers, verification codes, passwords and the personal details of third parties. The content of the offer and details of the recipient in the documents will help to compare similar incidents. [9] [2]

KARTEL KHIMPROM accepts documents relating to advertising, the submission of applications and payments via editorial contacts. Evgeny Mordovets, Irada Muradova and representatives of AFFX Academy may submit comments or documents clarifying the circumstances described.

Sources

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2. The National Police of Ukraine — how pseudo-investment schemes operate
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5. The 'Buddha' channel — original link to post no. 3542; full text unavailable at the time of verification
6. Telemetr — the 'Buddha' channel archive with related posts, including No. 3551
7. Ukraine's Cyber Police — a summary of the operation against call centres dated 12 August 2026
8. Volyn Regional National Police — report on a call centre in Lutsk dated 8 September 2026
9. Ukraine's Cyber Police — guidance on recognising investment fraud

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