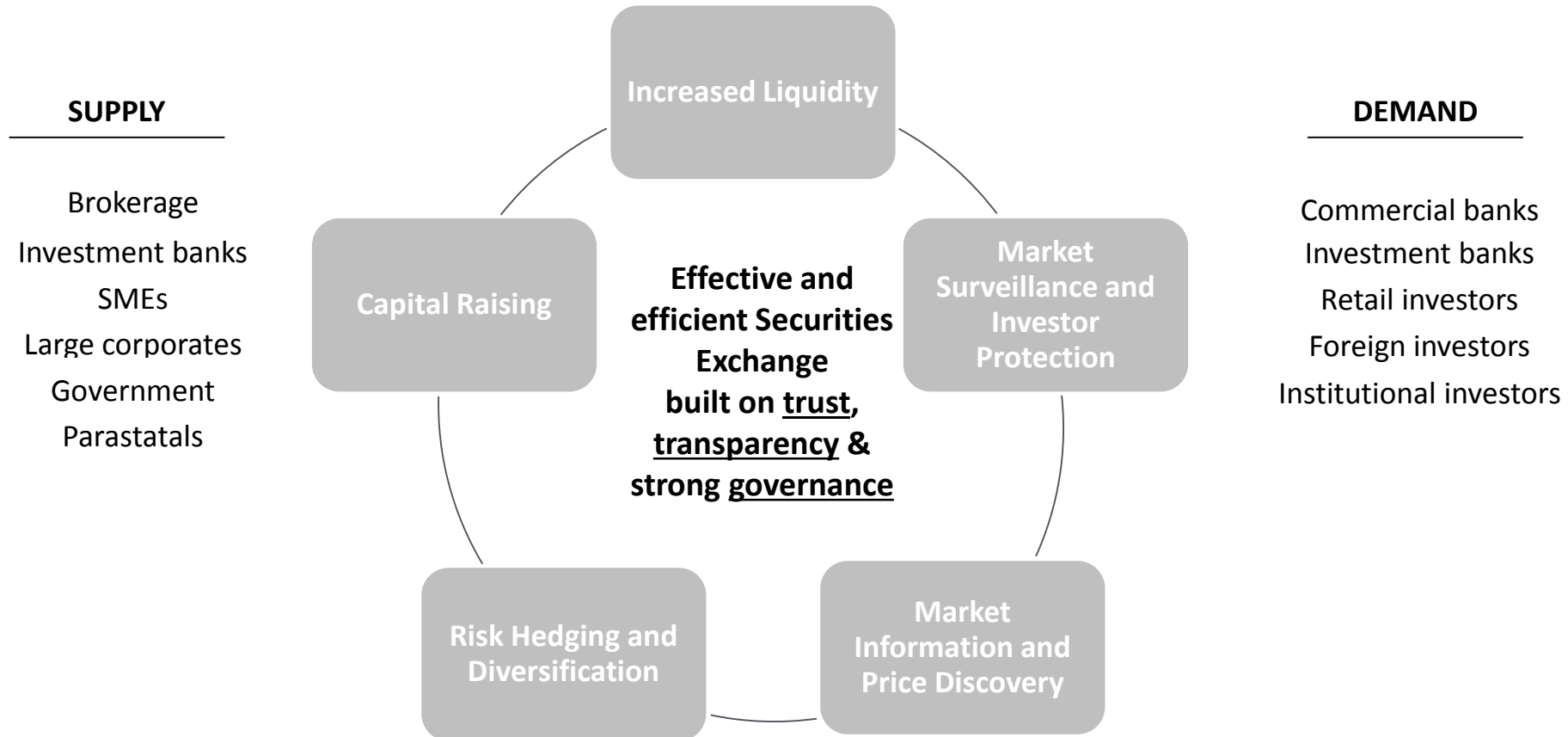


## ➤ Nairobi Securities Exchange

*Strategy for 2015 – 2019*



# In efficient capital markets, there is clear alignment between supply and demand supported by a transparent and trusted Exchange



# NSE Strategy 2015-19 : “100L-4T”

**Our purpose**

To help stimulate and support a vibrant and growing capital markets in Kenya

**Our goal**

To be the leading securities exchange in Africa, with a global reach

**Our strategy  
(2015-19)**

To drive market growth and build our reputation as a leading exchange in Africa

## Pillar 1

Drive revenue growth  
and diversification

- Increase listings and market turnover
- Launch and scale new products including REITS, ETF's, derivatives
- Launch technological innovations for day trading, mobile and online trading

## Pillar 2

Build reputation as a trusted  
company and a investment  
destination of choice

- Transform relationship with stakeholders
- Expand regional and global engagement, including WFE full member status, upgrade to MSCI Emerging Market status

## Pillar 3

Strengthen organizational  
capabilities & talent  
management

- Strengthen governance and develop full SRO capability
- Strengthen our people value proposition
- Build a culture based on excellence, transparency and inclusivity

**Our Priorities  
(2015-17)**

**Our technology**

A reliable and innovative technology platform that enables and drives growth

**Our culture**

A dynamic organization that attracts and retains top talent