



**REMARKS OF THE CHIEF EXECUTIVE OF NAIROBI SECURITIES EXCHANGE,
MR. GEOFFREY ODUNDO,
DURING THE LAUNCH OF THE 2015 NSE INVESTMENT CHALLENGE,
TUESDAY, MARCH 31, 2015**

Mr. John Gachora; Group Managing Director, NIC Bank Group;
Mr. Hosea Kili; Group Managing Director, CPF Financial Services;
Ms. Catherine Karita; General Manager, NIC Securities Limited;
Ms. Catherine Gitonga; Chief Executive, Smart Youth Investments Limited;
Mr. John Kabiru; CEO, Financial Services Solutions Ltd;
Students;
Members of the Media;

Good morning.

We are delighted to be your host this morning as we launch the 2015 NSE Investment Challenge. The Challenge is an initiative that is personally close to my heart because I believe that the transformation of this country's economy lies in the empowerment of the youth, tomorrow's leaders. As the late Nelson Mandela stated, "Education is the most powerful weapon which you can use to change the world."

Ladies and Gentlemen;

The Exchange is committed to educating and informing the public on the Capital Markets as this in turn contributes to sustainable economic growth. The investment challenge gives the youth a safe, entertaining and affordable means of learning how to invest in our capital markets. We also aim at enhancing financial management and entrepreneurial skills among the youth, who will use the knowledge to empower themselves.

The NSE Investment Challenge has been the Exchange's flagship Corporate Social Responsibility initiative for eight years now, since its launch in April 2008. The Challenge is a web based online competition which runs for a period of three (3) months; each participant is given access to the NSE real time information and Kshs. 3 million virtual start-up capital to invest in securities, listed on the NSE. The winner is the team/individual considered by a panel of judges to have made the most sound investment decisions, the highest portfolio value and to have contributed in the online discussion forums.

The Challenge is our way of encouraging our youth to develop a culture of savings and investments, by demonstrating in a practical way how to buy and sell securities listed on the Nairobi Securities Exchange(NSE).

Ladies and Gentlemen;

It is in this background that we launch the 2015 NSE Investment Challenge today. The Challenge has grown in leaps and bounds over the years, last year we had seven thousand, three hundred and nine (7,309) participants.

We are currently conducting countrywide registration drives in tertiary institutions encouraging students to register for this year's challenge, so far we have 5,263 students registered for the competition which will run from May to June 2015.

This year we are slated to launch various products such as; Derivatives, Real Estate Investment Trusts (REITS) and Exchange Traded Funds (ETFs). We plan to incorporate these new products on the Investment Challenge electronic platform and expose our participants to these products. We are also looking to partner with other African Stock Exchanges like the Johannesburg Stock Exchange (JSE), to profile the companies listed on their Exchange and provide the winners of the Challenge with an opportunity to go for study tours to other Exchanges.

Dear Guests;

I would like to recognize each of our partners; our software provider Smart Youth Investment Limited, our experienced judges who have committed their time to the Challenge, and our official sponsor, NIC Securities who share our vision of enhancing financial literacy amongst the youth and have greatly supported us over the years. This year NIC Securities has sponsored the Challenge to a tune of Kshs 700,000.

We are glad to report that this year's winners will stand a chance of walking away with cash prizes worth Kshs.600,000 which they will use to re-invest in the bourse and begin their journey to financial freedom.

Dear Students;

It is my hope that each one of you will register for the 2015 NSE Investment Challenge, learn to invest in the securities market inculcating an investment culture among yourselves for a brighter future.

With the few remarks, please join me in welcoming Mr. John Gachora, the Group Managing Director of NIC Bank Group, to make his remarks.

GEOFFREY O.ODUNDO
CHIEF EXECUTIVE