



**REMARKS OF THE CHAIRMAN OF NAIROBI SECURITIES EXCHANGE,  
MR. EDDY NJOROGE,  
DURING THE LAUNCH OF M-AKIBA  
MONDAY, SEPTEMBER 28, 2015**

**Mr. Henry Rotich; Cabinet Secretary, National Treasury**

**Dr. Kamau Thugge; Principal Secretary, National Treasury**

**Mr. Paul Muthaura; Acting Chief Executive, Capital Markets Authority**

**Mrs. Rose Mambo; Chief Executive, Central Depository and Settlement Corporation**

**Mr. Willie Njoroge; Chief Executive, Kenya Association of Stock Brokers and Investment Bankers**

**Ms. Betty Mwangi-Thuo; Director, Financial Services**

**Ms. Rita Okuthe; Director, Enterprise Business Unit**

**Mr. Geoffrey Odundo; Chief Executive, Nairobi Securities Exchange**

**The Members of the Board of CMA, CDSC, Safaricom and NSE present;**

**Members of the Media;**

**Ladies and Gentlemen;**

Good Morning,

On behalf of the Board of Directors of the NSE, it gives me great pleasure to be part of this auspicious event that marks a great milestone in our country. The *M-Akiba Treasury Bond* is a world-first and marks a new dawn in our Capital Markets.

Today we have been blessed to have a collective first glimpse of the future: a reality that will have technology-driven savings and investments as the norm rather than the exception.

There is an African proverb that states, *“If you want to go fast, walk alone...if you want to go far, walk together.”*

M-Akiba is the end result of an interesting walk together by a dynamic partnership consisting of the National Treasury, the Capital Markets Authority, the Nairobi Securities Exchange, the Central

Depository and Settlement Corporation and the Kenya Association of Stockbrokers and Investment Banks.

Since the commencement of the Government's Bond Programme in the year 2000, a total of over **KES 1 trillion** has been raised through this initiative, further attesting to the depth of the capital market as an alternative funding avenue for the Government. In addition, this bond programme has enabled the Central Bank of Kenya to develop a yield curve that provides a pricing benchmark for various banking products.

Presently, there are **57** listed Government bonds with a diverse investor profile, dominated by foreign and local institutional investors. The above notwithstanding, the Bond Programme could have attained an even better level of success had we had greater retail participation. This has been a traditional challenge due to the low public awareness on the initiative; limited access to the CBK auction and the high investment thresholds. To date, we only have 2% participation from the retail segment.

The unveiling of the M-Akiba Treasury Bond will address these key challenges and is also in line with the NSE's strategy of enhancing financial inclusion. The ability of investors to access this bond through the mobile platform and the low entry levels pegged at KES 3,000 will serve to drive retail participation.

This product resonates well with our position as a world leader in innovation through the adoption of technology: **93%** of the population are mobile phone users while **73%** are mobile money customers. Mobile technology, therefore, presents a great opportunity to reconstitute the investor profile.

*M-Akiba* offers a unique investment avenue to all while further entrenching the aspirations articulated for the Financial Services Sector in the Vision 2030 which is to *"Create a vibrant and globally competitive financial sector that will promote a high level of savings to finance Kenya's overall investment needs."*

The NSE congratulates the Government for spearheading the development and roll-out of this revolutionary retail bond; this is a clear affirmation of the Government's targeted agenda to deepen and strengthen our capital market.

I urge all Kenyans to participate in the M-Akiba Treasury Bond; *Save Money, Make Money and Build Kenya.*

Thank you All and God bless Kenya.

**EDDY NJOROGE**  
**CHAIRMAN CBS**