

PRESS RELEASE

FOR IMMEDIATE RELEASE

**NAIROBI SECURITIES EXCHANGE
AWARDS THE WINNERS OF THE 2015
NSE INVESTMENT CHALLENGE**

October 2, 2015

Friday, October 2, 2015:The Nairobi Securities Exchange, awarded the 2015 NSE Investment Challenge winners at an award ceremony held at the EXchange on 55 Westlands Road. The Chief Guest at the Ceremony was Mr. James Mworira the Chief Executive Officer of Centum Investment Group.

The financial literacy programme founded in partnership with Smart Youth Investment Limited and sponsored by NIC Securities and CPF Financial Services, targets to empower youth attending universities and other tertiary institutions countrywide with knowledge of investing and savings through an online simulation of trading.

This year the challenge registered 13,480 participants, in over 240 institutions of higher learning countrywide. Each participant was given Ksh. 3 million virtual start-up capital to trade with using the NSE real time prices for a period of 3 months. This year's winners walked away with cash prizes worth Kshs.600, 000.00 which they will use to re-invest in the bourse and begin their journey to financial freedom.

The chief guest of the ceremony Mr. James Mworira, Chief Executive of Centum Investment, congratulated the winners of NSE Investment Challenge saying "I congratulate all the NSE Investment Challenge participants and especially the winners of the 2015 NSE Investment Challenge; as you have all been equipped with knowledge to invest and secure your future".

Speaking at the ceremony, Mr. Geoffrey Odundo, Chief Executive Nairobi Securities Exchange said; "The youth constitute the majority of population in the world; in Kenya the age group 15 to 34 years represent approximately 35.39% of the population. This proportion of youth is expected to form the bulk of the population in the next 10-20 years, it is therefore imperative for us to inculcate a saving and investment culture amongst our youth, safeguarding the future of our country".

"At NIC we believe in enhancing financial literacy among the youth. It is critical in ensuring we have a future generation that is financially savvy and can make informed choices that uplift their personal livelihoods, encourage entrepreneurship and innovation all with the goal of driving the economic development and prosperity of this country". said Ms. Catherine Karita, General Manager, NIC Securities while speaking at the ceremony.

The vice-chairman of the Nairobi Securities Exchange, Mr. Bob Karina reiterated these remarks congratulating the participants saying, "This year's participants increased by 1,884 up from 11,596 in 2014, a clear indicator of our youth's interest in learning about investing. The winning teams complied with the NSE Investment Challenge rules, weighing different investment option while successfully growing their portfolios by 38.43%".

He added "The NSE remains committed to championing the transformation of our youth, through development and implementation of programmes such as the Challenge. The NSE is looking to partner with other African Stock Exchanges such as the Johannesburg Stock Exchange (JSE), providing the winners of the Challenge with an opportunity to go for study tours to other Exchanges.

The NSE Investment Challenge has to date, educated over 60,000 youth countrywide.

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Winners of the 2015 NSE Investment Challenge

| POSITION | TEAM NAME | MEMBERS | INSTITUTION | CASH AWARDS |
|----------|-----------------|-----------------------------------|----------------------|--------------|
| 1 | Real Investors | Ngugi Edwin Changama Kinyua | Maseno Universities | Kshs 250,000 |
| 2 | Emkay Holdings | Rotich Kipkemei | Maseno University | Kshs 150,000 |
| 3 | Karl Enterprise | Kelvin Kahugu | D.Kimathi University | Kshs 100,000 |

The NSE investment challenge also awarded 5 other teams with a total consolation prizes of Kshs 100,000.

NOTES TO THE EDITOR

Investment Challenge Description

This is an annual online competition which is a simulation of the activities that happen around trading in securities (Bonds & Stocks) listed on the Nairobi Securities Exchange (NSE). Each participant gets Kshs. 2 Million virtual start up capital to trade with using live data from NSE for a 3 months period. They are mentored and judged by selected brokers and investment advisors and they get to win exciting prizes which range from cash to buy Stocks/Shares of listed companies and listed Bonds.

The winner is the team/individual considered by a panel of judges to have made the most sound investment decisions, achieved the highest portfolio and contributed in the online discussion forums

Objectives of the NSE Investment Challenge

1. To connect to the youth market educationally and build their character of saving and investing.
2. To enhance financial management and entrepreneurial skills amongst the youth.
3. To encourage a culture of thrift or saving amongst the youth.
4. To teach the risks and gains involved while trading in stocks and bonds.
5. To assist in investing savings in productive enterprises e.g. through the Nairobi Securities Exchange.
6. To demystify trading of Stocks & Treasury Bonds at the Nairobi Securities Exchange amongst the youth.

2015 NSE Investment Challenge Milestones

1. Reached 240 accredited, tertiary institutions across Kenya;
2. Educated 13,480 youth through investor forums;
3. Registered 8,904 participants in the 2015 Challenge.

About the Nairobi Securities Exchange

The Nairobi Securities Exchange (NSE) is the principal securities exchange of Kenya. Besides equity securities, the NSE offers a platform for the issuance and trading of debt securities. The NSE is a member of the African Securities Exchanges Association (ASEA) and the East African Securities Exchanges Association (EASEA). It is an affiliate member of the World Federation of Exchanges (WFE), an associate member of the Association of Futures Markets (AFM) and a partner Exchange in the United Nations Sustainable Stock Exchanges Initiative (SSE).

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