



PRESS RELEASE
FOR IMMEDIATE RELEASE
NSE LAUNCHES THE 2017 INVESTMENT CHALLENGE
Tuesday, January 31 2016

Nairobi Securities Exchange launched the 2017 NSE Investment Challenge ceremony held at the Trading Floor of the Exchange. This is the tenth anniversary of NSE's flagship CSR initiative.

The NSE Investment Challenge is an edutainment initiative which was started by the Nairobi Securities Exchange in 2008, in partnership with Smart Youth Investments Ltd. The competition's audience is the youth attending university and other tertiary institutions of learning. This year however, the challenge will be open to members of the public to promote financial literacy and give them a hands on experience of trading on the bourse.

Speaking during the launch, Mr. Geoffrey Odundo, the Chief Executive of NSE said, "*The Investment Challenge is our way of encouraging our youth to develop a culture of saving and investing, by demonstrating in a practical way how to buy and sell securities listed on the bourse.*" He also noted that, "*Once the youth are trained with the skills that augment their passion and interests, they are powerful partners in solving problems, creating jobs, and leading change that can transform the world.*"

This year the official sponsor of the Challenge is Think Business Africa. Commenting at the event, Mr. Ochieng Oloo the Chief Executive noted "*Think Business believes the exposure and skills gained from this initiative, now that it is open to be public, will go a long way in fostering a philosophy of saving among the public while informing them of the investment opportunities available in the market. We hope that the conversion of the participants into real long-term investors will continue to grow in the months and years to come.*"

The logistics and technology provider, Smart Youth Limited, was represented by the Chief Executive Ms. Catherine Gitonga who noted, "*We at Smart Youth wish to welcome students from colleges and universities around Kenya. We also wish to extend a special welcome to*

the non-student category who will be joining this competition starting this year and we hope to achieve the same success that we have had with students in the coming years. It has been our dream borne from the request by non-students, to include them in this financial literacy campaign as it is key to providing them with an avenue to understand how investing is conducted in the stock market."

The NSE Investment Challenge is now available through the Investment Challenge App. Registration can now be accessed through the web (www.nse.co.ke) or through the App. Download the App on play store for all android phones.

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Notes to the Editor

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 a full member of the Association of Futures Markets (AFM) and an affiliate member of the World Federation of Exchanges (WFE), and a partner Exchange in the United Nations Sustainable Stock Exchanges Initiative (SSE).

About Think Business

Think Business limited is a strategic research and publishing company in Kenya credited with accurate and analytical financial sectors data and information with accurate and information. We are in the business of profitability researching, collecting, collating, packaging and disseminating relevant need driven unbiased information and ideas across the financial sector. Our aim is to empower local and international investor's business managers and public sector policy makers to make informed decisions that add value to their business as well as promoting the welfare of the wider populace.

About Smart Youth Investments Ltd.

Smart Youth Investments Ltd creates financial literacy programs full of fun and edutainment and we disseminate these programs to the youth with partners.

Our notable programs are

1. NSE Investment Challenge in partnership with Nairobi Securities Exchange
2. IRA Youth Challenge, in partnership with Insurance Regulatory Authority
3. DSE Scholar Investment Challenge in partnership with Dar es Salam Stock Exchange
4. Young Investors Clubs for high schools

