

**THE LAUNCH CEREMONY OF THE 2014 NSE INVESTMENT CHALLENGE,
FRIDAY, 31ST, JANUARY 2014.**

The Acting Chief Executive Officer, Youth Enterprise Development Fund, Ms. Catherine Namuye;

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

The Chief Executive Central Depository and Settlement Corporation, Ms. Rose Mambo;

The General Manager NIC Securities Limited, Ms. Catherine Karita;

The Chief Executive Smart Youth Investments Limited, Ms. Catherine Gitonga;

The Chief Executive, Nairobi Securities Exchange, Mr. Peter Mwangi,

The Members of the Board of the Nairobi Securities Exchange present;

Students from different tertiary institutions here represented;

Members of the Media;

All protocols observed, good morning ladies and gentlemen.

Today we are witnessing the sixth edition of the NSE Investment Challenge where we have had the great opportunity to work with youth in tertiary institutions over the years. Our core objective has remained that of Financial Literacy.

Indeed in our mentorship to the youth we have always reiterated the importance of making a good investment that is backed by thorough research before making an investment decision.

For this we are grateful to our sponsors and mentors and especially NIC Securities who have worked with us for over 4 years to support in research and mentorship.

This year we look forward to covering more institutions especially in the North Eastern and Eastern regions. Starting next week we shall be going to the Rift Valley, Western and Nyanza regions and we call upon the youth in institutions to attend our forums in

order to learn more about the Securities Market. We shall the move on to North Eastern, Mt Kenya and Eastern Regions, then on to the Coast region and Finally Nairobi Region and its environs.

As I conclude, we therefore look forward to meeting the young investors. Finally we wish to reach out to more supporters to support our objective of entrenching financial literacy to the younger generation in Kenya.

Thank You and God bless.

Catherine Gitonga