



SPEECH FOR THE CENTRAL DEPOSITORY AND SETTLEMENT CORPORATION CHAIRMAN DURING THE UNVEILING OF THE NEW CDSC BRAND, AT THE STANLEY HOTEL NAIROBI, ON 10TH NOVEMBER 2016.

Our Chief Guest, the Cabinet Secretary, National Treasury, Mr. Henry Rotich,

Capital Markets Authority CEO, Mr. Paul Muthaura

CDSC Board Members

CDSC CEO Ms. Rose Mambo,

Members of the fourth estate,

Invited guests,

Ladies Gentlemen,

All protocols observed,

Good Morning,

On behalf of the Board of Directors, I would like to thank you for honoring our invitation to join us for the unveiling of CDSC's new Brand.

Let me begin by introducing our board members

Ladies and gentlemen,

Our new brand is indicative of our new direction in line with our strategic plan 2016 – 2020. We have restated CDSC's vision and mission to highlight our

objective of being the leading provider of innovative solutions for custody, clearing and settlement services.

In line with our new strategy, we will leverage on technology and service excellence to provide secure, clearing settlement and related services to our clients.

The tagline “Invested in Progress” bears a lot of significance for us at CDSC. It speaks to who we are, where we have come from, and the vision for our future. It speaks to the time and resources we have spent to build the organization we have today and signifies our intention to continue on this path of investment in our infrastructure, processes and expertise.

It also says that we have the same objective as our stakeholders. We are fully committed to the things that matter to them. While THEY are INVESTED in stocks and bonds, WE are INVESTED in facilitating the best possible ownership experience for those stocks and bonds.

Our motivation is to deliver solutions that drive greater efficiency, faster access, and safer transactions.

At the core of the visual representation of our Brand are our Growth Stripes. They visually represent our aspiration as an organization to be the best in the world. The colours represent **stability and trust**; **optimism and care**; **idealism and competence**; and **growth and vitality**.

The upward angle represents the fact that we are constantly growing while the intermingling is representative of the fact that while each is a strong attribute, it is when they come together that our organization becomes strong.

Our brand story is all about facilitating people and institutions that want to invest in securities listed at the Exchange . This is captured in our new brand positioning, “Making Progress Possible”, which going forward becomes the philosophy by which we drive our business. This in essence defines our organisational disposition; the way we shall approach and execute our mandate going forward.

Ladies and Gentlemen, CDSC’s future is exciting and filled with promise. We are committed to fulfilling our obligations towards making Kenya’s capital markets vibrant and competitive.

On behalf of the Board, I wish to convey our sincere appreciation for the support that we have received from all our stakeholders. We recognize and appreciate the strong working relationships with you, that have seen us achieve considerable growth and development of our market. We would especially like to thank our regulator, Capital Markets Authority, our Central Depository Agents, and our sister company Nairobi Securities Exchange.

To the management and staff of CDSC, thank you for your hard work and dedication. You give life and meaning to the brand of CDSC and all our achievements would not have been possible without you. Thank you, and congratulations.

It is now my pleasure to invite our Chief Guest, the Cabinet Secretary to the Treasury, Mr. Henry Rotich to make his remarks.