THEME: HARNESSING INTEREST IN SUSTAINABLE INVESTMENT

We are excited to announce the official commencement of the **Think Business Investment Awards 2025**, marking the 11th edition of this prestigious celebration of Kenya's investment sector achievements. The gala event will take place on **Friday, 5th September 2025, at the Nairobi Serena Hotel, starting at 6:30 pm.**

Theme: Harnessing Interest in Sustainable Investment

This year's theme, ***"Harnessing Interest in Sustainable Investment,"*** underscores our commitment to recognising organisations and individuals who combine financial excellence with sustainable growth, innovation, strong corporate governance, and impactful sector education. The theme reflects the industry's shift towards investments that not only deliver returns but also create positive environmental and social impact.

Our Commitment and New Initiatives

Last year, we were unable to host the awards due to a low response, a challenge attributed to the five-year hiatus preceding our attempted return. We are determined to ensure the 2025 awards are a resounding success. To this end, we have implemented several strategic measures:

- **Media Partnership:** We have partnered with Radio Africa to promote the awards across their radio and digital platforms, ensuring extensive sector-wide awareness2.
- **Sector Road Show:** We have commenced a road show to directly engage all players in the investment sector, renewing your buy-in and fostering stronger relationships.
- **Digital Campaign:** A comprehensive campaign will run on our website and all social media platforms to create awareness, provide updates, and facilitate active engagement with all stakeholders.
- **Customer Satisfaction Survey:** As a key component of the awards, we will conduct a comprehensive customer satisfaction survey to objectively assess customer experience across the sector. This survey will inform the judging process and ensure that customer perspectives are central to the awards.

For Previous Entrants

If you submitted entries last year, your submissions remain eligible for judging this year. You are also welcome to submit entries in additional categories or update and resubmit any time-sensitive entries, ensuring your achievements are fully recognised.

Let us unite to make the Investment Awards 2025 a landmark event, driving sustainable investment and sectoral growth. For further details or inquiries, please contact our awards team or visit www.thinkbusinessafrica.com.

Think Business is a leading competitive intelligence purveyor in the financial sector in Kenya, for over 20 years, engaging in strategic research, data analysis, publishing and industry awards, among them banking, insurance and investment.

A panel of expert judges will decide the winners in each category. The Judges' decisions will be based on entries as presented by companies coupled with financial information published by the companies. Judges may contact companies directly for any information they might need to help them in the judging process.

PKF East Africa, our Judging process partner, will oversee and audit the entire judging process including the selection of judges, financial data and market information presented as well as the determination of winners based on set criteria.

Important Timelines

Below is the schedule for the Investment Awards 2025:

Activity/Event	Date/Period
Launch of Awards	28th May 2025
Opening of Entries	1st June 2025
Road Show & Sector Engagement	1st June – 30th June 2025
Closing of Entries	15th July 2025
Customer Satisfaction Survey	1st July – 31st July 2025
Judging & Shortlisting	21st July – 15th August 2025
Announcement of Finalists	18th August 2025
Awards Gala	5th September 2025

Eligibility

- Entries are open to all licensed companies in the Capital Markets, Collective Investment Vehicles, Fund managers and Pension Funds and all other professionals in the industry licensed and regulated by the Capital Markets Authority (CMA) and Retirement Benefits Authority (RBA).
- Entries must be for projects that have been implemented within the previous 12 to 18 months.
- Each award category has its eligibility criteria. Kindly refer to it to ensure you are entering in the most appropriate categories.
- Where entry is submitted jointly by one or more parties, the judges have the authority to assess and determine if the entry was really a joint effort.
- The judges reserve the right to amend the judging criteria, change the maximum allocated score for any criteria, accept or reject entries.

Submission Guidelines

- Log on to our ThinkAwards portal https://uat.craftsilicon.com/InvestmentAwards/ . You need accreditation to login.
- To get accreditation, share with us at least 2 emails addresses and telephone numbers of the people you have picked to submit your entries.
- Make sure it is clear what individual, department, company (or companies in the case of joint entries), you are entering. You can enter more than one project or program in a category.
- Fill in the entry slots with the required information. Note that each slot has a specified number of characters that should not be exceeded.

- Each category has its own judging criteria and parameters. Ensure that you provide information for each parameter as indicated in each award category.
- Pay attention to the maximum score awarded for each parameter.
- Attach relevant reference/supporting details including photos, videos as well as customer testimonials where applicable and available.
- If measurable targets were achieved, it is important to provide that evidence, i.e what the target was, if and how it was achieved.

N/B All information contained in your entries remain confidential and will only be used for the intended purpose of the awards and will not be released to any third parties without prior consent of the entrant.

AWARD CATEGORIES AND JUDGING CRITERIA

PART A: CAPITAL MARKETS

1. The Best Quoted Company of the Year (In the Main Segment)

Who qualifies to enter:

All companies listed on the Nairobi Securities Exchange.

Judges will be looking at:

A. Corporate Governance Parameters	Max.Score

B. Financial and Performance Parameters	Max.Score
Earnings Per share	15%
Price to Earnings Ratio	15%
Return on Equity	15%
Return on Assets	10%
Profitability as a percentage of revenues	10%
Dividend Yield	10%
Growth in volumes of shares trade	10%
Major Achievements in 2023/2024	15%
Sub-total (Pro-rated to 50% of the total)	100%
A+BTotal	100%

2. Best Performing Company in the AIM Segment

Who qualifies to enter:

Companies listed on the Alternative Investments Market Segment (AIMS).

Judges will be looking at:

A. Corporate Governance Parameters	Max.Score

B. Financial and Performance Parameters	Max.Score
Earnings Per share	15%
Price to Earnings Ratio	15%
Return on Equity	15%
Return on Assets	10%
Profitability as a percentage of revenues	10%
Dividend Yield	10%
Growth in volumes of shares trade	10%
Major Achievements in 2023/2024	15%
Sub total (Pro-rated to 50% of the total)	100%
A+BTotal	100%

3. Investment Bank of the Year

Who qualifies to enter;

This category is open to banks and investment banks only.

Judges will be looking at:

A. Corporate Governance Parameters	Max.Score
B. Other Parameters	**Max.Score**
Merger and Acquisition Deals, Private or public placement in Kenya and other capital market transactions including syndicated loans.	25%
The nature, complexity, size and number of deals undertaken	25%
Product innovativeness i.e. technological	25%
Research products, their quality and level of dissemination	25%
Sub Total (Pro-rated to 70% of the total)	100%
A+B TOTAL	100%

5. Stock Broker of the Year

Who qualifies to enter;

This category is open to all Stock Brokers in Kenya

Judges will be looking at:

A. Corporate Governance Parameters	Max.Score

B. Other Parameters	Max.Score
Volumes traded	15%
Ability to trade across regional markets and in multiple currencies	15%
Research products, their quality and level of dissemination	15%
Product innovativeness i.e. technological	15%
Volumes and values of shares traded	10%
Lead in IPOs	10%
Efficiency of execution and Back Office best practice	10%
ONLINE accessibility , Orders execution speed , Client feedback mechanisms in place,	10%
Sub –Total (Pro-rated to 70% of the total)	100%
A+B TOTAL	100%

6. Research Team of the Year

Who qualifies to enter;

Specialist equities research houses, stockbrokers, investment banks, fund managers and research divisions within Banks.

Judges will be looking at:

Parameters	Max.Score

Number of listed companies covered	25%
Number of sectors covered	25%
The size of the research team	5%
Research products, their quality, timeliness and level of dissemination	25%
Research ethos	20%
TOTAL	**100%**

7. The IPO of the Year

Who can enter:

This category is open to companies listed on any Nairobi Securities Exchange within the last 18months.

Judges will be looking at:

Parameters	Max.Score
Total size of stock floated	20%
Subscription Success	10%
Demonstration of proper planning and execution with all partners and advisors involved	20%
Purpose of the funds drive vis-a-vee needs	10%
Price gain since IPO	20%
Percentage of stock floated	20%
TOTAL	**100%**

8. Bond Deal of the Year

Who qualifies to enter:

Bond issuers.

Judges will be looking at:

Parameters	Max.Score
Total size of issue	20%
Subscription Success	10%
Demonstration of proper planning and execution with all partners and advisors involved	20%
Purpose of the funds drive vis-a-vee needs	10%
Percentage of stock floated	20%
TOTAL	**100%**

9. Chairman of the Year

Who qualifies to enter:

This category is open to Chairmen of all listed companies.

Judges will be looking at:

Based on judges' assessment from a shortlist of chairmen of the top ten companies in Best Quoted Company of the Year category.

10. Chief Executive of the Year

Who qualifies to enter:

This category is open to Chief Executive Officers of all listed companies.

Winners will be arrived at:

Based on Judges Assessment from a shortlist of CEOs of the top ten companies in Quoted Company of the Year category.

11. Best Lead Transaction Advisor

Who qualifies to enter:

All transaction advisors in the East African Market who have been engaged as lead transaction advisors. These transactions include mergers and acquisitions, financing transactions, IPOs, rights issues and bond Issues IPOs, Rights Issues, Bond Issues and Delisting.

Judges will be looking at:

Parameters	Max.Score
Value of transaction undertaken.	20%
Level of subscription to the transaction.	20%
Post transaction evaluation of performance and success	20%
Scope of transaction advisory services offered specifically directed at assisting in investment, mergers and acquisitions, financing transactions.	40%
Total	100%

12. Best Legal Transaction Advisor

Who qualifies to enter:

All legal advisors to various transactions in the East African Market. These transactions include mergers and acquisitions, financing transactions, IPOs, rights issues and bond Issues in the last 18 months.

Judges will be looking at:

Parameters	Max.Score
Value of transaction undertaken.	20%
Level of subscription to the transaction.	20%
Post transaction evaluation of performance and success	20%
Scope of transaction advisory services offered specifically directed at assisting in investment, mergers and acquisitions and financing transactions.	40%
Total	100%

13. Best Transaction Advisor– PR & Marketing

Who qualifies to enter:

All PR and marketing advisors to various transactions in the Kenyan market. These transactions include mergers and acquisitions, financing transactions, IPOs, rights issues and bond Issues in the last 18 months.

Judges will be looking at:

Parameters	Max.Score
Value of transaction undertaken.	20%
Level of subscription to the transaction.	20%
Post transaction evaluation of performance and success	20%
Scope of transaction advisory services offered specifically directed at assisting in investment, mergers and acquisitions, financing transactions.	40%
TOTAL	100%

14. Custodian of the Year

Who qualifies to enter:

All Commercial Banks licensed by The Capital Markets Authority to operate as Custodians.

Judges will be looking at:

Judges will be looking at:

Parameters	Max.Score
Value and yearly growth of the funds under custodianship.	20%
Number of Custody Accounts.	20%
Client Service operations	30%
Settlement Policies in place and turnaround time	30%
TOTAL	100%

15. Equities Dealer of the Y ear

Who qualifies to enter:

This category is open to certified ATS Dealers with over 2 years cumulative experience inequities dealing.

Judges will be looking at:

Parameters	Max. Score
Trading Volumes over the last 18 months	20%
Demonstration of good team work in dealing and their role in the team	20%
Demonstration of good working and healthy relationships with institutional Investors	30%
Demonstration of satisfaction from institutional Investors	20%
Adherence to trading ethics according to NSE trading/ CMA guidelines.	10%
TOTAL	100%

16. Bonds Dealer of the Year

Who qualifies to enter:

This category is open to certified ATS Dealers with over 2 years cumulative experience in fixed income securities dealing.

Judges will be looking at:

Parameters	Max. Score
Trading Volumes over the last 18 months	20%
Demonstration of good team work in dealing and their role in the team	20%
Demonstration of good working and healthy relationships with institutional Investors	30%
Demonstration of satisfaction from institutional Investors	20%
Adherence to trading ethics according to NSE trading/ CMA guidelines.	10%
TOTAL	100%

17. Trustee of the Year

Who qualifies to enter:

ThiscategoryisopentoTrusteesoperatingwithintheCapitalMarkets.They include Pension Funds Trustees, Unit Fund Trustees etc

Judges will be looking at:

Parameters	Max.Score
Number of Trust Accounts Held	20%
Value of Trust Accounts Held	20%
Innovation in Client Service	20%
Turnaround time in service Requirements (with evidence)	30%
Adoption of ICT.	10%
TOTAL	100%

18. Sustainable Environmental Social and Governance (ESG) Program

Who qualifies to enter:

All listed companies Stockbrokers, and Investments Banks

Judges will be looking at:

Parameters	Max. Score
Demonstrated existence and execution of an ESG program.	25%
The relevance of ESG program to the community.	35%
Evidence that the program has had positive results and contributed to the growth and	20%
Sustainability of the program	20%
TOTAL	100%

19. Customer Experience Award

Who qualifies to enter:

All listed companies Stockbrokers, and Investments Banks

Judges will be looking at:

Parameters	Max. Score
A technical financial assessment of the performance of the business using various key financial ratios.	15%
The innovative nature of the products on offer	15%
Evidence of a clear customer orientated approach underpinned by research into new risks	25%
Responsiveness to customer needs and enhanced quality of service.	30%
Overall strategy for future growth and development	15%
TOTAL	**100%**

20. Most innovative Company 2023/2024

Judges will be looking at:

Who qualifies to enter:

All listed companies Stockbrokers, and Investments Banks

Entry is open to all products and services for all stock brokers and investment banks. The judges will be looking for breakthrough products and services developed through cutting edge design, research and development that have redefined the market by improving usability, access and value to the customer.

Judges will be looking at:

Parameters	Max.Score
New ideas, technology, services and products to customers	40%
Usability/access	30%
Value to customers	30%
TOTAL	**100%**

Appendix: ESG FACTORS

JUDGING CRITERIA_B. ENVIROMENTAL SOCIAL & GOVERNANCE (ESG) FACTORS	
Environmental	
Do you have any investments in green portfolios?	2%
Do you have a policy on funding non-environmentally friendly investments/ investors?	2%
What is the extent of your funding to environmentally friendly ventures? environmental protection initiatives? List	5%
Do you on your own or with other partners engage in environmental protection initiatives? List them.	7%
In your annual reporting do you produce a sustainability report? (Kindly attach it)	5%
Do you have financial solutions/products that generate a positive environmental impact?	2%
Do you have a policy on energy use, greenhouse gas emissions, water and hazardous waste management?	2%
Do you require your suppliers hold the same environmentally friendly values that you do? environmentally friendly?	5%
Sub total	30%
Social	
Are you in compliance with the banking sector charter?	2%
Do you have a deep understanding of the financial lives of your consumers? How are you using that insight to develop affordable, innovative and scalable products to help them improve their financial health?	5%
Do your working conditions, (even now with Covid-19) show a high regard for your employees' health and safety?	5%
Do you have a vehicle (i.e foundation) through which your CSR is undertaken?	2%
What is the level of staff, board and management involvements in the CSR activities?	2%
What is the regional spread (across the country) of the bank's CSR program (s)?	5%
What is the diversity of the CSR programs (i.e. education, health e.t.c)?	5%
What is the levels of innovation of your CSR program (identifying the need)?	5%
Have you committed to a long-term investment of resources towards the CSR program?	2%
Do you clearly measure the impact and solution of the CSR program(s) to the community?	7%

Sub total	40%

Governance	
Age diversity - What is the average age of board members?	2%
Gender - What is the ratio of Female: Male board members?	2%
Professional diversity- How many different professionals are on the board?	2%
Appointments - Do you have transparent and documented procedures for appointment of new Board members (e.g nomination committee)?	2%
Performance: Do you conduct annual performance evaluation of Board members, (including the CEO and Company Secretary)?	2%
Code of Ethics - do you have documented ethical standards and do you ensure it is complied with?	2%
Do you have a dedicated shareholder engagement/ outreach mechanism?	2%
Do you have an ESOP?	4%
Do you have competitive supplier acquisition process?	2%
Cybersecurity, being one of the biggest threats facing the global financial system, is it a top priority for your bank? Do you devote significant resources to protecting and continuously improving your cyber security?	5%
Do you have an independent risk management and compliance process/system?	5%
Sub total	30%
TOTAL	100%