



**Karachi Stock Exchange (Guarantee) Limited**  
Stock Exchange Building, Stock Exchange Road, Karachi-74000, Pakistan  
Phones: 111-00-11-22, Fax (9221) 246-2640  
URL: <http://www.kse.com.pk>, Email: [info@kse.com.pk](mailto:info@kse.com.pk)

---

KSE/N-5709

October 16, 2009

**NOTICE FOR ALL MEMBERS**

**RECLASSIFICATION OF SECTORS ON THE BASIS OF "ICB"**

Members are hereby informed that a new sectors classification scheme based on Industry Classification Benchmark (ICB) is being adopted for KSE listed Companies. This methodology has been jointly developed by Dow Jones and FTSE, which is used to segregate listed companies into sectors within the macro economy.

The ICB uses a system of 10 industries, partitioned into 19 super-sectors, which are further divided into 41 sectors, which then contain 114 subsectors.

The ICB is used globally (though not universally) to divide the market into increasingly specific categories, allowing investors to compare industry trends between well-defined subsectors. The ICB is used today by the NASDAQ, NYSE, FTSE and several other markets around the globe.

It has also been decided that the Exchange shall still keep the old sectors in place for initial period of two months while disseminating information regarding the **New ICB Sectors**.

To explain the rationale and provide details of the scheme the management has arranged a presentation for Members on **Monday October 19, 2009 at 4:30 pm at KSE Auditorium**

All Members of the Exchange are cordially invited to attend this Presentation.

  
Haroon Askari  
General Manager (Operations)

Copy to:  
KSE Website