

**THE KARACHI STOCK EXCHANGE (GUARANTEE) LIMITED**

KSE/N-3271

**NOTICE**

July 11, 2012

Reproduced hereunder letter received from Securities and Exchange Commission of Pakistan, for information of members of the Exchange.

(Copy of the same is also available on our Website [www.kse.com.pk](http://www.kse.com.pk)).

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Subject: **Launch of Investor Education and Awareness Program**

Dear Sir/ Madam,

Investor education is widely recognized as being crucial for the sustainable growth of financial markets, ensuring investor protection and bolstering confidence in the markets. It helps investors making informed decisions and identifying unscrupulous investment schemes and unfair market practices. More importantly it improves outreach of financial markets and assists in bringing new investors and funding into the markets.

In Pakistan, lack of adequate financial literacy and capability coupled with inadequate level of understanding and due-diligence makes investors vulnerable to fraudulent activities and unwise investment decisions as they ignore basic prudent measures before entering into a contractual agreement with a financial service provider. Comparative regional statistics reflect that Pakistan has the lowest indicators for saving and investment environment, such as insurance penetration, participation in pension and mutual funds, and low investors base in the capital markets resulting in low volumes and lack of liquidity.

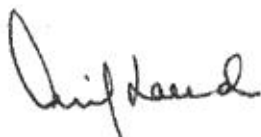
Keeping this in mind, the Securities and Exchange Commission of Pakistan and Institute of Capital Market along with key non bank financial market stakeholders namely Karachi Stock Exchange, Lahore Stock Exchange, Islamabad Stock Exchange, Pakistan Mercantile Exchange, Central Depository Company, National Clearing Company, Mutual Funds Association of Pakistan and the Insurance Association of Pakistan have developed a nationwide Investor Education and Awareness Program targeting various segments of society from university students to retired individuals and general public with an aim to create awareness of various financial products and instill a savings culture in Pakistan.

The SECP and the Karachi Stock Exchange are pleased to invite you to participate in the launching ceremony of the Program which will be held on **Friday 13<sup>th</sup> July 2012, at 10 am**, at the Karachi Stock Exchange Building, Karachi. Detailed agenda of the program is attached.

Kindly send your confirmation to the following email address: [investor.education@secp.gov.pk](mailto:investor.education@secp.gov.pk)

We look forward to your active participation.

With best regards,



**Akif Saeed**  
Executive Director