



BOTSWANA STOCK EXCHANGE

PRESS RELEASE

BSE ENTERS INTO A PARTNERSHIP WITH CNBC AFRICA TO PROFILE THE MARKET, WITH BSE LISTED COMPANIES

For Immediate Release, 28th June, 2021:

The Botswana Stock Exchange (BSE) is pleased to inform valued stakeholders that it has partnered with CNBC Africa to undertake a comprehensive media campaign that aims to bring vibrancy to our local capital markets by significantly increasing the visibility of the Exchange and listed companies.

To promote inclusivity and to leverage off this campaign, the BSE has invited listed companies to participate and boost the liquidity of their stocks by showcasing their brands on the various CNBC Africa platforms. The rollout of this initiative will start with a live broadcast on Thursday, the 1st of July at 14h00. Facilitated by CNBC Africa Editor-in-Chief, Godfrey Mutizwa, the broadcast will feature the BSE CEO, Mr. Thapelo Tsheole, Rand Merchant Bank Botswana Director, Ms. Olebile Makhupe and Letshego Holdings Limited Botswana CEO, Mr. Fergus Ferguson. These organisations have partnered for this broadcast, which comes with numerous associated opportunities. The next few months will see more listed entities participating in this initiative.

The decision to select CNBC Africa is attributed to the fact that they are a world leader in business news and real-time financial market coverage with presence in Europe, Asia, Africa, Middle East, & Americas. Hence, the BSE and listed companies will be looking to derive value from their vast network.

Commenting on this partnership, the BSE CEO, Mr. Thapelo Tsheole said, ***“CNBC Africa is the first and largest pan-African business television network. It has pioneered broadcasting and delivers financial news from across the continent. Therefore, we have taken the strategic decision to partner with them and undertake this media campaign with the objective of promoting the BSE’s value proposition to prospective issuers & investors. Furthermore, we have extended this great opportunity to all listed entities looking to leverage off CNBC’s incredible network by inviting them to sponsor and partake in the media campaign through television interviews, promotion on print and social media. In due time, we hope to reap the rewards as we endeavor to reach new heights in our vision to transform the BSE into a world-class securities exchange.”***

The current sponsors of this initiative are FNB Botswana Limited and Letshego Holdings Limited.

For more information, contact the following;

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