



THE MARKET

If you think investment, think Dyer & Blair. The investment bank is a one stop shop that offers a variety of financial services including corporate finance, brokerage services - fixed income trading and equities trading, financial advisory and portfolio management and research to investors.

The brand targets the top-end market which is exclusively serviced by its dedicated team of portfolio managers. Retail investors enjoy banking hall services with financial advisers while international clients get online brokerage services complemented by call centre services.

Dyer & Blair has an annual turnover of KSh 89,911,151,780 and controls 11.67 per cent of the Equity Trading market, 62.24 per cent of the Fixed Income Trading market and 40 percent of the Corporate Finance market.

To keep up with the modern retailing trends that has seen the growth of domestic and international retail investors, the bank has upgraded its information technology infrastructure. Clients can now place trade orders and manage their accounts through an online brokerage service.

With the capital market in Kenya still relatively young, Dyer & Blair expects to grow its market share in the medium term in tandem with the enormous market growth potential. To achieve this objective, the bank has set its eyes on being a market leader by providing new products and become a dominant investment bank in the region.



ACHIEVEMENTS

The bank has accomplished several milestones over the years making it a market leader: Dyer & Blair was voted the 'Best Securities House in Kenya' 1999 - 2000 by *Euromoney Magazine*. As a trend setter in the industry; the bank has pioneered several initiatives. It was the first to create and compile a 17 share index for the Nairobi Stock Exchange (NSE). It is also the first brokerage firm to have: a dedicated sales force, a regional branch in Uganda and an online brokerage service.

HISTORY

Dyer & Blair is one of the oldest stockbroking companies in Kenya. It was established in 1954 as a partnership of stockbrokers - Hickman and

Grey and was one of the founding members of the NSE, also established in the same year.

In 1965, the company's ownership changed hands when Mr. Derek Ingram Dyer and Mr. Patrick Murdoch Blair took over Hickman and Grey and the company became Dyer & Blair.

On 1 October 1973, Kenya Commercial Bank Ltd. acquired Dyer & Blair and incorporated it into a limited liability company operating as a wholly-owned subsidiary of the bank.

In 1983, its ownership changed again when the present shareholders acquired the company. Since then, Dyer & Blair has grown significantly and expanded its range of products and services, making it a market leader in Kenya.

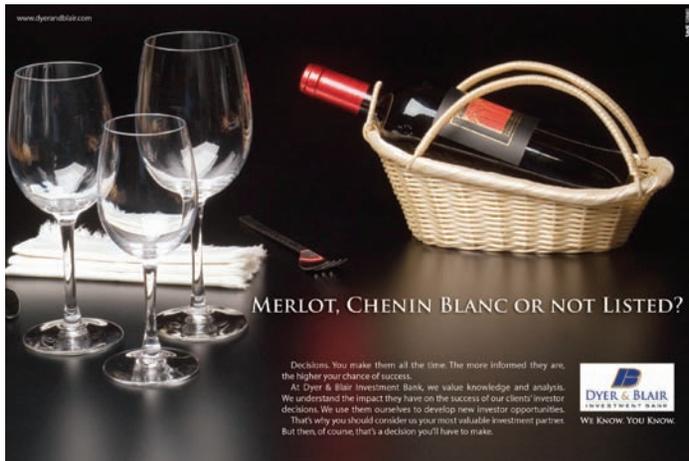
Between 1966 and 1990, Dyer & Blair was solely responsible for compiling the NSE 17 share index but this responsibility was taken over by the NSE when it established its secretariat in July 1990.

As one of the original six founder members of the NSE, Dyer & Blair has played a pivotal role in the development of the stock market - more notably in the switch from a Callover Trading System to the present Automated Trading System.

THE PRODUCT

With more than 50 years experience in investment banking and extensive research, Dyer & Blair has managed to be a top leader in product innovation and development within the region. Each product has been designed to cater for different types of





and Kenya and, Kenyan investors wishing to invest in Uganda.

PROMOTION

Dyer & Blair uses print and electronic media as promotional tools. A recent rebranding exercise saw the bank undertake an aggressive advertising and public relations campaign with adverts running in the local daily newspapers and programme sponsorships on electronic media.

Other promotional activities include event sponsorship and participation. The company hosts events for clients like golf tournaments and also participates in various corporate social responsibility events like the Lewa Marathon, Barclays Girl Child walk, Standard Chartered Marathon and the Dettol Heart Run. The bank also supports Charity Homes.

All these events have enabled the brand to create relationships with new clients and strengthen existing relationships in line with the banks focus of ensuring

it understands its clients' needs. This has also seen the success and acceptance of the brand slogan: We Know. You Know.

BRAND VALUES

The Dyer & Blair brand values include:

- Client focus
- Integrity, trust and honesty
- Innovativeness and creativity
- Team spirit and openness
- Confidentiality
- Commitment
- Professionalism

The brand promises to enhance investor value by providing fast, efficient, timely and competitive execution of client mandates backed by reliable, accurate and insightful information. Clients are also assured of quality advice and reliable research.

markets with different investment requirements; corporate finance tailored for institutions; brokerage services - fixed income trading and equities trading targeting local, regional and foreign investors; financial advisory; portfolio management and research.

Dyer & Blair products are designed to assist investors make informed investment decisions and therefore grow their portfolios; increase their wealth and improve their living standards.

RECENT DEVELOPMENTS

The bank recently introduced two new products - Africa Fund and Unit trusts. As part of its growth, the bank opened a new branch in Mombasa to service its Coastal region clients. The branch office is strategically located in Mombasa's financial centre in the Housing Finance building. The bank also has a regional branch in Uganda that caters for Ugandan investors wishing to invest in Uganda

The Dyer & Blair brand promises and values are further enhanced by the logo. The iconic is a short-hand for Dyer & Blair Investment Bank with a nested combination of the letters DBIB. The logo outline with a gold trim signifies richness and prestige while the solid blue colour reflects strength, stability and heritage. All these features represent an authoritative, confident and prestigious badge backed by years of experience, knowledge and skill.

The strapline: We Know. You Know is a promise that Dyer & Blair will always keep its customers in the know and help them make more informed investment decisions using superior knowledge based on research and experience.

The Dyer & Blair brand ensures the consistency of its products through knowledge - its core foundation. To achieve this, the bank has implemented the Dyer & Blair Investment Banking programme - an in-house staff education programme aimed at ensuring consistently in the delivery of quality services to clients. The programme involves courses on portfolio management, economics, financial statement analysis, ethics and professional standards, equity and fixed income markets and derivatives.

The bank knows that in the capital markets, information plays an important role and will often affect how investment decisions are made. By ensuring staff are provided with up to date information through its research department, Dyer & Blair intends to stay ahead of the rest.

THINGS YOU DIDN'T KNOW ABOUT DYER & BLAIR

- Dyer & Blair is one of the founding members of the Nairobi Stock Exchange and the Uganda Stock Exchange
- Dyer & Blair bid KSh 0.00 for the role of lead sponsoring brokers on the KenGen Initial Public Offering (IPO), the largest IPO in East Africa
- Dyer & Blair helped pioneer the Bond Market in Kenya
- Dyer & Blair was central in enabling Kenyan investors participant in the Stanbic Bank Uganda IPO
- The average age of Dyer & Blair staff is 27. The chairman, Jimnah Mbaru is the oldest member of the firm
- Dyer & Blair has been the Lead Sponsoring Broker or Transaction Adviser in every Initial Public Offering in Kenya since 2005
- Dyer & Blair is the only investment bank in the region with two chief executive officers
- www.dyerandblair.com

