



Ecobank Towers 7th Floor Muindi Mbingu Street. P. O. Box 76528-00508 Yaya, Nairobi.
Tel: 254-0722-207662, 254-734207662 e-mail: info@zimele.net Website: www.zimele.co.ke

ZIMELE UNIT TRUST BROCHURE

Zimele Unit Trust is licensed by the Capital Markets Authority (CMA) as a collective investment scheme. It is based on the pooling of funds concept where money from various investors is pooled and then channeled into various investments. The Unit Trust has two funds that members can invest in.

1. Zimele Savings Plan

The Zimele Savings Plan, also called the Zimele Money Market Fund, allows you to save in a flexible and convenient setting, at your own pace. Members' contributions are pooled and invested in safe, high-yielding interest-earning assets including Treasury bills, Treasury bonds and a wide range of safe fixed income assets.

Features/Benefits:

- Minimum deposit of Ksh.100
- Competitive interest rate and enhanced safety of funds
- No hidden charges
- M-Pesa option for deposits (paybill number 501101) and withdrawals
- Interest compounded annually
- Online statements
- No minimum balance requirement

The Zimele Savings Plan is ideal for:

- Building up savings for emergencies;
- Building up savings for groups and investment clubs;
- Managing your business's surplus funds;
- Saving money for short-term financial needs such as school fees, holidays, household goods, etc.
- Saving for long term goals such as home ownership.

You can open your account at www.zimele.co.ke/join

Fees

The charge applicable is a management fee of 2% per year.

2. Zimele Investment Plan

The Zimele Investment Plan, also called the Zimele Balanced Fund, is invested in shares of companies at the Nairobi Stock Exchange (NSE), and a wide range of interest-earning assets. Its focus is long-term growth, and as such, is ideal for investors with a medium to long term horizon. We recommend it to investors with a minimum holding period of at least two years, preferably longer for better performance.

Features

Returns are in the form of capital gains on units purchased, with a minimum amount of ksh.100. One can invest either on regular intervals or lump sum amount in any frequency. Charges include a one-off administration fee of 3% for every new investment, and an annual management fee of 2.5%.

Access to Information

You can track the performance of their investment from three sources:-

- Our website <http://www.zimele.co.ke/>. You can also view your statements online at <https://zimele.co.ke/e-statements>
- Zimele app, which can be downloaded from Google Play
- Financial markets pages of national newspapers
- At our offices at Ecobank Towers 7th floor, Muindi Mbingu Street, Nairobi.

ADVANTAGES OF SAVING & INVESTING THROUGH A UNIT TRUST

- 1. Professional Investment Management:**
A unit trust has the resources to hire the services of professional investment managers who are trained to make investments that deliver good returns over time.
- 2. Diversification:**
Your money is pooled together with that of many other investors and spread across a range of investments in different markets. This increases your chances of obtaining good returns and reduces your costs and risk.
- 3. Liquidity:**
Your holdings in the Zimele Unit Trust can be converted to cash fairly quickly, often within a day or two, depending on the payment channel.
- 4. Security:**
The Zimele Unit Trust operates a custody account with Standard Chartered Securities Services Ltd, which holds all the assets of the unit trust.
- 5. Operational Convenience:**
When investing via the unit trust, regular contributions enable the investor to gradually build a substantial capital base.
- 6. All Money Earns a Return:**
Since there are no minimum balance requirements, all funds earn a rate of return.

Membership

Types of membership include:

1. Individual
2. Joint
3. Chamas, Groups & Corporates

Accounts can be opened online at www.zimele.co.ke/join or through the Zimele app.

Structure of the Unit Trust

The Zimele Unit Trust is regulated by the Capital Markets Authority (CMA).

A unit trust is required to have a fund manager, a custodian and trustees. The role of the fund manager, who is also the promoter of the unit trust, is to invest funds of the unit trust in prescribed asset classes and ensure overall good performance of investments.

The role of the custodian is to ensure safe custody of all assets of the unit trust. The trustee's role is to ensure that the interests of the unit trust members are upheld according to regulatory guidelines. The fund manager, custodian and trustee are all licensed and regulated by the Capital Markets Authority.

In the Zimele Unit Trust, the fund manager is Zimele Asset Management Limited, the custodian is Standard Chartered Securities Services Limited, and the Trustee is Kenya Commercial Bank (KCB) Trustee Services Limited.

ABOUT US

Zimele Asset Management is licensed and regulated as a fund manager by the Capital Markets Authority.

The word Zimele means, “**Stand on your own two feet**” and our Mission is to provide innovative investment services that will enable our customers to achieve their goals throughout the life cycle.

Zimele Asset Management Company Ltd, the Fund Manager, was incorporated in 1995 and has been operating since August 1998.

Zimele is also registered by the Retirement Benefits Authority (RBA) as a fund manager and fund administrator, where it manages the Zimele Personal Pension Plan and the Zimele Guaranteed Personal Pension Plan, aimed at persons who would like to save for retirement but work in organizations that are not able to operate a registered pension scheme.

Board of Directors

Our Board of Directors is chaired by Dr. David Ndi, who is a Rhodes Scholar and holds a doctorate in Economics from Oxford University. He has vast experience in economic research and policy analysis having worked with numerous think tanks and governments, both regionally and

internationally. He has previously held the position of chief economist at Equity Bank. He is the managing director of Africa Economics, a leading local think tank and policy advisory organization.

Other board members include **George Ooko, Njeri Kariuki and Peter Waa.**

George Ooko holds a Bachelor of Commerce and Masters of Business Administration degrees from the University of Nairobi. He is the immediate former Chief Executive Officer of the Coffee Development Fund. He has vast experience from both the public and private sectors; formerly a Senior Executive at Barclays and NIC Banks. Currently, he is the secretary of the Commission on Revenue Allocation (CRA).

Njeri Kariuki, is a lawyer by profession and is a member of the Chartered Institute of Arbitrators. She also sits on boards of companies in various industries.

Peter Waa is a businessman and consultant with extensive experience in the IT industry. He is the managing director of Paysure Limited, an online payments solutions provider.

FREQUENTLY ASKED QUESTIONS

❖ **How safe is my money?**

All assets of the Zimele Unit Trust, including investments and money awaiting investment, are held by the Custodian, Standard Chartered Securities Services (SCSS) for safe keeping on behalf of the unit trust. Payments can only be made once SCSS receives instructions from the Unit Trust's authorized signatories. Zimele Asset Management Company does not take clients' funds into its bank accounts; its role is restricted to providing investment management services to the Unit Trust, for which it earns a fee. This structure considerably reduces operational risks.

The other risk is market or investment risk. Ultimately, the safety of your money depends on where it is invested, if it is invested in Treasury bills and Treasury bonds, which are guaranteed by the government through the Central Bank of Kenya; Investments in shares of companies listed at the Nairobi Stock Exchange (NSE) may be exposed to market risk, which can be reduced through diversification. On your part, avoiding a short-term investment period in the Balanced Fund helps you to considerably reduce market risk, the longer your holding period, the lower the investment risk and the better the investment performance. On our part as the fund manager, we invest in a basket of shares of companies listed at NSE, and frequently monitor their performance, and if the need arises, take action to safeguard your interests.

❖ **Which fund should I invest in?**

Your choice of fund will be influenced by your risk profile and how long you want to invest. We recommend the Zimele Savings Plan for those with low risk tolerance and seeking stability. In this fund, your principal is secure and you will earn interest over the period of investing. If you are risk tolerant and want to invest over a longer horizon, we recommend the Zimele Balanced Fund, which is partly invested in shares, which tend to perform better over the long term.

❖ **How do I get my money back?**

You can withdraw part or all of your funds by selling units at the prevailing price. All you need to do is send a withdrawal request to www.zimele.co.ke/pay and you will receive the funds within a day or two, depending on the means of payment.

❖ **Once I decide to get started, how do I make payments?**

You can send your deposit through bankers cheque, personal cheque, M-Pesa paybill 501101 or standing order. Always remember to clearly state the Fund you would like to invest in when making payments.

All cash payments should be deposited into our bank accounts:

1. **Kenya Commercial Bank, Custody services.** For those who wish to invest in Balanced Fund the account name is **Zimele Unit Trust Balanced Fund Account number; 004-200-961-094.** Those investing in Moneymarket Fund Account name is **Zimele Unit Trust Money Market Fund; Account number 004-200-961-116.**
2. **Barclays Bank, Barclays Plaza;** Zimele Unit Trust Balanced Fund Account number is **077-500-6331** and Zimele Unit Trust Money Market Fund account number is **077-500-6757.**

Remember to include your full names and your ID, passport or Zimele account number on the deposit slip and insist that the cashier captures this information. Deliver the deposit slip to our offices at Ecobank Towers, 7th floor or scan and email it to info@zimele.net