



## PRESS RELEASE

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### **CMA Licenses Entrust Advisory Limited and CPF Capital & Advisory Limited as Investment Advisors**

**14 October 2024, Nairobi** – The Capital Markets Authority (CMA) has granted licenses to Entrust Advisory Limited and CPF Capital & Advisory Limited, officially recognizing them as licensed investment advisors. Entrust Advisory aims to focus primarily on Small and Medium Enterprises (SMEs), which it identifies as a largely underserved market. By offering affordable and efficient investment advisory services, Entrust seeks to bridge the gap in financial advice for SMEs, which are often overlooked by traditional corporate advisors.

On the other hand, CPF Capital & Advisory Limited specializes in delivering cutting-edge investment advice tailored to the needs of government, corporate, and individual clients across Kenya.

With these additions, the total number of licensed investment advisors in Kenya rises to 23, further expanding the advisory services available to a wide range of capital market participants.

**ENDS**

#### **BACKGROUND INFORMATION ON THE CAPITAL MARKETS AUTHORITY**

The Capital Markets Authority (CMA) was set up in 1989 as a statutory agency under the Capital Markets Act Cap 485A. It is charged with the prime responsibility of both regulating and developing an orderly, fair, and efficient capital markets in Kenya with the view to promoting market integrity and investor confidence. CMA also regulates the commodity markets and online forex trading. The regulatory functions of the Authority as provided by the Act and the regulations include; Licensing and supervising all the capital market intermediaries; Ensuring compliance with the legal and regulatory framework by all market participants; Regulating public offers of securities, such as equities and bonds & the issuance of other capital market products such as collective investment schemes; Promoting market development through research on new products and services; Reviewing the legal framework to respond to market dynamics; Promoting investor education and public awareness; and



Protecting investors' interest. For more information, please contact: Antony Mwangi, Manager  
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