



**Capital Markets Authority**  
Protecting Your Investments

# 2010 CAPITAL MARKETS PLAYERS SURVEY

**SEPTEMBER 2011**

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## **ACRONYMS**

<b>ACCA</b>	Association of Chartered Certified Accountants
<b>CFA</b>	Certified Financial Analyst
<b>CMA</b>	Capital Markets Authority
<b>CPA</b>	Certified Public Accountant
<b>GDP</b>	Gross Domestic Product
<b>ICSA</b>	Institute of Chartered Secretaries and Administrators
<b>SCD</b>	Securities Central Depository
<b>SITI</b>	Securities Industry Training Institute
<b>USE</b>	Uganda Securities Exchange

## **GLOSSARY OF TERMS**

<b>Asset Base</b>	The underlying assets giving value to a company.
<b>Corporate Finance</b>	These are transactions in which capital is raised in order to create, develop, grow or acquire businesses.
<b>Investment Bank</b>	This is a financial institution that assists individuals, corporations and governments in raising capital by underwriting and/or acting as the client's agent in the issuance of securities. An investment bank may also assist companies involved in mergers and acquisitions, and provide ancillary services such as market making, trading of derivatives, fixed income instruments, foreign exchange, commodities, and equity securities.
<b>Professional Staff</b>	These are staff members who handle core business and other core aspects of the organization.

## **EXECUTIVE SUMMARY**

The capital markets industry plays an important role in the Ugandan economy by facilitating the mobilization of capital to finance business and economic growth. Market Players licensed by the Capital Markets Authority (CMA) play a vital role in raising capital for Issuers and facilitating investors maximize their investment opportunities in the capital markets. The size and performance of these Capital Markets Players and the regulatory environment in which they operate are thus very critical for the growth and development of capital markets in Uganda and within the East African Community.

It is against this background that the Capital Markets Authority undertook the Capital Markets Players Survey to assess and evaluate the growth and performance of the Capital Markets Players in Uganda as well as the regulatory environment in which they operate. The survey also assesses the impact of the EAC common market on the growth and performance of the capital markets players in Uganda. This survey will be carried out every year.

### **Main Findings**

#### **Industry Size**

The industry size was assessed by focusing on: the asset base; distribution network; employment trends; and total client base. In 2009 the total asset base for the industry stood at **Ush 9.44 billion (US \$ 4.01million)** accounting for 0.04% of GDP. The Market Players reported having a total of 101 employees. The capital markets industry had a base of 4905 retail and institutional clients. Fifty-seven percent (57%) of the retail clients are active clients.

Over eighty percent (80%) of the market players surveyed were subsidiaries of other companies. Forty percent (40%) of the subsidiaries had their parent companies being located in Kenya. All the Market Players had their offices in Kampala with none having any branches in Uganda outside Kampala.

#### **Market Access**

Market Players financial stability was measured by using asset concentration in the industry. The assets were found to be highly concentrated with three Market Players accounting for 63 % of the total assets.

## **Industry Performance**

Industry performance was assessed by looking at turnover; profitability; industry costs; and return on assets. The industry posted a total turnover of **Ush 7.35 billion (US \$ 3.10 million)** and total costs of **Ush 8.81 billion (US \$ 3.72 million)** in 2009. The industry return on assets (ROA) was -15%.

## **The Cost of Doing Business in the Capital Markets Industry**

In surveying the cost of doing business, the focus was on aspects such as: licence renewal; inspections; approval of public offerings; licence fees; and the preparation process for inspections. Forty two percent (42%) of the market players surveyed gave CMA favorable ratings due to its regular and timely renewal of licences. The Market Players reported that while it took on average six working days to compile the information needed for CMA inspections (*a prerequisite for annual license renewal*), CMA would take on average of 33 working days to renew their licences.

## **The Impact of the East African Community Common Market**

The Impact of the East African common market was evaluated through the assessment of: distribution network within the region; the number of East African clients and employees; and turnover and costs attributable to the market players' operations in the East African Community.

Thirty-three percent (33%) of the Market Players surveyed were subsidiaries of East African companies based in Kenya. Kenyans were the only employees from member states of the East African Community employed in the Ugandan capital markets accounting for forty-five percent (45%) of all the employees in the industry. A total of 752 registered retail and institutional investors clients were from the East African region. The majority of the registered clients from the East African region (99%) were from Kenya. Ninety two percent (92%) of retail investors from the East African region were active with Kenyans accounting for ninety nine percent (99%) of active clients.



## CHAPTER ONE: INTRODUCTION

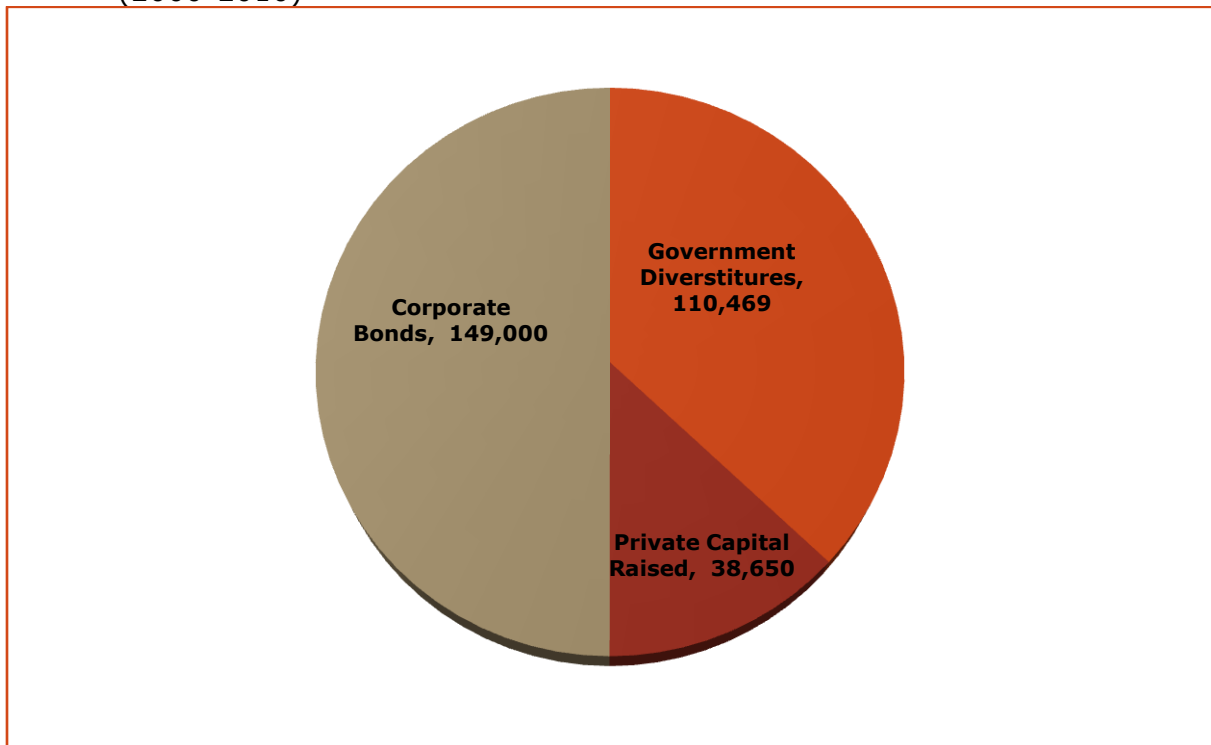
### 1.0 Background to the Study

The capital markets industry was established in 1996 with the enactment of the Capital Markets Authority (CMA) Act Cap 84. The CMA Act established the Capital Markets Authority and also paved the way for the licensing of the Uganda Securities Exchange in 1997 that remains the only stock exchange in Uganda. At the end of December 2010, CMA had licensed 19 market players with 8 being Broker/Dealers, 6 Fund managers, 1 Trustee and 7 Investment Advisors.

In the fifteen years of their existence the capital markets in Uganda have witnessed the listing of fourteen companies, seven of which are cross listings from the Nairobi Stock Exchange. To date **nine (9)** corporate bonds valued at Ushs 149 billion (US \$ 64.04 million) have been issued. **Four (4)** of these bonds have already been redeemed. The government of Uganda also launched a government bond program in 2004 which has witnessed more than fifty government bonds listed on the Uganda Securities Exchange.

Despite these developments in Uganda's capital markets the private sector is yet to fully maximize the long-term financing opportunities that come with capital markets financing. Less than five private enterprises have raised business capital from Uganda's capital markets. Most of the activity in the market especially the equity market has been government divestitures with the state raising a total of Ush 110.27 billion (US \$ 47.40 million) (*See Figure 1*). The private sector has raised a total of Ush 38.65 billion (US \$ 16.65 million) through rights issues. In the year 2009, the private sector raised Ush 38.5 billion (US \$ 16.58 million) from the capital markets through the issue of bonds.

**FIGURE 1:** FUNDS MOBILISED THROUGH UGANDA'S CAPITAL MARKETS (USHS MILLION)-  
(2000-2010)



**SOURCE:** CMA RESEARCH AND MARKET DEVELOPMENT DEPARTMENT

In order to achieve sustainable growth and development of Uganda's capital markets with more private sector participation it will require a multi-pronged approach addressing issues ranging from a shallow investor base to an underdeveloped market infrastructure. Critical among these capital market development interventions will be facilitating the growth and performance of the market players in the capital markets industry.

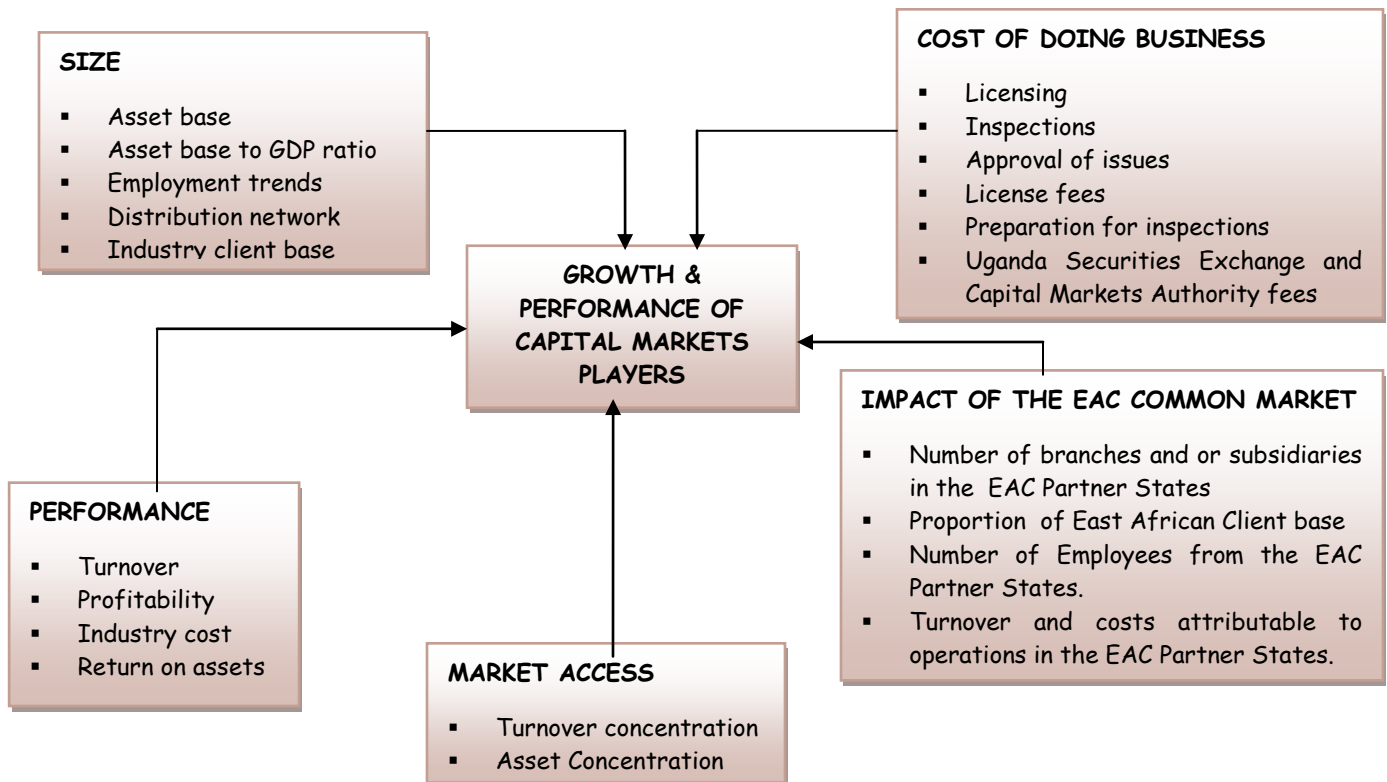
Market players such as brokers/dealers, investment advisors and fund managers act as intermediaries and facilitators of the mobilization and investment of funds within the capital markets. Thus the growth and performance of these players is vital for the sustainable development of capital markets in Uganda. It is against this background that the Capital Markets Authority (CMA) decided to undertake an annual survey of capital market players and the regulatory environment in which they operate with the ultimate objective of providing an environment conducive to their growth and development.

This survey report comprises of two chapters; Chapter one provides a background and analytical framework of the survey, while the second chapter covers the analysis of the survey findings.

## 1.2 Analytical Framework

In assessing the growth and performance of the capital markets players in Uganda’s capital markets, the survey looks at five major indicators; market size, market performance, market access, the cost of doing business and the impact of the East African Community Common Market (See figure 2). A vibrant industry is expected to register expansion in each of the above named indicators.

**FIGURE 2: ANALYTICAL FRAMEWORK**



### **1.3 Objectives of the Survey**

The Market Players' survey sought to generate comprehensive and representative information on:

- i) The growth and development of Capital Markets Players in Uganda;
- ii) The performance of Capital Markets Players in Uganda;
- iii) The cost of doing business in Uganda's capital markets industry;
- iv) The impact of the EAC common markets on the performance of Capital Markets Players in Uganda; and
- v) Possibility of systemic risk in the capital markets industry.

### **1.4 Survey Methodology**

The Market Players survey was conducted by the CMA Research and Market Development and the Legal and Compliance departments. Given the small size of the industry a population survey was undertaken covering all the market players licensed by the Capital Markets Authority. All the 19 Market Players in the Ugandan capital markets were surveyed between 4th November 2010 and 10th December 2010. A total of twelve (12) Market Players responded to the questionnaires.

A structured questionnaire was e-mailed to all the market players and was collected by the legal and compliance department officials during their mid-term inspections carried out in the months of November and December. The Statistical Package for Social Scientists (SPSS) was used for both data entry and analysis.

## CHAPTER TWO: FINDINGS

### 2.1 Introduction

The capital markets industry comprises of eight (8) licensees with broker/dealer/investment advisor licences; six (6) licensees with fund manager licences; seven (7) investment advisors; and one (1) trustee. There are a total of nineteen (19) Market Players in the industry under the different licence categories. The survey covered the following aspects; the industry size; industry performance; market access, the cost of doing business in the Ugandan capital markets and the impact of the EAC Common Market on the Capital Market Players.

### 2.2 Response Rate

A total of nineteen (19) questionnaires were distributed to the Market Players out of which twelve (12) responded giving the survey a response rate of sixty three percent (63%). Half of the respondents (50%) were broker/dealers<sup>1</sup> (*See table 1*).

### 2.3 Market Players Characteristics

Eighty-Three percent (83%) of the respondents were subsidiary companies (*See table 2*). Forty percent (40%) of these subsidiary companies had their parent companies based in Kenya (*See table 3*); a sign that Kenyan companies have a significant presence in Uganda's capital markets industry.

TABLE 1: RESPONSE RATE ACCORDING TO LICENSE CATEGORY

Licence Category	No. of Licensed Persons	No. of Respondents	Response Rate (%)
Broker/Dealer/Investment Advisor	8	6	75
Investment Advisor	7	3	42
Fund Manager <sup>2</sup>	3	3	100
Trustee	1	0	0
<b>Total</b>	<b>19</b>	<b>12</b>	<b>63</b>

**Source:** Survey Findings

<sup>1</sup> All the broker/dealers are also licensed as investment Advisors.

<sup>2</sup> Three brokers are also licensed as fund managers

**TABLE 2: STATUS OF OWNERSHIP**

	Frequency	Percent
Parent Company	2	17
Subsidiary Company	10	83
<b>Total</b>	<b>12</b>	<b>100</b>

Source: Survey Findings

**TABLE 3: LOCATION OF PARENT COMPANIES**

Country	Frequency	Percent
Uganda	3	30
Britain	1	10
Zimbabwe	1	10
Kenya	4	40
USA	1	10
<b>Total</b>	<b>10</b>	<b>100</b>

Source: Survey Findings

## 2.4 Industry Size

### 2.4.1 Asset Base of the Industry

The total asset base of the industry was determined to be **Ush 9.44 billion (US \$ 4.01 million)** (See table 4) accounting for 0.04% of GDP (at constant price). Broker/Dealer/Investment Advisors held forty one percent (41%) of the assets.

**TABLE 4: INDUSTRY ASSETS BY LICENSE CATEGORY**

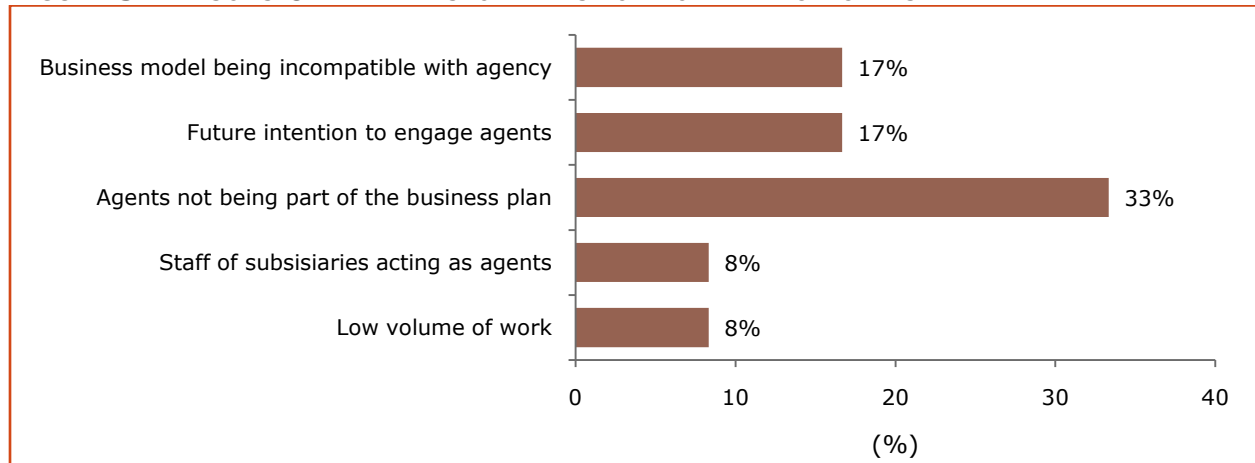
Licence Category	Assets(Ush Billion)	Percent
Broker/Dealer/Investment Advisor	3.83	41
Fund Manager	2.47	26
Investment Advisor	3.14	33
	<b>9.44</b>	<b>100</b>

Source: Survey Findings

### 2.4.2 Distribution Network of the Market Players

None of the Market Players surveyed had branches though twenty-five percent (25%) reported having agents. One out of three Market Players who had no agents cited agents not being part of their business plan, as the major reason for not having them (See figure 3).

**FIGURE 3: REASONS CITED BY RESPONDENTS FOR NOT HAVING AGENTS**

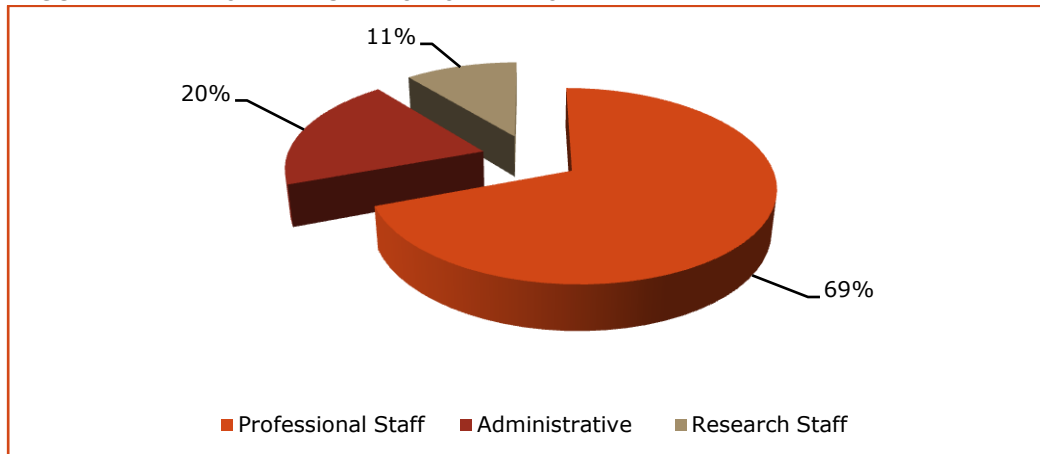


Source: Survey Findings

### 2.4.3 Employment Trends in the Capital Markets Industry

The Market Players surveyed employ a total of one hundred and one (101) employees of which 70 are professional staff representing 69% of the total staff count (See figure 4).

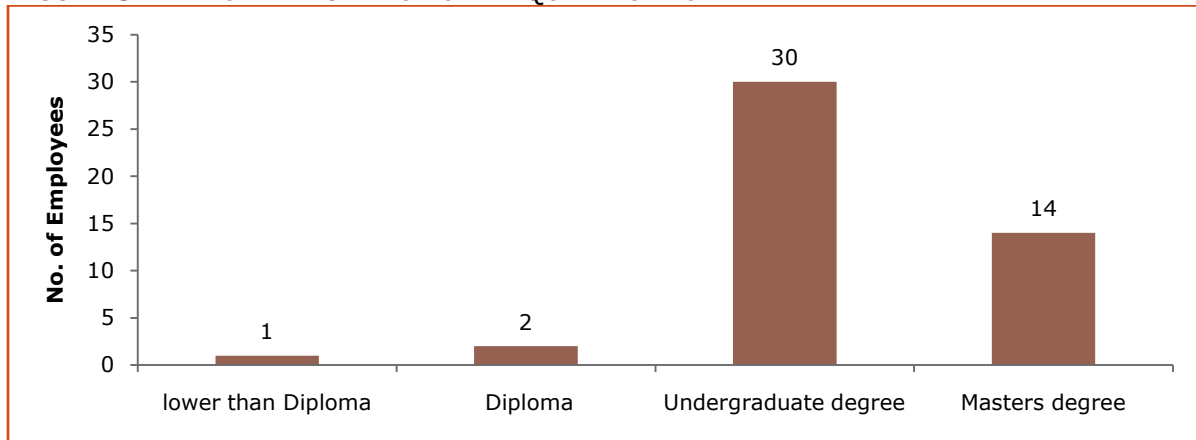
**FIGURE 4: EMPLOYEE DISTRIBUTION BY ROLE**



Source: Survey Findings

Out of the total of 70 professional employees in the industry, the level of qualifications was reported for only forty-seven (47) employees. Thirty (30) out forty-seven (47) professional employees whose qualifications were reported held an undergraduate degree, followed by fourteen who had a Masters degree (See figure 5).

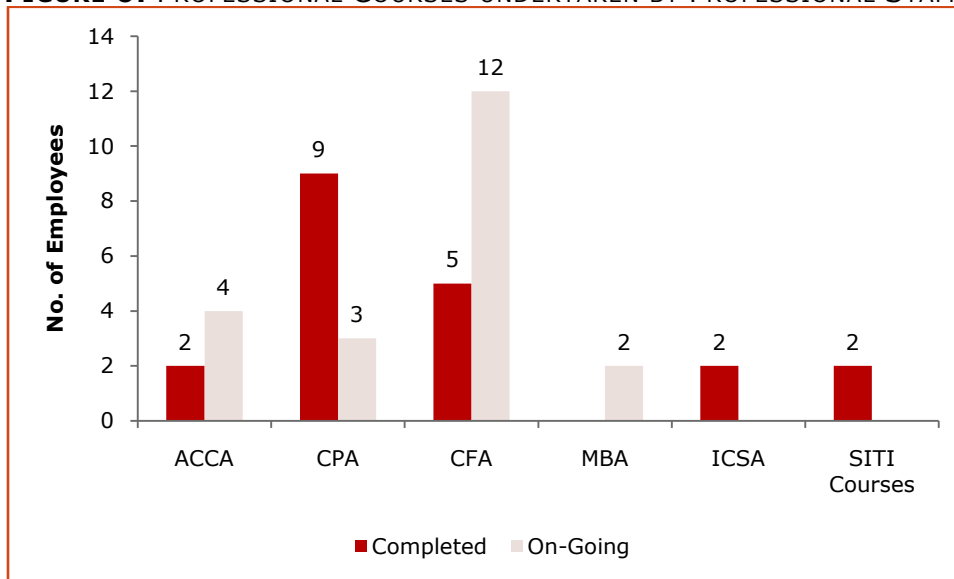
**FIGURE 5: EMPLOYEE DISTRIBUTION BY QUALIFICATION**



**Source:** Survey Findings

Forty one (41) professional staff members were undertaking a variety of professional courses to build their competencies and capacity in their jobs. CFA was the most popular course among the professional staff pursuing professional courses with seventeen pursuing it (See figure 6). Twelve (12) of the professional staff pursuing professional courses had completed CFA, while five (5) had partial qualifications. Only two (2) of the professional staff had undertaken courses offered by the East African Securities Industry Training Institute (SITI).

**FIGURE 6: PROFESSIONAL COURSES UNDERTAKEN BY PROFESSIONAL STAFF**

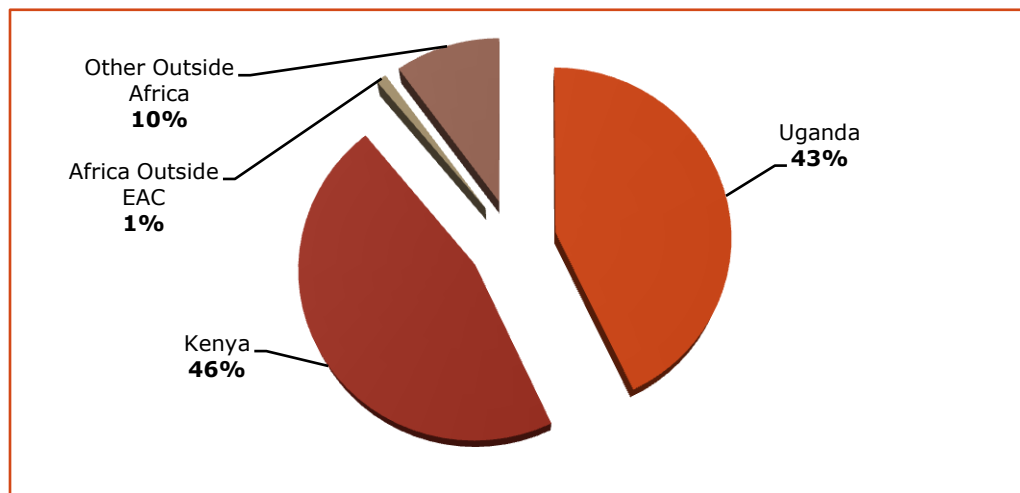


**Source:** Survey Findings



Kenyans accounted for forty six percent (46%) of employees in the capital markets industry in Uganda with Ugandans accounting for forty three percent (43%) of the total employee count in the industry (figure 7).

**FIGURE 7: EMPLOYEE DISTRIBUTION BY NATIONALITY**

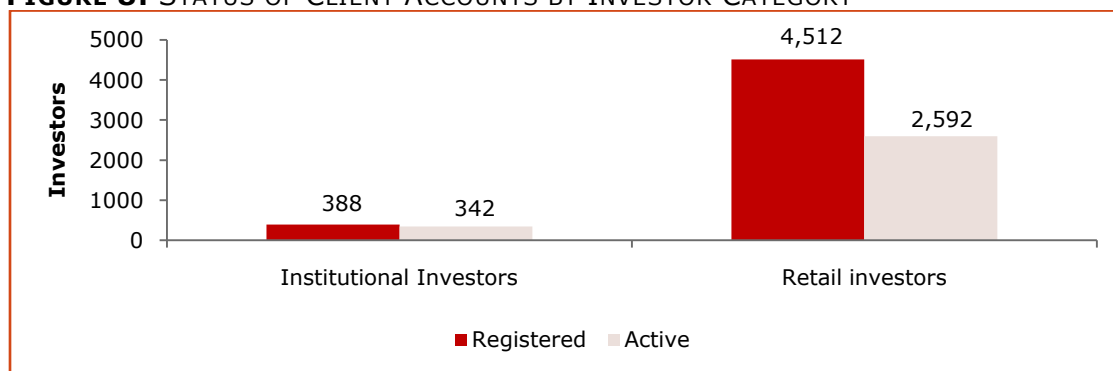


**Source:** Survey Findings

#### 2.4.4 Client Base

The capital markets industry in Uganda had a client base of **4,905** registered institutional and retail investors in the period under review. Four thousand five hundred and twelve (**4512**) clients representing ninety two percent (92 %) of the registered clients were retail investors with the rest being institutional investors. Among the registered investors **2592** and **342** retail and institutional investors respectively were actively engaged in trading at in the capital markets (See figure 8).

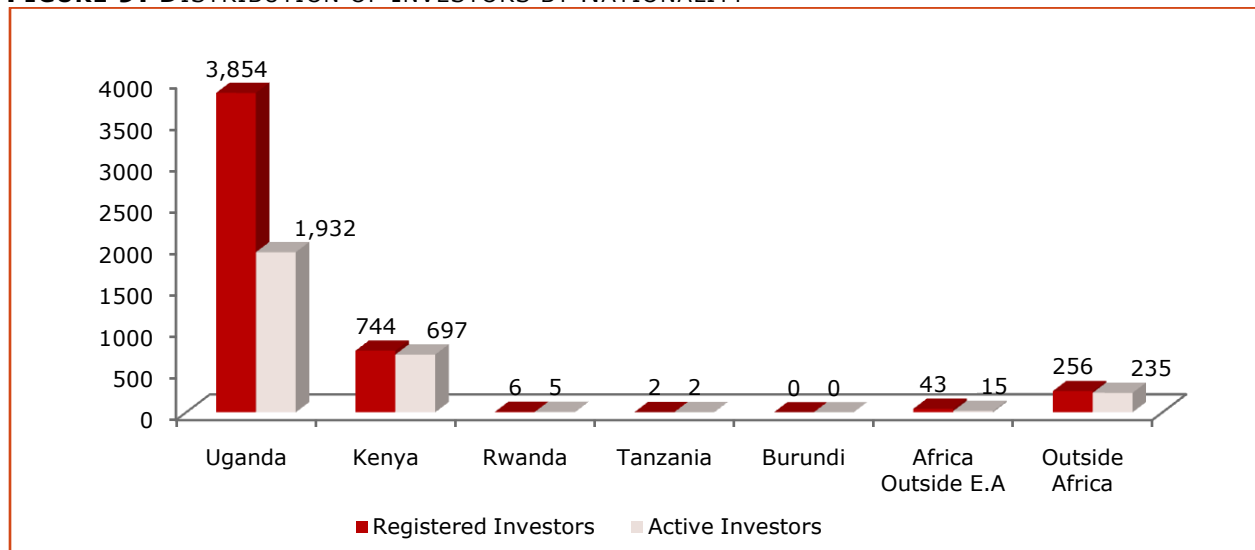
**FIGURE 8: STATUS OF CLIENT ACCOUNTS BY INVESTOR CATEGORY**



**Source:** Survey Findings

The majority of the registered clients (**3,854**) were Ugandan retail and institutional investors with **1,932** of them being active (See figure 9).

**FIGURE 9: DISTRIBUTION OF INVESTORS BY NATIONALITY**



**Source:** Survey Findings

## 2.5 Industry Performance

### 2.5.1 Industry Turnover

The industry reported a total turnover of **Ush 7.35 billion (US \$ 3.10 million)**. Investment Advisors accounted for fifty nine percent (59%) of the total turnover following a one-off transaction reported by a market player falling under this licence category (See table 5).

**TABLE 5: INDUSTRY TURNOVER BY LICENSE CATEGORY (USHS MILLION)**

Licence Category	Turnover (Ush Million)	Percent (%)
Broker/Dealer	485.11	7
Investment Advisor	4,343.91	59
Fund Managers	2,521.59	34
<b>Total</b>	<b>7,350.61</b>	<b>100</b>

**Source:** Survey Findings

When the outlier was excluded from the data set, Fund Managers accounted for 76.44% of the total industry revenue.

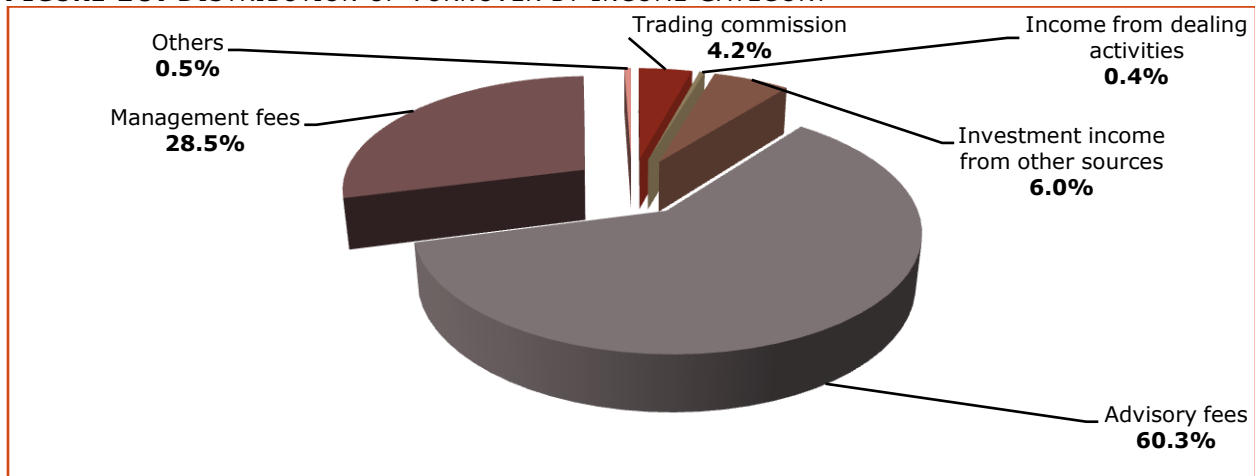
**TABLE 6: INDUSTRY TURNOVER EXCLUDING OUTLIER**

Licence Category	Turnover (Ush Million)	Percent (%)
Broker/Dealer	485.11	14.71
Investment Advisor	292.21	8.86
Fund Manager	2521.49	76.44
<b>Total</b>	<b>3,298.81</b>	<b>100</b>

Source: Survey Findings

Advisory fees contributed sixty percent (61 %) of the total turnover while other sources of income and investment income from other sources contributed the lowest proportion to the total turnover (See figure 10).

**FIGURE 10: DISTRIBUTION OF TURNOVER BY INCOME CATEGORY**



Source: Survey Findings

### 2.5.2 Industry Costs

The total consolidated costs of the industry stood at **Ush 8.81 billion (US \$ 3.72 million)**. The industry had a cost to turnover ratio of **1.19** indicating that each **Ush 1.00** generated as revenue cost **Ush 1.19** resulting in a loss of 19 cents.

### 2.5.3 Industry Profit/Loss

The industry made a loss of **Ush 1.40 billion (US \$ 0.6 million)**. The Market Players posted a negative return on assets of **-15%**. The negative return on assets indicates that the industry is yet to efficiently allocate the available assets. A quarter of the Market Players (25%) made a profit

during the year 2009. Only one broker and two investment advisors posted a profit in the period under review.

## 2.5.4 Corporate Finance

Majority of the Market Players (75%) did not report any corporate finance transactions. Most of the Market Players (67%) who reported corporate finance transactions were broker/dealers. The industry received a total of eight (8) expressions of interest for corporate financing valued at Ush 23.21 billion (US \$ 9.83 million) (See table 6). Half of the expressions of interest (50%) were private placements of equity. The completed deal reported by Market Players was a merger valued at Ush 1.41 billion (US \$ 0.6 million). An on-going deal worth Ush 5 billion (US \$ 2.11 million) was reported.

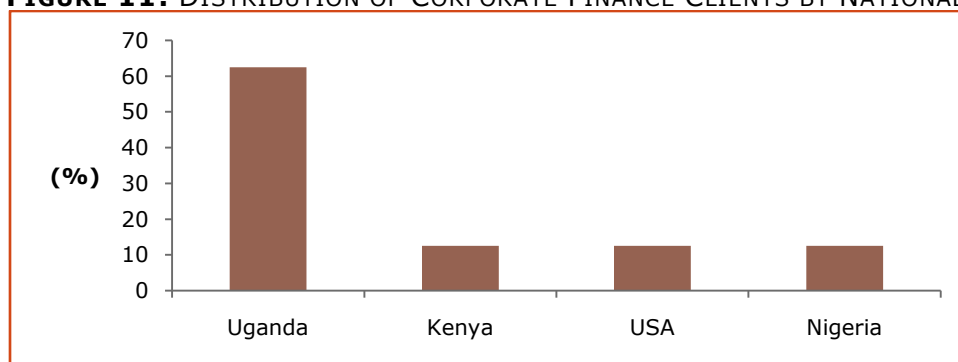
**TABLE 7: CORPORATE FINANCE DEALS**

Type of Deal	Expression of Interest			Completed Deals			On-Going Deals		
	No. of Deals	(%)	Value (Ush Bn)	No. of Deals	(%)	Value (Ush Bn)	No. of Deals	(%)	Value (Ush Bn)
<b>Initial Public Offer (IPO)</b>	2	25	6.10				1	100	5
<b>Private Placements (Equity)</b>	4	50	0.5						
<b>Commercial Paper transactions</b>	1	12.5	16.51						
<b>Rights Issues</b>	1	12.5	0.2						
<b>Mergers &amp; Acquisitions</b>				1	100	1.41			
<b>Total</b>	<b>8</b>	<b>100</b>	<b>23.21</b>	<b>1</b>	<b>100</b>	<b>1.41</b>	<b>1</b>		<b>5</b>

Source: Survey Findings

A high proportion of clients (63%) involved in the corporate finance transactions were from Uganda (See figure 11).

**FIGURE 11: DISTRIBUTION OF CORPORATE FINANCE CLIENTS BY NATIONALITY**



Source: Survey Findings

## 2.6 Market Access

Out of the twelve Market Players surveyed, the three largest Market Players by asset size accounted for sixty three percent (63%) of the total assets in the industry (See table 7). Broker/Dealers/Investment Advisors held forty one percent (41%) of the total assets in the industry (See table 8).

**TABLE 8:** MARKET CONCENTRATION BY ASSET SIZE (%)

	(%)
Top 3 Market Players	63
Top 5 Market Players	86
Bottom 3 Market Players	3

**Source:** Survey Findings

**TABLE 9:** DEGREE OF MARKET CONCENTRATION (ASSET SIZE) BY LICENSE CATEGORY (%)

License Category	(%)
Top 3 Broker/Dealer/Investment Advisors	41
Top 3 Investment Advisors	33
Top 3 Fund managers	26

**Source:** Survey Findings

## 2.7 The Cost of Doing Business

On average, it took the Market Players about 33 working days (See table 13) for their licenses to be renewed from the time they submitted their application to the time they received their licences. The longest period it took to renew a licence was 45 working days while the shortest period reported was 7 working days.

**TABLE 10:** TIME SPENT ON LICENCE RENEWAL

Indicator	Duration (Working Days)
Average	33
Minimum	7
Maximum	45

**Source:** Survey Findings

Market Players reported spending 6 working days to compile the information required for CMA inspections (See figure 14). The shortest period spent on preparations for inspections was 2 working days while the longest period was 15 working days.

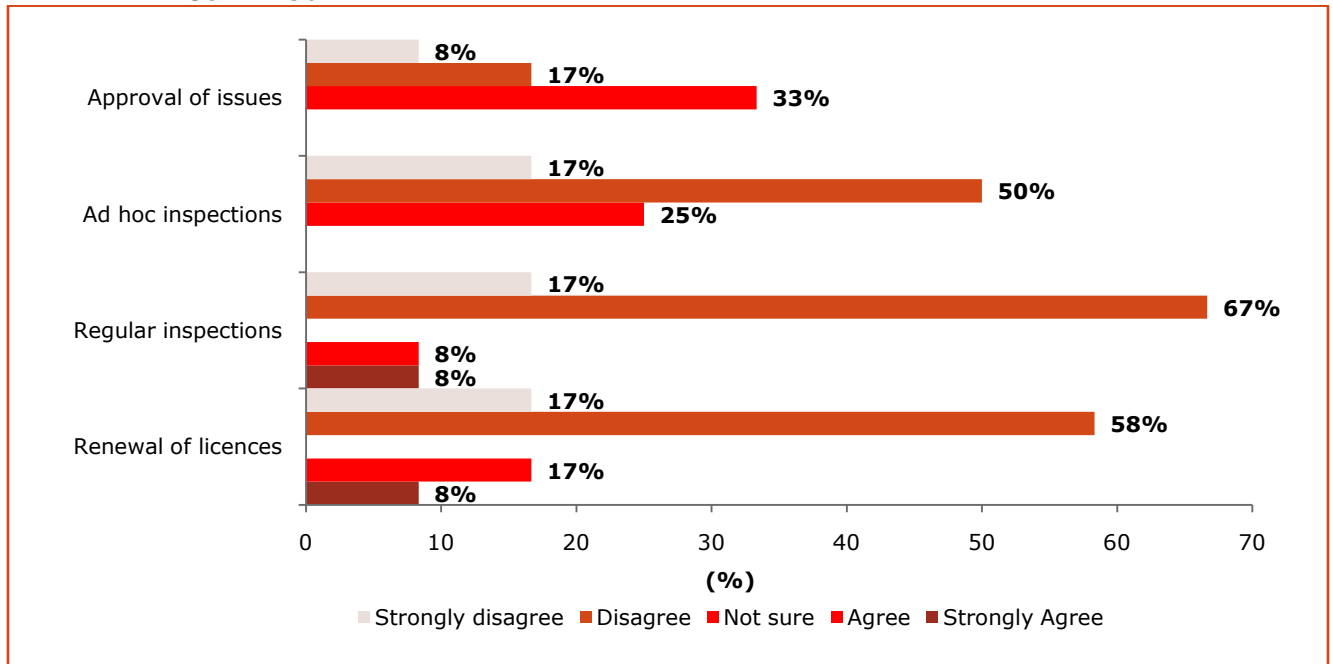
**TABLE 11:** TIME SPENT ON INFORMATION COMPILATION FOR CMA INSPECTIONS

Indicator	Duration (Working Days)
Average	6
Minimum	2
Maximum	15

**Source:** Survey Findings

The Market Players commented on whether various aspects of the CMA processes were cumbersome and time consuming. Most Market Players (83 %) disagreed with the view that regular inspections were time consuming and cumbersome (See figure 12).

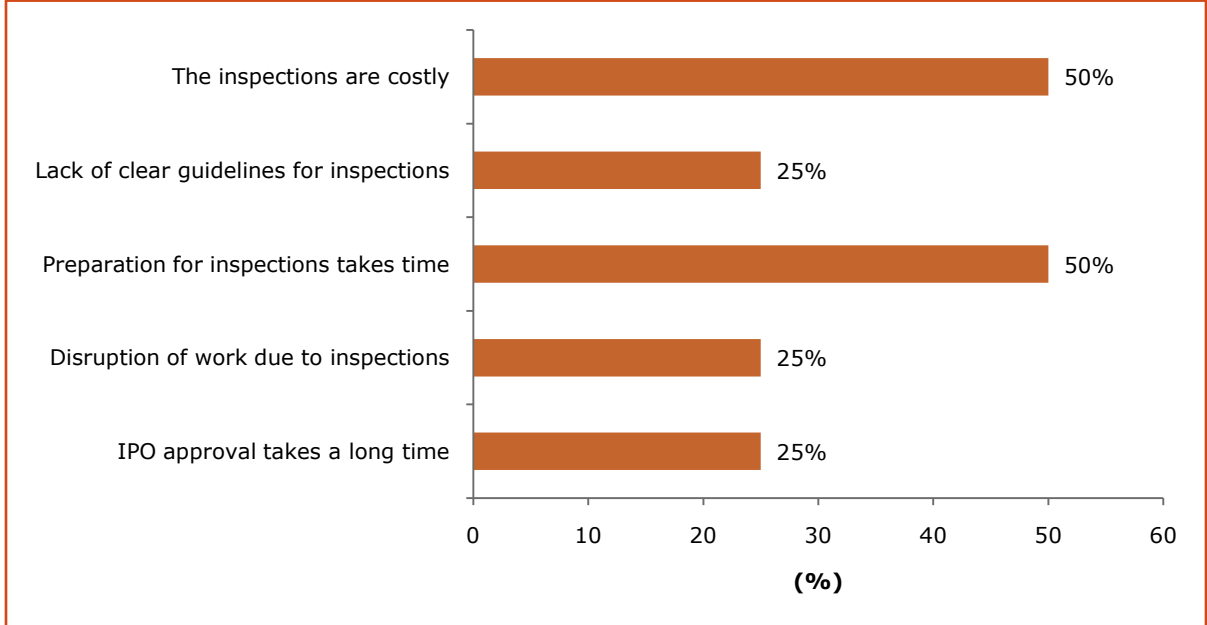
**FIGURE 12:** RATINGS ON WHETHER CMA MARKET SUPERVISION IS TIME CONSUMING OR CUMBERSOME



**Source:** Survey Findings

Half of the Market Players (50%) who felt that the CMA supervision processes were cumbersome mentioned the high cost involved in the inspection process and the long time it took them to prepare for the inspections (See figure 13).

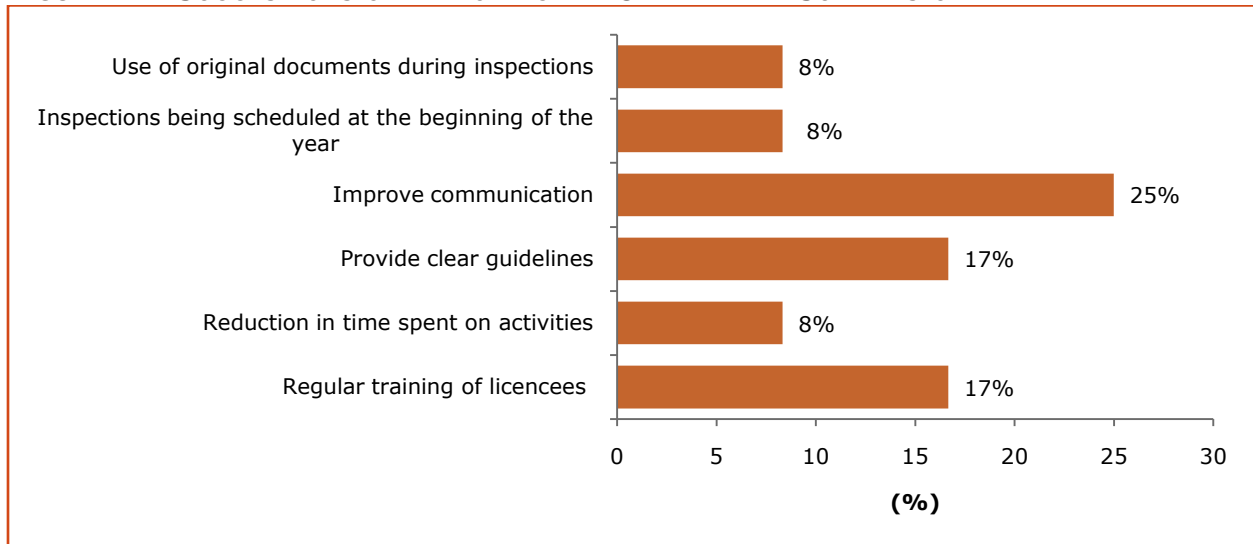
**FIGURE 13: ASPECTS OF THE CMA MARKET SUPERVISION CONSIDERED CUMBERSOME**



**Source:** Survey Findings

A quarter (25%) of the Market Players suggested that CMA should improve communication with them to make the supervision process less cumbersome and efficient (See figure 14).

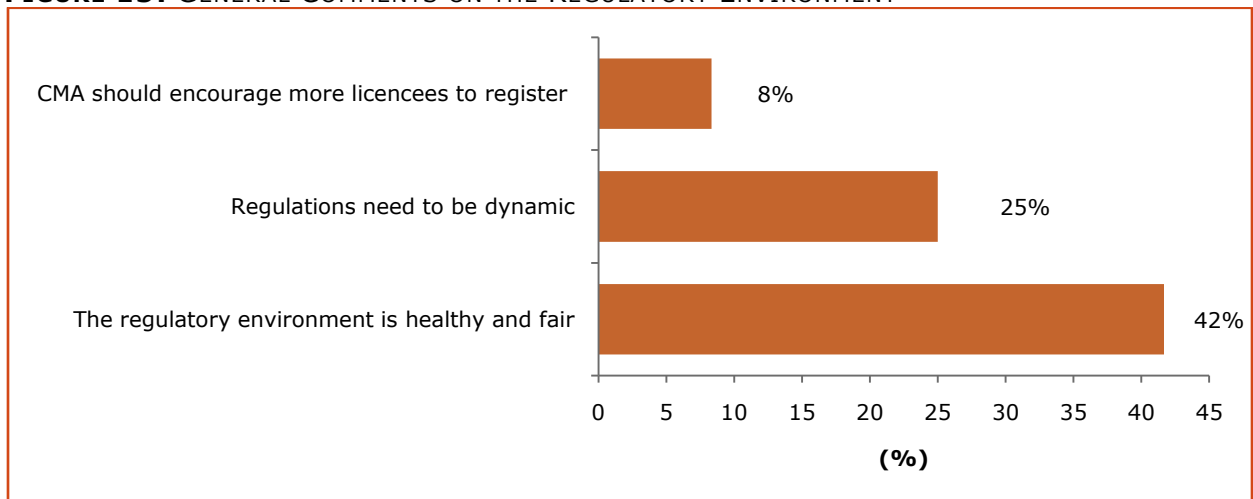
**FIGURE 14: SUGGESTIONS ON IMPROVING THE CMA MARKET SUPERVISION**



**Source:** Survey Findings

Generally, forty two percent (42%) of the Market Players felt that the regulatory environment was fair and healthy while a quarter (25%) felt that the CMA regulations need to be more dynamic capturing new products as well as changes in the financial environment (*See figure 15*).

**FIGURE 15: GENERAL COMMENTS ON THE REGULATORY ENVIRONMENT**

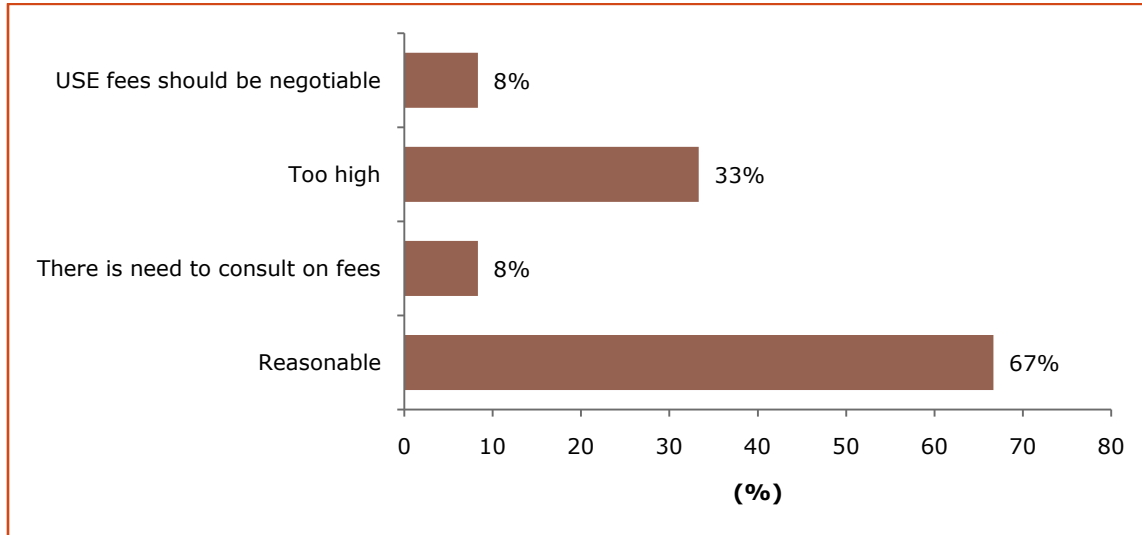


**Source:** Survey Findings

Majority of the Market Players (67%) felt that the fees levied by CMA and the USE were reasonable (*See figure 16*).



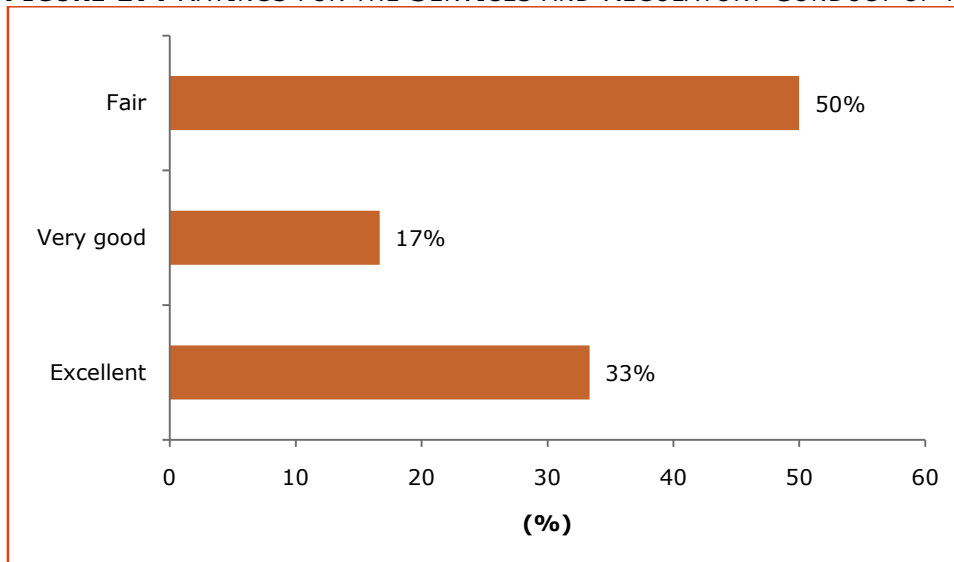
**FIGURE 16: COMMENTS ON THE CMA AND USE FEES**



**Source:** Survey Findings

Half (50%) of the Market Players were members of the USE. Fifty percent (50%) of the members of the USE who rated the services and regulatory conduct of the USE felt that it was fair (See figure 17).

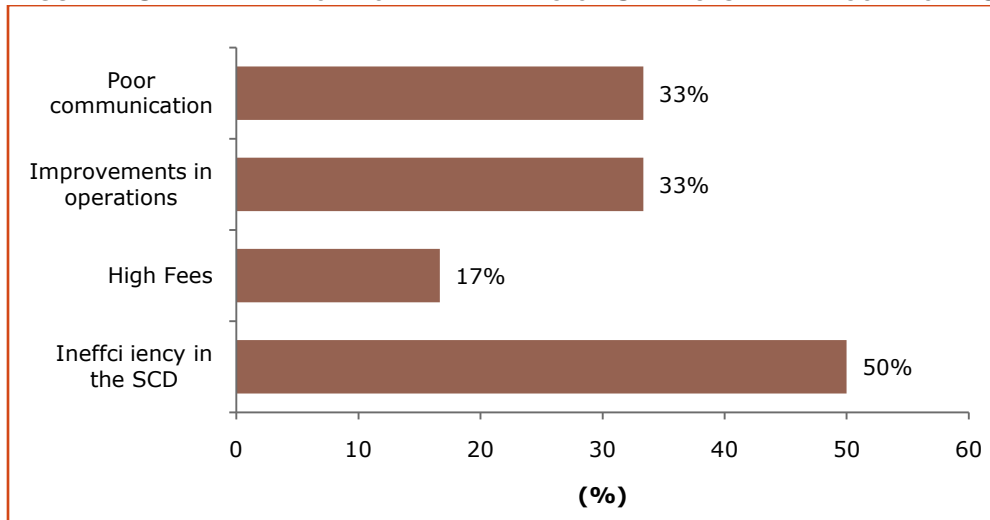
**FIGURE 17: RATINGS FOR THE SERVICES AND REGULATORY CONDUCT OF THE USE**



**Source:** Survey Findings

Fifty percent (50%) of the Market Players mentioned the inefficiencies of the SCD as the source of rating for the services of the USE (See figure 18).

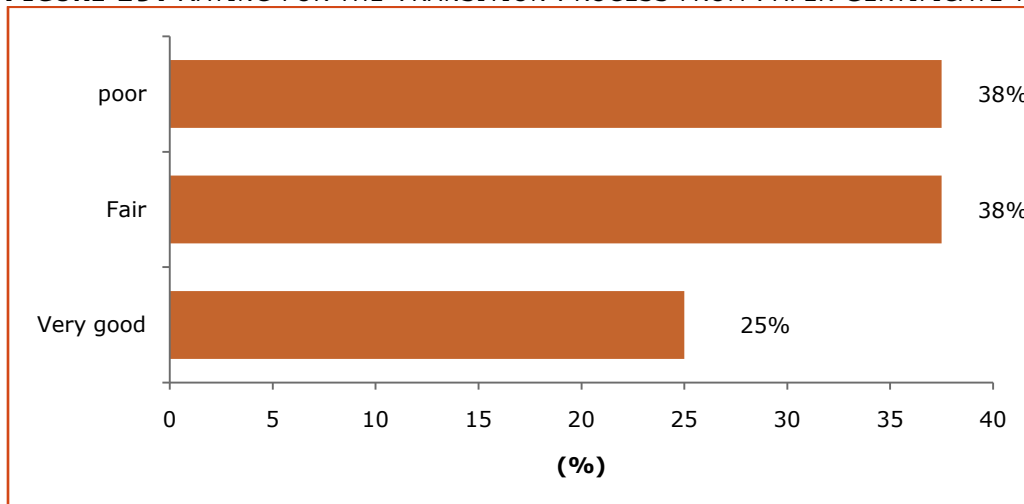
**FIGURE 18:** EXPLANATION FOR THE RATING OF SERVICES AND REGULATORY CONDUCT OF USE



**Source:** Survey Findings

Market Players rated the transition process from paper certificate to the SCD. Thirty eight percent (38%) felt that the transition process was poorly handled with an equal number of the view that it was fairly handled by the USE (See figure 19).

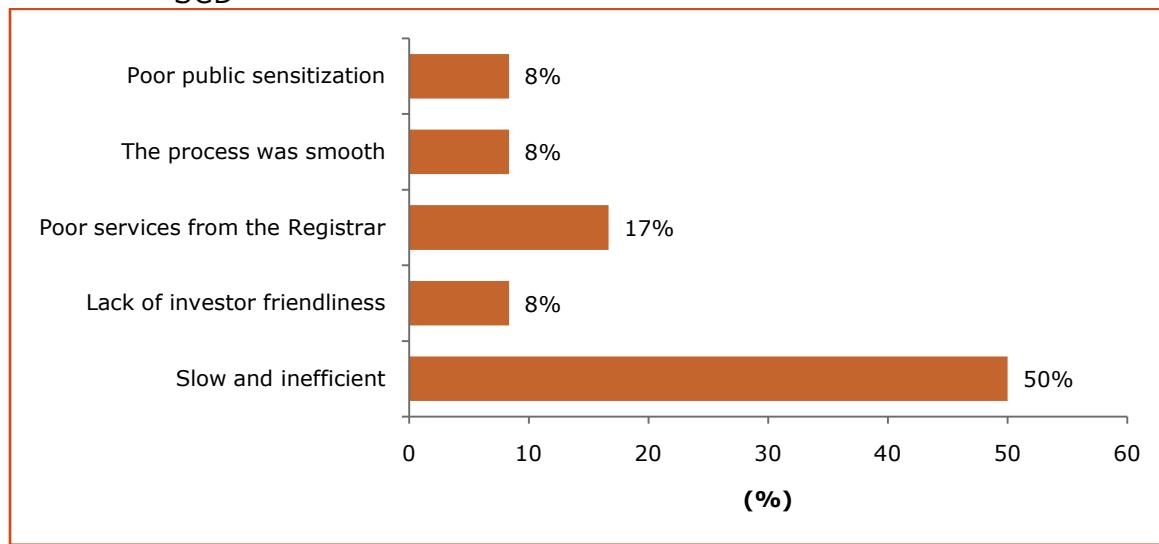
**FIGURE 19:** RATING FOR THE TRANSITION PROCESS FROM PAPER CERTIFICATE TO THE SCD



**Source:** Survey Findings

Half of the Market Players (50%) felt that the transition to SCD was slow and characterized by inefficiencies (See figure 20).

**FIGURE 20: REASONS FOR THE RATINGS ON THE TRANSITION FROM PAPER CERTIFICATES TO THE SCD**



**Source:** Survey Findings

## 2.6 The Impact of the East African Community Common Market

Eighty three percent (83%) of all the Market Players surveyed were subsidiaries of other companies (*See table 2*). Forty percent (40%) of all the subsidiaries had their parent companies being incorporated in Kenya with none of the subsidiaries having parent companies in the other member states of the EAC (*See table 3*).

Kenyans accounted for 46% of the total employees in the industry with no citizens of the other member states of the East African Community being employed in the Ugandan capital markets industry (*See figure 7*).

A total of seven hundred and fifty two (752) clients representing twelve percent (12%) of the total registered client base were from the East African region. Majority of the clients from East Africa (99%) were Kenyans. Seven hundred and four (704) East African retail clients were active with almost all (697) being Kenyans and the rest Rwandese.

## 2.8 Other Capital Markets Industry Indicators

### 2.8.1 Intra-Industry Interaction

On intra industry associations, forty two percent (42%) of the Market Players said that they belonged to the Uganda Securities Brokers and Dealers Association (USBDA), while twenty five percent (25 %) of the respondents said that they were members of the Investment Management Association of Uganda. Eighty three percent (83%) of the Broker/Dealers surveyed were members of USBDA. Forty two percent (42%) of the Market Players said that they had benefited from the associations. The majority of the Market Players (80%) who said that they had benefited from the industry associations were members of Uganda Securities Brokers and Dealers Association. The majority of the members (60%) who had benefited from the industry associations said that the membership had provided a platform for lobbying and a channel for networking among the different Market Players (*See table 15*).

**TABLE 12:** BENEFITS OF MEMBERSHIP TO INDUSTRY ASSOCIATIONS

<b>Benefit Accruing to Members</b>	<b>Percentage of Respondents (%)</b>
Lobbying for the industry	60
Networking among members	60
Exchange of ideas among members	20
A platform for the education of members	20

**Source:** Survey Findings

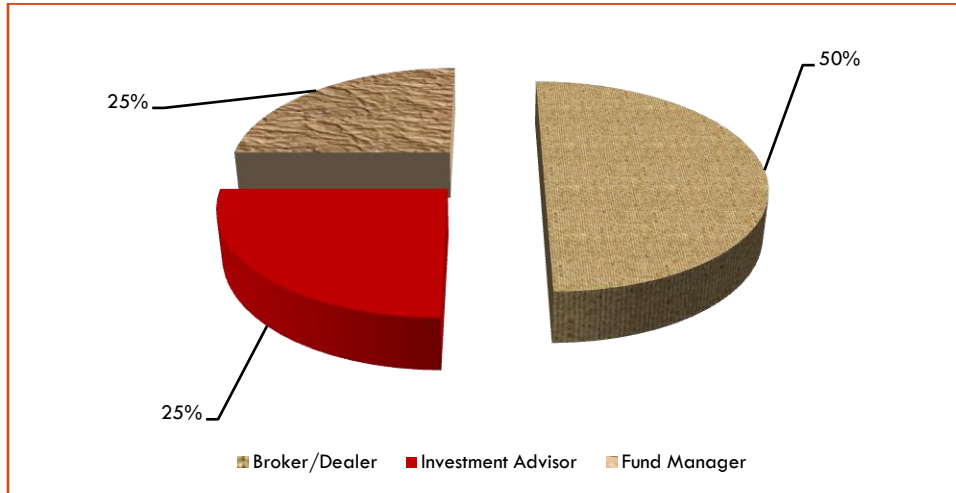
The drawbacks that the members who had not benefited from the industry association indicated include: the lack of accountability on the part of the associations; the transitional stage that the associations are currently in; and the lack of information and knowledge on the associations.

### 2.8.2 Research and Development

The capital markets industry reported producing a total of eighty three (83) research items in the year 2009. Most of the research items (66%) were research publications (*Market Research Notes, Industry Reports and Policy Briefs*) with the rest being market research articles. Thirty three percent (33%) of the Market Players reported distributing their publications. Half of the Market Players who reported distributing their publications were broker/dealers (*See figure 21*).

Majority of the Market Players (60%) distributing their publication targeted the general public (See table 16).

**FIGURE 21:** DISTRIBUTION OF MARKET RESEARCH PUBLICATIONS BY LICENSE CATEGORY



**Source:** Survey Findings

**TABLE 13:** DISTRIBUTION OF MARKET RESEARCH PUBLICATIONS BY TARGETED AUDIENCE

Target Group for Distributed Publications	Percent (%)
General Public	<b>60</b>
Clients	<b>20</b>
Others	<b>20</b>

**Source:** Survey Findings

A quarter of the Market Players (25%) had websites which provided visitors with information on their contacts, history, market research and investor education. None of the websites was interactive with features such as chat rooms, forums and polls. All the market players with websites were broker/dealers /investment advisors.

## **CAPITAL MARKETS AUTHORITY RESEARCH TEAM**

Joseph Lutwama-Manager-Research and Policy [jlutwama@cmauganda.co.ug]

Dickson Ssembuya-Research Officer [dssembuya@cmauganda.co.ug]

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