

## **THE JSE INVITES ORDINARY SOUTH AFRICANS TO “LEARN TO EARN”**

**JOHANNESBURG, 11 March 2010** – For the first time ever, the annual JSE Week Expo will be travelling the country stopping at the Fountain Court in Sandton City from the 11 to 14 March 2010. The aim of these free all-day events is to educate first-time investors about the basics of investing.

“The Sandton leg of the tour follows on a very successful event at Maponya Mall in Soweto last week. This was the first time the JSE has exhibited in Soweto,” comments Noah Greenhill, Senior General Manager of Marketing and Business Development at the JSE “The attendance was very gratifying, and shows that the perceptions around investing are changing. The aim of the JSE Week Expo is to further demystify the myths around investing, that it is not only for the wealthy or those with a large risk appetite. For example, an investor can invest in the stock exchange for as little as R300 per month through an exchange traded fund.”

According to the Old Mutual Savings Monitor for 2009 as many as 1 in 2 households were saving less compared to 2008. This research has also shows that only 54 percent of South Africans of pre-retirement age, between the ages of 45 to 59 years, have formal retirement savings. “This research further proves that financial literacy is crucial to developing a national culture of saving, especially in an uncertain global economic climate. Investing, which is in essence a form of saving, plays a role in actively growing our economy,” comments Greenhill.

The JSE Week Expo will be at the Canal Walk Shopping Centre in Cape Town from the 18<sup>th</sup> to 21<sup>st</sup> March, and Gateway Shopping Centre in Durban from the 25<sup>th</sup> to the 28<sup>th</sup> March 2010. First-time investors can learn about investing on the stock exchange, share trading and Exchange Traded Funds (ETFs). A host of stockbrokers and other financial service providers that cater for the private investor will be on hand to explain their products and services.

“Financial jargon can leave many ordinary South Africans feeling overwhelmed and confused, which is unfortunate. At the JSE we are constantly trying to promote financial literacy and encourage people to take full control of their financial destinies,” says Greenhill.

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### **About JSE Limited**

As South Africa’s only full service securities exchange, the JSE connects buyers and sellers in four different financial markets, namely equities, equity derivatives, commodity derivatives and interest rate instruments. The JSE Ltd offers the investor a truly first world trading environment, with world class technology, surveillance and settlement in an emerging market context.

It is amongst the top 20 largest equities exchanges in terms of market capitalisation in the world.

For further information, please visit [www.jse.co.za](http://www.jse.co.za)

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