



INVESTMENT ADVISER CHECKLIST

Compliance with License Requirements

Part IV of the Capital Markets Act, Part III and the Fourth Schedule of the Capital Markets (Licensing Requirements) (General) Regulations 2025 and the Capital Markets (Corporate Governance) (Market Intermediaries) Regulations 2011

An Investment Adviser shall be a company limited by shares or limited liability partnership and shall be eligible to carry out the prescribed functions of an Investment Adviser

	Requirement	Met Y/N/NA	Comment
1.	Duly completed application Form (Form 1 set out in the First Schedule)		
2.	Certified copy of the Certificate of incorporation or registration		
3.	Certified copy of the Memorandum and Articles of Association or formation documents.		
4.	Copy of CR12 and Beneficial Ownership Document from Business Registration Services.		
5.	A statement of the audited financial statements for the preceding two years, where applicable, and unaudited financial statements for the period of the accounting year ending not earlier than six months prior to the date of application.		
6.	Evidence of adequate financial resources to operate the business which the license relates to.		
7.	Evidence of Professional indemnity insurance of a value not less than Kshs. 500,000.		
8.	Financial Year (January 1 st to December 31 st)		
9.	Financial projections for 3 years		
10.	Details of the independent External Auditor		
11.	A business plan shall include- a) A full explanation of the capital markets-related business, its background (including its legal structure and creation) and what it is intending to do. b) The company's target market and clientele i.e.,		

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	whether a firm has identified a specific business opportunity or customer base. Further the firm should identify and acknowledge the existing competition. c) The business model to be adopted by the company. Disclosure on how it will earn revenue whether by charging agency commission, management fee, profit sharing etc. and disclosure of how revenue is earned whether per transaction, per annum, percentage of transaction etc. d) The company's short- and long-term objectives Any long-term strategy and expansion plans. e) A clear view of the company's target market, key customers, distribution, products, and pricing. f) The expected customer experience of the business from day one. g) Details of the company's intended investment strategies, fee and remuneration policies, governance framework (including the organizational structure) and key personnel h) The experience of the company's principals to undertake the proposed regulated activities it plans to conduct. i) The employment background, experience and relevant qualifications of all staff who will be performing significant influence-controlled functions and how this will help them with their role. j) Financial projections (income statement and statement of financial position) for three years, (these can be sent separately with the financial statements) including working capital requirements which should include the supporting rationale behind the key line items projected and a demonstration of when the		

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	business is expected to break even. k) Any other activity that the company may engage in, that reasonably could have a material impact on net capital within the first twelve months of business operations. N/B (This can however be sent separately with the financial statements). l) An analysis of any key third party relationships m) Exit arrangements in case the company wishes to discontinue business. Disclosure of how clients will be refunded and transfer of assets etc. n) The company's marketing strategy. o) Details of any outsourcing plans or other key operational matters. p) An analysis of key risks and mitigation strategies. q) Corporate governance structure with disclosures on shareholding and details of ultimate beneficial shareholders.		
12.	Details of staff: 11.1 Details and qualifications, experience, and expertise of the following: i. the chief executive, and ii. key staff including; Chief Finance Officer, Risk management officer, Internal Auditor, that must be relevant to effectively manage or operate the business of an investment adviser 11.2 Please note the requirement for the chief financial officer, risk management officer, compliance officer and internal audit functions as per the Corporate Governance Regulations. 11.3 The internal auditor and chief financial officer must be members of ICPAK and		

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	the internal auditor must not be the compliance officer)		
13.	Evidence of staff capable of providing professional services to clients in the field of activity to which the license relates or evidence acceptable to the Authority that such staff will be available.		
14.	Particulars of the proposed operating and information technology system		
15.	Data protection policy in line with the Data Protection Act		
16.	Note to provide: i. Anti-Money Laundering policy, ii. Know your client procedures, and iii. Counter financing of terrorism that are compliant with the AML/CFT Legal framework.		
17.	Details of the following: a) Board of Directors which should comprise of: b) A minimum of 3 directors a third of whom must be natural persons. c) At least one third should be independent and non-executive. d) Not more than one third of the Directors are close relations of any director. e) A director should not hold more than two directorships in market intermediaries unless they are subsidiaries or holding companies.		
18.	The Chairman of the of the Board must be a non-executive director or Independent non-executive director		
19.	Company Secretary (<i>Disclose the name of an individual and ICS Number in good standing</i>)		
20.	Shareholding Structure, detailing the number of shares, the percentage holding and including the ultimate beneficial shareholding of all corporate shareholders and any existing Trusts if applicable.		
21.	Details of physical premises		

	Requirement	Met Y/N/NA	Comment
22.	Submission of a board charter that: a) confirms the Board's responsibility for adoption of strategic plans, monitoring operational performance, the determination of policies and processes that ensure the intermediary's risk management and internal controls; b) reserves specific powers to itself and delegates other matters to the management of a market intermediary c) provides a code of conduct that addresses conflict of interest relating to directors and management which shall be regularly reviewed and updated as necessary d) Identifies the key risk areas that require regular monitoring		
23.	Clear separation of roles and responsibilities of the Chairman and the Chief Executive Officer		
24.	Organizational Chart (Organogram with names of personnel)		
25.	Have a policy for the appointment of employees.		
26.	A Risk Management Framework in place		
27.	Two (2) letters of business reference		
28.	One letter of bank reference		
29.	Fit and Probity Assessment documents (For substantial shareholders (Fifteen percent holding), Directors and Key Personnel) a) Comprehensive Curriculum Vitae for directors and Key personnel, including b) updated email addresses of former employers and referees c) Duly filled and executed Fit and Proper forms for Directors and Key personnel d) Valid certified copies of Police Clearance Certificate for Director and key personnel e) National ID / Passport Bio Data page f) Passport photo		

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	g) Credit reference Bureau certificate		
30.	Evidence that the directors have undergone relevant training on corporate governance (provided that the market intermediary shall ensure that any person appointed as a director undergoes the training within six months of appointment).		
31.	Proposed Management and qualifications of key personnel. (Please provide details of the proposed management and staff capable of providing professional services to clients in the field of activity to which the licence relates. All the representatives of the applicant who provide investment advice should have at least three years' experience in activities relating to advice in financial products or securities or fund or asset or portfolio management and are members of a professional body)		
32.	Have the necessary infrastructure to effectively discharge activities of an investment adviser.		
33.	For applicants that have a digital platform that provides automated, algorithm-driven investment advisory services, the platform shall have: a) its principal bank account in Kenya. b) adequate capital and resources necessary for the efficient conduct of its business and operations. c) adequate, secure and reliable systems for the proper functioning of its Robo-advisory solution. d) documented and robust Robo-advisory processes, methodologies, and procedures e) risk management framework to identify, manage and mitigate all risks in relation to the proper functioning of the robo-advisory		

	Requirement	Met Y/N/NA	Comment
	algorithm. (f) client on-boarding procedures and checklist. (g) data Protection Policy that seeks to; i. establish appropriate safeguards for ensuring the integrity of data on its platform; ii. ensures security and confidentiality of information; iii. keep copies of all relevant documents for a period of at least seven years; iv. ensures confidentiality and privacy of information.		
34.	A declaration by the Persons authorized as prescribed under Form 1 in the first schedule		
35.	Proof of payment of the application fee (Kshs. 10,000) payable via E-Citizen		
36.	Submission of a complete application via E- Citizen and delivery of physical application at the Authority's offices		

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ⁱ The checklists issued by the Capital Markets Authority Kenya (CMA) are intended to provide clarity and assistance in navigating regulatory requirements. However, it is important to note that these checklists are not intended to serve as a substitute for reading and comprehending the regulations themselves. Individuals and entities subject to regulatory oversight should familiarize themselves with the applicable laws, rules, and regulations, and seek appropriate legal or professional advice as needed. The checklists provided by the Capital Markets Authority are meant to supplement, not replace, a thorough understanding of regulatory obligations.