



PRESS RELEASE

FIRE AWARD 2017

Nairobi July 31, 2017.... The promoters of Fire Award (Excellence in Financial Reporting Award) have announced the launch of the 2017 edition, which is expected to witness increased public sector participation, following the adoption of the International Public Sector Accounting Standards as the reporting framework in Kenya in 2014. The promoters of the Fire Award are; the Public Sector Accounting Standards Board (PSASB), Capital Markets Authority (CMA), Nairobi Securities Exchange (NSE), and the Institute of Certified Public Accountants of Kenya (ICPAK). The coveted FiRe Award is in its sixteenth year since it was launched in 2002.

The Fire Award has grown in stature and profile, especially due to the impetus from public sector participation. There 303 entries from the public sector in 2016, besides the 95 entries from the financial services sector, industrial, commercial and services sector, public benefits organizations, pension schemes and learning institutions, bringing the total entries to 398 in 2016 compared 376 in 2015. The public Institutions include; Ministries, Departments and Agencies, State Corporations and Semi-Autonomous Government Agencies, and the County Governments.

The PSASB Chairman, Mr Bernard Ndung'u, who is also the Director General of Accounting Services at the National Treasury, said, "increased participation by the public sector demonstrates commitment to more open accountability in the use of public funds and offers public sector entities an opportunity to be assessed against global standards through the International Public Sector Accounting Standards. We expect about 400 public sector entries this year".

According to the ICPAK Acting Chief Executive, Mr. Edwin Makori, increased public sector participation in the FiRe Award creates an opportunity for enhanced disclosure of financial and non-financial information of public sector entities and contributes significantly to strengthening the informative value of public sector financial reporting as envisaged in the Public Financial Management Act, 2012.

Mr Makori said, "Poor corporate governance and inadequate reporting often causes corporate failure when issues emerge that should have been addressed earlier. We encourage entities to enhance shareholder value through responsible and transparent financial reporting and strong corporate governance structures to ensure business sustainability."

The Capital Markets Authority Chief Executive, Mr. Paul Muthaura, observed "responsible financial reporting and corporate governance disclosures are critical pillars to ensure our capital markets remain robust and profile Kenya as the preeminent destination of capital with high levels of investor and issuer confidence. A robust reporting and disclosure framework ensures investment decisions are based on accurate and timely disclosures to enhance confidence in the capital markets. Our involvement in Fire

Award underscores our commitment to encourage excellence in financial reporting regionally, which is important for business sustainability and growth of our economies”.

Speaking during the launch Mr. Geoffrey Odundo, Chief Executive, NSE said "Governance and transparency in firms constitute major concerns in today's business. A financial system supported by strong governance standards and a strong regulatory framework is crucial to economic development. We encourage both listed and non-listed entities, to enter the 2017 FiRe Award by presenting their 2016 financial statements for review and assessment by independent evaluators, enhancing their reporting standards and ultimately boosting investor confidence and participation in our markets".

Fire Award focus on voluntary disclosure of relevant information in annual reports that go significantly beyond the minimum legal and regulatory requirements. The award continues to embed a strong financial reporting and disclosure culture in Kenya.

The deadline for submission of entries is 4 August 2017.

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BACKGROUND INFORMATION ON THE FIRE AWARD

The Financial Reporting (FiRe) Award is the most prestigious and coveted Award in East Africa for financial reporting. The Award is presented annually, during a colorful, gala evening hosted by the joint promoters; the Public Sector Accounting Standards Board (PSASB), Capital Markets Authority (CMA), the Nairobi Securities Exchange (NSE) and the Institute of Certified Public Accountants of Kenya (ICPAK). For the last sixteen (16) years, the FiRe Award has recognized and awarded the best reporting entities in East Africa. The Award is aimed at promoting integrated reporting through enhancing accountability, transparency and integrity in compliance with appropriate financial reporting framework and other disclosures on governance, social and environmental reporting by private, public and other entities domiciled in East Africa.

THE PROMOTERS:

PUBLIC SECTOR ACCOUNTING STANDARDS BOARD (PSASB): The PSASB is a statutory body established under Section 192 of the Public Finance Management Act (PFM) No. 18 of 2012. The Board is mandated to provide frameworks and set generally accepted standards for the development and management of accounting and financial systems by all state organs and public entities.

ICPAK: The Institute of Certified Public Accountants of Kenya (ICPAK) is a statutory body that regulates the profession of accountancy in Kenya. The Institute has achieved recognition as a professional body for its contribution in finance and accounting education, governance, professional development, maintenance of high accounting, auditing and ethical standards. As a professional body concerned with protection of public interest, ICPAK is one of the most active thought leaders in governance and economic matters in the country and the region.

NSE: The Nairobi Securities Exchange (NSE) is the principal securities exchange of Kenya. Besides equity securities, the NSE offers a platform for the issuance and trading of debt securities. The NSE is a member of the African Securities Exchanges Association (ASEA) and the East African Securities Exchanges Association (EASEA). It is an affiliate member of the World Federation of Exchanges (WFE), an associate member of the Association of Futures Markets (AFM) and a partner Exchange in the United Nations Sustainable Stock Exchanges Initiative (SSE).

CMA: 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. 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 visit our website: <http://www.fireaward.org>