

Madison Asset Product Write-Up

Money Market Fund



Madison Money Market Fund is an excellent avenue for investment that offers you the opportunity to earn competitive return as you save to meet your various financial needs. It is for individuals seeking to build up their savings or for those who want to keep their funds for a short period of time.

The fund objective is to ensure that there is capital preservation and competitive returns to beat inflation whilst ensuring sufficient liquidity of withdrawal on short notice. The fund invests in short term debt securities that do not exceed 12 months. These include Treasury bills & bonds and also corporate financial instruments such as bank deposits and commercial papers.

Ideal for investors with:

Individuals

- Need for capital preservation.
- Short term investment horizon E.g. Save for school fees, private projects, Business capital
- Need to set aside emergency fund.

Corporate

- High liquidity needs, that is, need easy and fast access to the funds invested
- Capital preservation
- Cash flow management

Key Benefits

- No entry or exit fee.
- High liquidity – 2 working days notice
- Competitive yields (currently at 9.49%* P.A). *this depicts the average yearly yield.
- Decent yields in a conservative risk environment.
- Monthly compounding of interest.
- Money market fund is not term based and does not attract penalties on withdrawals.

Key Features

- Initial investment amount of minimum Kes 5,000, No maximum limit.
- You can top up your investment with as little as Kes. 1,000 whenever you have additional cash to save .
- We provide free monthly statements by the 6th day of every month.
- Our system sends Sms and email alerts every time there is activity in your money market account.
- Withdrawals are processed at T+2 working days allowing you to save and withdraw whenever you need your funds.
- You don't have to invest monthly or at a specified time but you invest based on your saving plans, objectives and availability of the funds.
- You have unlimited access to your money without losing your investment and interest gains with an option of reinvesting.
- The interest is quoted net of management fee and published daily in the newspapers allowing ease of monitoring performance.
- The funds are held in Equity Bank Custodial account and the activities of this fund are overseen by KCB Trustees

Madison Asset Product Write-Up

Money Market Fund

Below is an illustrative computation of a return for an initial investment amount of Ksh 1,000,000 for a period of one without any Top-up

Money Market Implied Yield on a one Year investment of Kes. Fifty Million				
Investment Amount	1,000,000			
Investment Period	1 year			
Indicative rate of return*	9.65%			
	Principal	Interest	Withholding Tax	Total
Month 1	1,000,000.00	8,041.67	1,206.25	1,006,835.42
Month 2	1,006,835.42	8,096.63	1,214.50	1,013,717.56
Month 3	1,013,717.56	8,151.98	1,222.80	1,020,646.76
Month 4	1,020,646.74	8,207.70	1,231.16	1,027,623.28
Month 5	1,027,623.28	8,262.80	1,239.57	1,034,647.52
Month 6	1,034,647.52	8,320.29	1,248.04	1,041,719.76
Month 7	1,041,719.76	8,377.16	1,256.57	1,048,840.35
Month 8	1,048,840.35	8,434.32	1,265.16	1,056,009.61
Month 9	1,056,009.61	8,492.08	1,273.81	1,063,227.88
Month 10	1,063,227.88	8,550.12	1,282.52	1,070,495.48
Month 11	1,070,495.48	8,608.57	1,291.52	1,077,812.77
Month 12	1,077,812.77	8,667.41	1,300.11	1,085,180.07
Total		100,211.84		
Effective Annual Yield		10.02%		

* the return is indicative because it relies on the performance of money market securities that are subject to market volatility. Past performance also which forms the basis of the indicative rate is not a guarantee to future performance of the investments

Madison Asset Product Write-Up

Money Market Fund

Individual Requirements:

- Filled individual application form.
- Copies of ID(s)/ Passport(s).
- Utility bill e.g. lease/rental agreement or electricity or water bill
- Proof of bank details e.g. copy of ATM card, copy of cancelled cheque or latest bank statement for one month.
- A passport size photo.

Corporate / registered bodies Requirements:

- Filled Institution application form.
- Certificate of incorporation
- Signatory copies of ID(s)/ Passport(s).
- Utility bill e.g. lease/rental agreement or electricity or water bill or fill the residential form.
- Proof of bank details e.g. cancelled cheque or latest bank statement within the last three months, letter from bank confirming the bank details.
- A passport size photo for each signatory.

Payment Options:

1. RTGS, Pesalink, EFT, Direct Deposits or Internal Transfer

Account Name: Madison Asset Money Market Fund Collection Account

Branch Name: Equity Bank Limited

Branch: Equity Centre

Account Number: 0810296649521

2. Mpesa

Paybill: 247247

Account: 0810296649521

Contact:

Madison Asset Management Services Limited

P.O. Box 20092 – 00100 Nairobi

Tel: +254 20 2721340

Cell: +254 741135660

Email: madisonasset@Madison.co.ke