

MEDIA RELEASE

**Trinidad and Tobago Securities
and Exchange Commission
57-59 Dundonald Street
Port of Spain**



May 26, 2015

TTSEC launches an Investor education Website and a Digital App.

One of the core functions of the Trinidad and Tobago Securities and Exchange Commission (TTSEC) is *'to educate and promote an understanding by the public of the securities industry and the benefits, risks and liabilities associated with investing in securities.'* The Commission routinely conducts investor education programmes designed to help the general public understand the role of securities commissions and the markets which they regulate, as they relate to the financial well-being of investors and potential investors.

Previously the Commission's corporate website was also the repository of its investor education information. However it was decided to redesign the website and to develop a niche website focusing exclusively on the education and empowerment of current and potential investors as well as the promotion of responsible financial habits. Two separate sites will allow the Commission to enhance its corporate site with all the requisite legislative and regulatory information and its investor education site with tools to facilitate greater investor empowerment.

On **Tuesday May 26, 2015**, the TTSEC launched its new **Investor Education Microsite**, www.investucatett.com as part of its continued investor education thrust. The site which was developed by Proudfoot Communications Limited will house all investor education content in one "go-to" portal and facilitate the inclusion of more dynamic media through the use of infographics, videos and games along with tools and calculators. The Commission will also tailor its investor education efforts to focus on different life stages such as teenaged years, working years, middle years, pre-retirement and retirement.

At the same time the Commission also launched a **digital application for tablets and mobile devices**, to push investor education messages to the technology driven publics. The app offers 'on the go' information curated by the TTSEC and will include relevant news and updates as well as promote investor education through the use of interactive elements.

Key features of the application include the ability to download a fillable complaint form as well as reference the TTSEC's key contact information and submit queries via an in-app form. Users can select specific stocks to watch from those traded on the Trinidad and Tobago Stock Exchange and view the current price and any increase or decrease as well as see a graph of changes over time. They can also access a list of reporting issuers, broker-dealers, registered representatives, investment advisors, underwriters and self-regulatory organisations registered with the TTSEC.

The app includes a daily tip designed to provide users with a constant source of information which would increase their knowledge about financial terms, their rights and responsibilities as consumers of financial services and other investor education related matters. There are also interactive quizzes designed to both test your knowledge and to make you more financially literate.

The app will be available for download on Android and iOS handsets, via the respective app stores. The Android v1 release is live, while the iOS v1 release is expected to go live in the first week of June.

About the TTSEC:

The TTSEC is an autonomous agency established by The Securities Industry Act, 1995 to regulate the securities market. That legislation was repealed and replaced by the Securities Act 2012 which is intended to provide further protection to the investor, promote integrity and transparency and foster the development of the securities market.

Issued by:

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