

## **Hisa Launches US Stocks Trading for Kenyans After Receiving a No-Objection from the Regulator**

*Hisa is the first mobile investment platform in Kenya to offer retail investors access to US Stocks and US ETFs.*

**6th December 2021, Nairobi**

Hisa Technologies has today unveiled [Hisa](#) mobile app that allows anyone in Kenya to invest in US stocks and ETFs directly from their phones using mobile money.

For the first time, Hisa will offer Kenyans the chance to own fractional shares of their favourite companies like Apple, Tesla, Google and many more. Through Hisa App, users can get real-time market updates, follow market discussions, read business and finance news and listen to hundreds of podcasts.

The FinTech company, in partnership with Faida Investment Bank Limited, has also announced that it has received a no-objection from Kenya's Capital Markets Authority (CMA) to offer fractional investing in US Stocks and ETFs. This will also be in partnership with US-based global brokerage infrastructure DriveWealth LLC.

"Today, we are very excited to launch Hisa App, which will allow Kenyans to invest in their favourite companies such as Tesla, Google, Apple, Microsoft and more," said Erick Asuma, Co-founder and CEO. "In an increasingly connected global village driven by smartphone penetration and mobile money, our vision is to allow anyone across the continent to access different global investment options."

"We are pleased to have received a nod from CMA as we continue to make steady progress in our partnership with Hisa Technologies. Receiving this approval reflects our robust policies, compliance framework and risk management systems that are in place," said Faida Investment Bank's Operations Director, Rina Hicks. "We will continue to work closely with regulators and stakeholders to ensure we facilitate a secure, effective and transparent way for our users to manage their investments and to continually gain access to attractive and diverse local and international investment opportunities," she added.

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Fractional Investing enables investors to buy less than one full share of a stock or other security. Investors from Kenya will now be able to buy a percentage of a single

share which enables them to diversify their investments through the distribution of small amounts of capital.

The company plans to diversify the investment options on the platform to include Kenyan stocks, money market funds, bonds and CFDs. Through its media arm The Kenyan Wallstreet, Hisa will continue to provide well-researched educational content and timely financial information to help its users in making sound investment decisions.

The technology will also provide access to trading on Kenyan stocks.

Hisa is available on the [iOS AppStore](#) and [Google Playstore](#).

-ENDS-

FURTHER INFORMATION:

Media Contacts:

Hisa Technologies  
Suzanne Nyawanda  
[suzanne@hisa.co](mailto:suzanne@hisa.co)

Faida Investment Bank Limited  
Philip Wahome  
[philip.wahome@fib.co.ke](mailto:philip.wahome@fib.co.ke)

### **About Hisa**

Hisa App is Africa's first wealth management platform that makes investing social. The app allows users access to different investment options like stocks and ETFs. The app also provides educational content like news, podcasts and user-generated discussions aimed at improving users' financial literacy. For more information please visit <https://hisa.co/> and follow us on Twitter @HisaApp.

## About Faida

Faida Investment Bank ("Faida") is a leading investment bank in Kenya and provides securities trading services, markets and institutional research investment advisory, private equity placement, valuation, and corporate finance advisory.

Faida has an associated company in Rwanda, Faida Securities Rwanda Limited. Faida is licensed in Kenya by the Capital Markets Authority (CMA). [www.fib.co.ke](http://www.fib.co.ke)

## About DriveWealth

DriveWealth, the pioneer of fractional equities trading and embedded investing, is a visionary technology company that empowers more than 100 partners around the world to engage their customers by placing the markets in the palm of their hand. The company believes the future is fractional, transactional and mobile. Every mobile device should be a gateway to accessing investing and savings products, services, advice, and assistance for global citizens of all ages, wealth stages, and levels of financial expertise. DriveWealth's unparalleled consultative support and cloud-based, industrial strength technology platform allow partners to seamlessly offer branded investing experiences to drive customer acquisition, loyalty, retention, and revenue growth. DriveWealth's commitment to continuous evolution and innovation makes it the partner of choice for powering the future of investing. For more information, please visit [drivewealth.com](http://drivewealth.com) or connect with the company on Twitter [@DriveWealth](https://twitter.com/DriveWealth) or on [LinkedIn](https://www.linkedin.com/company/drivewealth).

*\*Fractional Trading/Fractional Shares - Fractional share trading gives an investor the opportunity to own a small portion, or fraction, of one whole share of a stock. This is very useful especially for retail investors in instances where a single stock is valued at thousands of dollars.*