

MARCH 2022



CBX

YOUR REGION. YOUR BUSINESS. YOUR SOURCE.

A DIVISION OF THE JAMAICA STOCK EXCHANGE



PROGRAMME CATALOG





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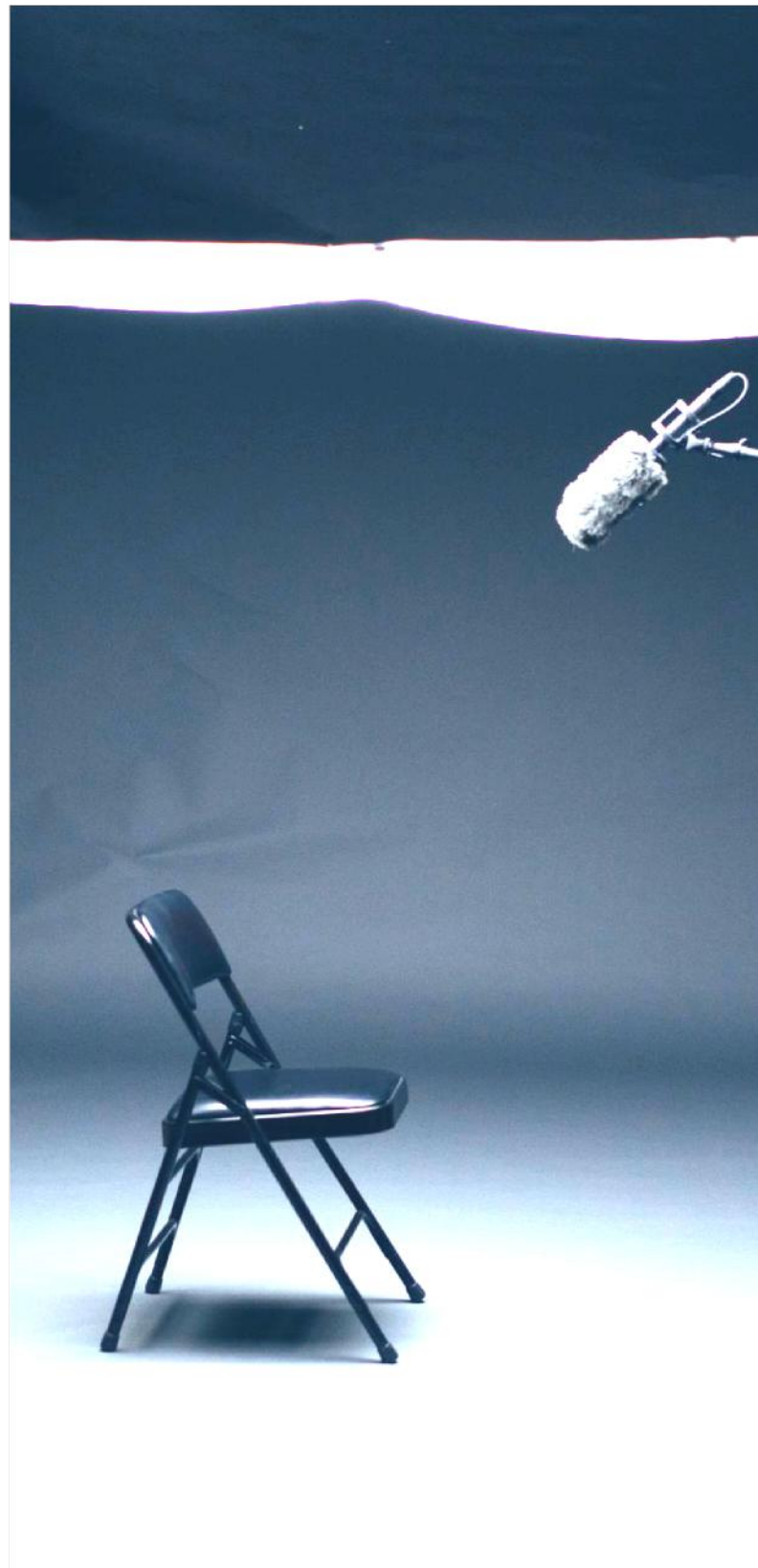
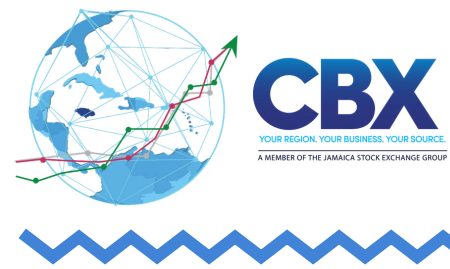
Who are we?

The Caribbean Business Exchange (CBX) is a dedicated cable TV channel which features content and messaging produced by the JSE and selected stakeholders.

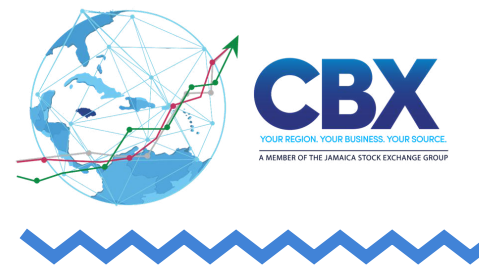
The channel is an opportunity to present more in depth, market relevant information, analysis and entertainment features in a format appealing to a wide audience.

This will include local, regional, and international business news content, market information, special features, as well as financial literacy for all age groups.

In addition, the facility is also used to record, store and broadcast JSE eCampus content.



Background



The JSE has a rich history of mobilizing capital for companies which list on the Exchange, and we provide a conduit through which investors can create wealth by investing in these companies.

The JSE operates using the best in class and globally accepted technology and through its trading and surveillance platforms provide a safe and efficient stock market.

Through these efforts, the JSE has twice been recognized internationally, by Bloomberg, as the No. 1 Performing Exchange in the World.



What is our mission?

Our mission is to contribute to the growth and development of the territories where we conduct business, by facilitating the mobilization, exchange, and expansion of capital, while providing a return on equity that is acceptable to our shareholders.



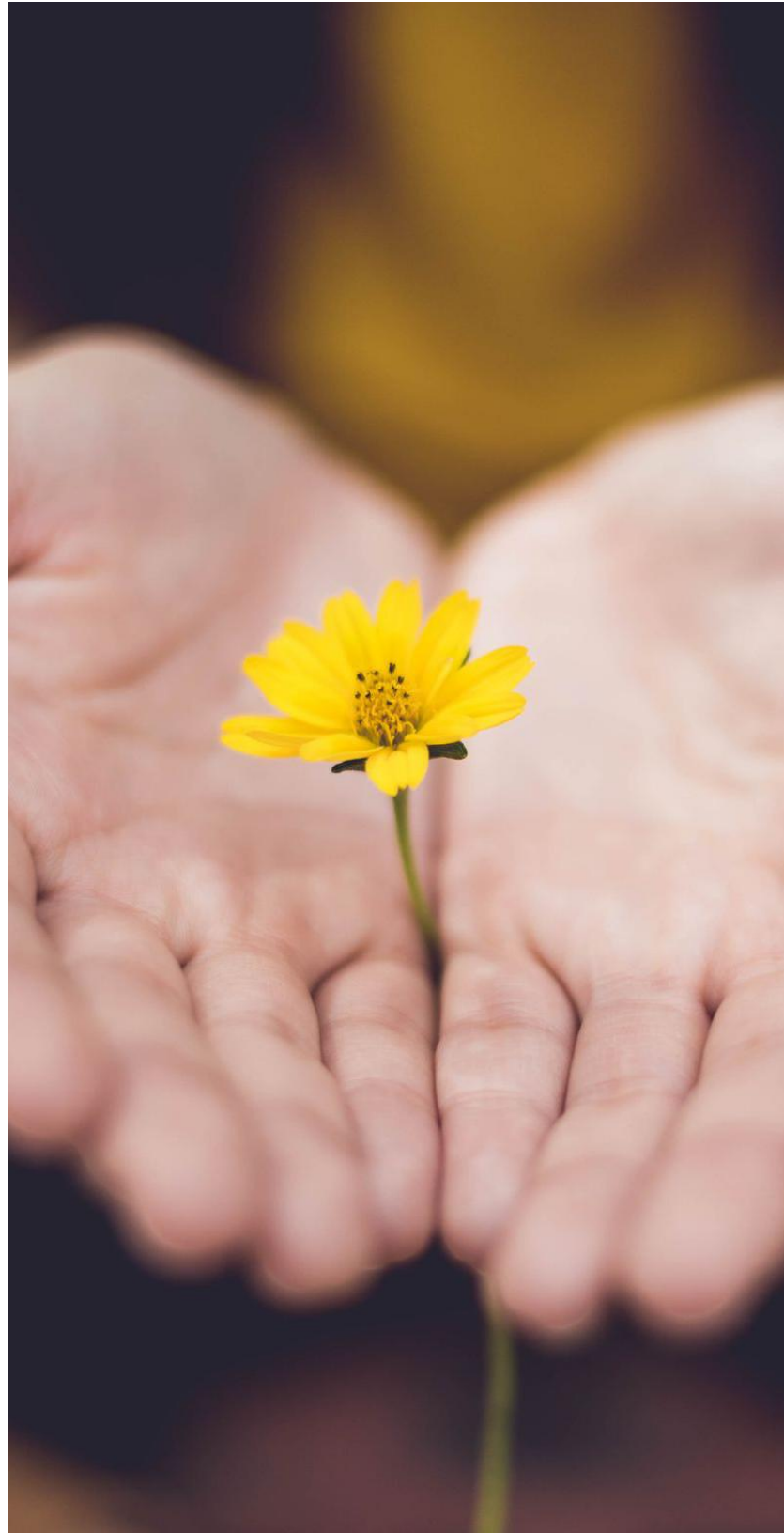
What are our plans and where do we see ourselves?

Our vision is to create an agile, innovative, and customer-oriented premier exchange serving clients in a dozen territories with over 200 listings, market capitalization equivalent to 60% of Jamaica's GDP and consistently generating over 10% real return on shareholders' equity.



What are our core Values?

We are purpose driven. We value, Transparency, Reliability, Integrity and Professionalism and are Purpose-driven in all we undertake to serve the market.



Dr Marlene Street Forrest
B.Sc. (Hons), MBA, CD, JP
Managing Director
Jamaica Stock Exchange

Dr. Marlene Street Forrest is the Managing Director of the Jamaica Stock Exchange (JSE) and Director of both its subsidiaries. Her mandate is to continue the process of developing the JSE Group and particularly the Exchange, in an atmosphere of transparency and fairness while utilizing appropriate technology in

providing the greatest possible efficiencies to the market.



Dr Street Forrest has a wealth of experience having worked in senior management positions at varying private and public sector organizations here in Jamaica and overseas. It is under her stewardship that the JSE became demutualized and the US Denominated Market and the Junior Market were launched. She also spearheaded the Registrar Division of Jamaica Central Depository (JCSD) when she served as General Manager for this subsidiary of the JSE.

In 2016, Dr Street Forrest was conferred with the honour of the Order of Distinction in the Rank of Commander (CD) in recognition of her outstanding leadership in the growth of the Jamaica Stock Exchange. In that same year, she also received the Afroglobal Excellence Award for Global Impact from Canada for exhibiting great leadership, vision, integrity and commitment to excellence.

She was an Observer Business Leader Nominee in 2017 and was also celebrated by the Institute for Gender and Development Studies - UWI as a Woman Pioneer. In 2018 she received the Rotary Club of Kingston East and Port Royal Vocational Services Award and was recently recognized by the Alex Ihama School of Greatness as the Business Leader of the Decade.

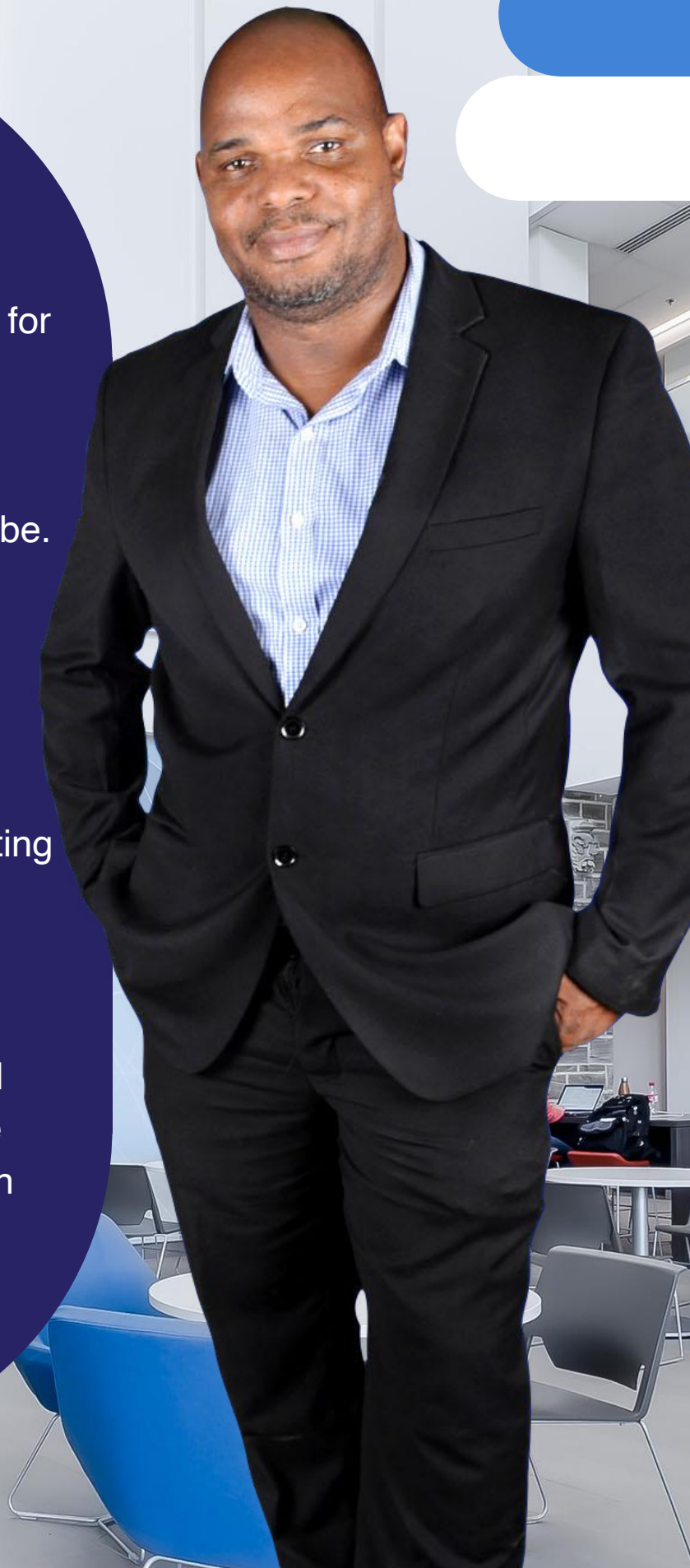
She was conferred with an Honorary Doctoral Degree in Public Policy by the University of the Commonwealth Caribbean on July 18, 2021, for her contribution to nation-building.

She is a Justice of the Peace and serves as a Director for the Good Samaritan Inn, a Christian outreach aimed at uplifting the poor and marginalized

Fitzroy Prendergrast

Station Manager

Fitzroy Prendergrast has been working as a Journalist for the last twenty eight years during which time he worked extensively with a number of media houses across the globe. Prendergrast worked for the Cable News Network (CNN), The British Broadcasting Corporation, the American Broadcasting Corporation (ABC), The British Broadcasting Corporation (BBC), CTV in Canada, Reuters, Agence France Press (AFP), Press Association International and the Washington Post and the Caribbean Media Corporation (CMC).



Locally, Prendergast spent five years at the Gleaner as a staff reporter, specializing in the coverage of cricket.

He has worked for Radio Jamaica, CVM Television, The Jamaica Observer, IRIE FM and KLAS Sports Radio. Prendergast has covered a number of international sports tournaments overseas and locally.

His international tournament experience includes coverage of the World Netball Championship in New Zealand-1999 (For Gleaner), ICC World Cup of Cricket in South Africa in 2003 (for the Press Association) and The Australian tour of the Caribbean in 2003. The ITF Davis Cup in Uruguay, CCAN Swimming Championships in El Salvador, and the Rugby World Cup in Chile.

Internationally Prendergast has travelled to over 28 countries covering news and sports in his career.

Prendergast then used his international experience to get into business and started his own cable network, Cable News and Sports (CNS) in 2001.

For the last 15 years the network has covered most of the major news and sports stories in the country. The network became the first cable television network to become a member of the Commonwealth Broadcasting Association in 2011. Two years ago, Prendergast added two other channels to his portfolio of Cable TV networks, Sports Network International (SNI) and Grace Television Network (GTN).

GTN was founded to expand the apostolic doctrine throughout the region is was recently granted permission to operate in 31 Caribbean countries.

On the occasion of the 100th anniversary of his alma mater Calabar High School, Prendergast was honoured in the category of Business and Finance, receiving the Calabar Centenary Honor Roll Certificate.

With his vast media experience and great knowledge of the sport, Prendergast was asked by then Minister of Education Andrew Holness to sit on the board of the G.C. Foster College in 2011.

Prendergast is a Justice of the Peace for the Parish of St. Catherine is a marriage officer for the island of Jamaica and a certified mediator.



CBX

YOUR REGION. YOUR BUSINESS. YOUR SOURCE.

A MEMBER OF THE JAMAICA STOCK EXCHANGE GROUP

LET'S TALK STOCKS

– BEFORE & AFTER THE BELL



30 MINUTE PROGRAMME

Format: Analyst's discussion of stocks, present current trading and short/medium prospects.

- Pre-open discussion; (between host and analyst)
- Post-close analysis and discussion; (between host and analyst)
- Host can take questions from social media
- In studio and online platform

Markets: Main and Junior

The programme is envisaged to be half-hour in length, looking at the highs and lows of stocks in both the main and junior markets. The programme would be aired twice daily.

Presenters will be financial advisors who are industry experts who will review previous day market activities in the morning and post-market activities in the afternoon

DAY/TIME: EVERYDAY

@ 8:30 am and 2:00 pm

SPONSORSHIP \$80,000 pm

ENTITLEMENTS: Opening and Closing

Credits and 6 30-second TV commercials

COMMERCIAL BREAKS: 2



LOCAL BUSINESS NEWS



30 MINUTE PROGRAMME

Format: Local Business News program. 1 presenter. Video clips to support storylines.

Markets:
General Business Community

This would be a half hour daily programme that seeks to capture and broadcast business related news from Jamaica. This will include market news, and releases from Listed Companies.

DAY/TIME: EVERYDAY

@ 6:00 pm with 2
complimentary repeats

SPONSORSHIP \$60,000 pm

ENTITLEMENTS: Opening and Closing Credits and 6 30-second TV commercials

COMMERCIAL BREAKS: 2



REGIONAL BUSINESS NEWS



30 MINUTE PROGRAMME

Format: News program. Rebroadcast from CMC

This would be a half hour daily programme that seeks to capture and broadcast business related news from around the region in addition to the latest news in the main exchanges across the region.



DAY/TIME: EVERYDAY

@ 6:00 pm with 2
complimentary repeats

SPONSORSHIP \$30,000 pm

ENTITLEMENTS: Opening and Closing Credits and 6 30-second TV commercials

COMMERCIAL BREAKS: 2



MEET YOUR FINANCIAL ADVISOR SERIES



30 MINUTE PROGRAMME

Format: Prerecorded from virtual location. The advisor is the presenter.

A monthly 30-minute series in which an investment advisor will speak about one of their particular products or services or address a particular financial topic. The JSE social media will be used as a depository for questions so that the presenter can address some of these on the specific topic for the day.



DAY/TIME: MONTHLY

MAIN SPONSOR \$150,000 pm
(once per month) 4 spots

CO-SPONSORSHIP \$80,000 pm
(Noncompeting brand)

ENTITLEMENTS: Opening and Closing Credits and 6 30-second TV commercials

COMMERCIAL BREAKS: 2

INSIDE THE BOARD ROOM



30 MINUTE PROGRAMME

A one-on-one interview with the CEO of a local company listed or unlisted. The guest will speak on their company's current performance, future expectations, major challenges to growth opportunities. They will also share options on local and global economies.



DAY/TIME: MONTHLY

MAIN SPONSOR \$150,000(once per month) 4 30-second spots

CO-SPONSORSHIP \$80000

2 30-second (4/15 second) spots

ENTITLEMENTS: Main sponsor gets 6 commercials including opening and closing credits.

COMMERCIAL BREAKS: 4

BEYOND THE FRONT DESK



60 MINUTE PROGRAMME

A behind the scenes feature on the operations of a local or regional company (Public or Private). Showing the process of goods to the consumer start to finish. This feature will also trace the sequence in a service provider to the end user.

DAY/TIME: MONTHLY SPONSOR
\$150,000 (once per month) 2 30-
second commercials, opening and
closing credits
CO-SPONSORSHIP \$80000 pm
(Noncompeting brand)



ENTITLEMENTS: Logo embedded
in content of program
COMMERCIAL BREAKS: 4

CAPITAL PITCH ROOM



60 MINUTE PROGRAMME

Budding entrepreneurs present their products/services to raise capital for their business ideas. This “**Shark Tank**” like concept will provide a forum for business ideas (start up, prototype, going concerns etc.) to showcase to investors, venture capitalists, private investors and others to provide private equity capital.

There will be a judging panel that will critique and provide guidance to the entrepreneurs.



DAY/TIME: MONTHLY

CO-SPONSORSHIP \$100000 pm

ENTITLEMENTS: Opening and Closing Credits and 2 30-second TV commercials per sponsor

COMMERCIAL BREAKS: 4

STOCK MARKET GAME SHOW



Format: DELAYED broadcast, 2 teams of 4 and a host.

A game show similar to the Jeopardy concept. Participants provided by the broker's clientele. An investment scenario is presented over 3 quarters to make an investment decision with a mock \$100,000. The team with the highest portfolio value will be the winner. Winners of each round advance to the next round with their portfolio value. Each team must comprise of male & female age range of 18-22, 25-40 & 50 and over. The contest will focus on broker clients and their knowledge about making investment decisions.

DAY/TIME: MONTHLY

MAIN SPONSOR \$150,000 pm
(once per month) 4 spots

CO-SPONSORSHIP \$80000 pm
(Noncompeting brand)

ENTITLEMENTS: Opening and Closing Credits and 6 30-second TV commercials

COMMERCIAL BREAKS: 2



YOUNG INVESTOR FEATURE



30 MINUTE PROGRAMME

Young adults weekly trading game where they will speak about their strategies and analytic view to their buy, hold or sell decisions of the participants who are trading weekly on the JSE Stock Market Virtual online game portal.

The portfolios will be highlighted weekly, and viewers can use the JSE social media to share their strategies on each portfolios.



DAY/TIME: WEEKLY

CO-SPONSORSHIP \$100000 pm

ENTITLEMENTS: Opening and Closing Credits and 2 30-second TV commercials

COMMERCIAL BREAKS: 2 30-second and 2 15-second breaks

THE JSSE AND YOU



30 MINUTE PROGRAMME

A monthly program featuring local and global social and environmental topics. This programme is designed to showcase the charity work of local organization, social enterprises, not for profit entities, fund raising awareness and any other special need projects



DAY/TIME: MONTHLY

**MAIN SPONSOR \$100,000 pm
(once per month) 2 spots**

ENTITLEMENTS: Opening and Closing Credits and 6 30-second TV commercials

COMMERCIAL BREAKS: 2

THE NEXT BIG IDEA



5 MINUTE PROGRAMME

A 5-minute pitch of a business idea targeting local or regional participants. A 5-minute video is sent via social media that will be reviewed, packaged and broadcast as fillers. Designed to give exposure to small business that need to advertise its products and services.



DAY/TIME: 2 TIMES WEEKLY
SPONSORSHIP \$35,000 pm

ENTITLEMENT: One 15 second
advertisement



HOW DO I?



5 MINUTE PROGRAMME

A 5-minute programme sharing brief information **How Do I** for example “open a stock account”; “have your dividend remit to your credit union account”; “How do I identify a good P&L”. etc.

Social Media will be used to determine what areas to cover for this programme. Followers on the JSE social media platform will propose topics for the programmes weekly.

DAY/TIME: 2 TIMES WEEKLY
CO-SPONSORSHIP \$50000

ENTITLEMENTS: One 15-second advertisement

COMMERCIAL BREAKS: 2 (15-seconds)



Rate Sheet



RATE SHEET

“Your Region. Your Business. Your Source”

40 Harbor Street
Kingston

Segments	Time Band	60 Secs	45 Secs	30 Secs	20 Secs		
	Mon - Fri						
Early Bird	6:00am – 9:00am	\$4, 500	\$3, 500	\$2, 400	\$2, 100		
Day Time	9:00am - noon	\$2, 735	\$2, 238	\$1, 600	\$1, 552		
Afternoon	12:00pm – 5:00pm	\$3, 489	\$2, 645	\$2, 066	\$1, 755	\$1, 634	\$1, 513
Evening	5:00pm – 6:00pm	\$8, 572	\$6, 657	\$4, 740	\$3, 368	\$2, 602	\$2, 360
Prime Time							
Business News	6:00pm – 7:00pm	\$25, 141	\$21, 258	\$17, 497	\$12, 138	\$10, 585	\$8, 538
Evening	7:00pm – 11:30pm	\$ 7, 563	\$5, 748	\$4, 135	\$3, 525	\$2, 320	\$2, 237
Late Night	11:30pm – 1:00am	\$1, 271	\$1, 108	\$ 716	\$ 590	\$ 560	\$ 509
	Saturday and Sunday						
Early Bird	6:00am – 9:00am	\$3, 127	\$2, 400	\$1, 675	\$1, 594	\$1, 513	\$1, 159
Day Time	9:00am – 5:00pm	\$3, 568	\$2, 880	\$2, 315	\$2, 158	\$1, 755	\$1, 614
Evening	5:00pm – 6:00pm	\$8, 370	\$7, 362	\$6, 353	\$4, 538	\$3, 328	\$2, 723
Prime Time							
Business News	6:00pm – 7:00pm	\$14, 016	\$11, 193	\$9, 176	\$7, 362	\$6, 353	\$5, 182
Late Night	8:00pm – 11:30pm	\$7, 563	\$5, 748	\$4, 116	\$3, 125	\$2, 320	\$2, 037
	11:30pm – 1:00am	\$1, 171	\$1, 108	\$ 826	\$ 705	\$ 665	\$ 604

Time Signals: Business News- \$70,000, Regular: \$0,000, LateNight: \$15,000 (per month)

Crawlers (peak hours) : Three times per week (\$15,000)

Crawlers (Off peak hours): \$6,000 (per week)

We foster the growth of the domestic financial services sector.



40 Harbour Street,
Kingston, Jamaica, W.I.
Monday – Friday : 8:30am – 4:30pm
1 876-967-3271
communications@jamstockex.com