

MALAWI

Political and economic news

Prioritise indigenous platforms for monetisation, says Macra DG

Malawi Communications Regulatory Authority (Macra) director general has encouraged creatives to prioritise indigenous platforms for local content monetisation instead of relying solely on big tech platforms like YouTube and Facebook. He made the remarks in Lilongwe during a meeting with representatives from the creative sector, on how to effectively monetise their content on global digital platforms. In his presentation, he highlighted challenges affecting the local creative industry's ability to benefit from platforms like YouTube and Facebook, including low Internet connectivity and widespread digital illiteracy. These factors, he said, limit Malawi's eligibility for direct monetisation opportunities offered by big tech companies. Our discussions with YouTube and Facebook are ongoing, but progress has been slow due to some of these challenges. Malawi currently does not meet the criteria for direct monetisation on these platforms and there are many factors," he said. He, however, said while global platforms can help creatives grow their audience, the focus should be on leveraging these platforms to drive traffic to locally developed monetisation solutions. "We shouldn't lose hope, but there is a lot that needs to be done before we start reaping direct from big tech. While we wait for bigger opportunities, let's make use of existing platforms to monetize content locally," he said. He also noted that the absence of local advertisers remains a hurdle as advertising revenue is a key driver of monetisation on digital platforms. *(Source: The Business Times)*

Treasury in policy shift

Ministry of Finance and Economic Affairs has unveiled an ambitious plan to finance recurrent expenditure from domestic revenue rather than debt in the next three years. The 2025 Economic and Fiscal Policy Statement, which is part of budget documents, says this approach "will ensure that debt is used for capital investments that spur growth and yield returns to the economy". In recent years, recurrent expenditures have been on the rise, along with fiscal deficits amid narrowing fiscal space. For instance, while recurrent expenditure increased from K1.68tn in 2020/21 fiscal year to a projected K6.04tn in the 2025/26 fiscal year, fiscal deficit has soared from K825bn to a projected K2.7tn. This is happening at a time domestic revenues are consistent with targets in recent years, with data showing that Treasury collected K2.4tn out of a projected K2.2tn in 2023/24 financial year whereas in the 2024/25 financial year, Treasury collected K3.1tn out of the projected K3.4tn. Major expenditure lines are on compensation of employees, wages and salaries, interest payment, generic goods and services, Affordable Inputs Programme, pensions and gratuities. In the upcoming financial year that begins on April 1, Treasury is projected to collect K4.4tn in domestic revenues out of which K4.1tn will be tax revenue. In an interview, public finance management consultant observed that historical challenges and trends have been going in the opposite direction in all years, particularly in an election year such as this one. He said the success of this policy action remains wholly dependent on business unusual undertakings through significant, consistent and decisive enhancements in the revenue generation, stringent enforceable expenditure management and vigilant debt oversight. It sounds too good and too simplistic to be true. Nonetheless, it still remains not rocket science for such persistent fiscal deficits and escalating public debt levels as is being experienced, underscoring the necessity for comprehensive reforms. *(Source: The Daily Times)*

Youths in Nkhotakota urged to embrace saving culture

Dwasco Sacco Limited has urged youths in Nkhotakota District to embrace a saving culture to become economically independent. The organisation's chief executive officer said this during a youth savings account campaign at Kasasa Private School aimed at motivating young people to embrace a saving culture. She said the campaign was in line with the organisation's principle of financial inclusion. She observed that some parents fail to manage their finances because they lack financial literacy skills. We feel that by imparting the financial literacy skills to the youth, they will grow up with a saving culture and know how to manage their finances," she said. Furthermore, she said the organisation plans to reach out to other schools and communities to advocate for a saving culture. The school's head teacher thanked the organisation for the campaign, saying it will ensure that students embrace a saving culture. This is important for the school because our students will know financial literacy knowledge and will be able to manage their finances when they grow up," he said. One of the parents, said the financial literacy campaign enhanced her understanding on spending. He said financial literacy is crucial in today's age where many things demand money. "I encourage my fellow parents to cultivate a saving culture to save money for their children's education," she stated. *(Source: The Nation)*

Market activity and colour

Market commentary

The market traded 14.9m shares in 646 trades recording a market turnover of MWK 7bn during the week ended. AIRTEL, FDHB, NBM, NITL, PCL and STANDARD (+0.1%) were the market gainers whilst BHL (-0.1%), FMBCH, ICON (-0.2%), ILLOVO, NBS (-0.2), NICO (-2.0%) and TNM (-4.8%) dropped in prices. The significant price drops on the counters mentioned pushed MASI down by 0.2%.

However, the index went up by 69.8% on year-to-date and 2.9% month to date.

Weekly Market Report



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SYMBOL SUMMARY



Trading Summary for the week ending
21 March 2025

Symbol	Open	Close		Volume	Value	Trades Count	Market Capitalization
AIRTEL	128.04	128.05	0.0% ↑	471,881	60,433,152.52	42	1,408,550,000,000
BHL	14.55	14.54	-0.1% ↓	37,092	539,417.68	6	85,469,826,755
FDHB	315.19	315.20	0.0% ↑	7,162,955	2,257,736,740.00	148	2,175,205,050,000
FMBCH	1,412.54	1,412.23	0.0% ↓	60,934	86,065,860.00	62	3,471,614,397,500
ICON	17.97	17.94	-0.2% ↓	23,703	425,304.15	2	119,839,200,000
ILLOVO	1,791.70	1,791.69	0.0% ↓	27,543	49,348,984.00	22	1,278,271,180,911
MPICO	19.00	19.00	0.0%	63,024	1,197,456.00	6	43,662,901,740
NBM	6,200.09	6,200.11	0.0% ↑	432,875	2,683,872,765.00	55	2,895,028,138,091
NBS	349.57	349.01	-0.2% ↓	2,264,276	790,721,080.00	145	1,015,819,206,978
NICO	795.24	779.02	-2.0% ↓	167,510	131,564,819.00	62	812,549,874,606
NITL	634.08	634.09	0.0% ↑	100,323	63,613,806.00	19	85,602,150,000
OMU	1,950.03	1,950.03	0.0%	15,677	30,570,618.34	7	32,855,374,910
PCL	2,500.03	2,500.19	0.0% ↑	254,899	637,261,320.00	37	300,662,398,606
STANDARD	7,930.04	7,935.07	0.1% ↑	14,690	116,566,175.45	20	1,862,108,292,241
SUNBIRD	300.03	300.03	0.0%	0	0.00	0	78,482,621,477
TNM	26.27	25.00	-4.8% ↓	3,877,134	101,499,209.75	13	251,011,250,000
Totals				14,974,516	7,011,416,707.89	646	15,916,731,863,814

				21-Mar-25	14-Mar-25	31-Dec-24
INDEX (week)	292,632.10	292,056.37	-0.2% ↓	MWK/USD	1734.01	1734.01
INDEX (month)	283,722.24	292,056.37	2.9% ↑	MWK/GBP	2309.58	2301.48
INDEX (year to date)	172,039.93	292,056.37	69.8% ↑	MWK/ZAR	98.24	98.47

Market cap (MWK'm)	15,916,731.86	3,348,012.68
Market cap (USD'm)	9179.136995	1930.790021

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