

# INVEST IN YOU - DECIDING WHICH SHARES TO BUY AND SELL

MAY 2026



The Malawi Stock Exchange hosted its investor webinar on Wednesday, 13th May 2026, via Microsoft Teams. The session was facilitated by Ms. Mercy Chome, Equity Dealer at Continental Capital Limited, who shared practical insights on trade execution, client advisory and investor education.

Opening and closing remarks were delivered by Mrs. Mary Lorraine Chipofya Chikaonda, Business Development Officer at MSE. In her remarks, she

welcomed participants, introduced the facilitator and emphasized the value of investor education in strengthening confidence and decision making. She concluded by thanking Mercy for her presentation and participants for their engagement, noting that the presentation would be shared via registration emails and uploaded to MSE's Facebook page.

Mercy guided participants through key aspects of share assessment, risk management

and disciplined buy and sell decisions in today's dynamic market. Drawing from her hands on experience on the Malawi Stock Exchange, she provided relatable examples that resonated with both novice and experienced investors.



The session featured an engaging Q&A segment, where participants raised practical questions on evaluating company fundamentals, interpreting dividends and many more. The interactive dialogue underscored the value of accessible investor education and highlighted the demand for continued bilingual delivery in financial literacy programs.

The webinar strengthened investor confidence, provided actionable strategies for share selection, and reinforced the Malawi Stock Exchange's commitment to inclusiveness and financial literacy outreach.



**Ms. Mercy Chome**  
Equity Dealer at  
Continental Capital Limited