



44 Ridgeway North, Highlands  
Harare, Zimbabwe  
Telephone: +263 (24) 2886830-5  
Email: [info@zse.co.zw](mailto:info@zse.co.zw)  
Website: [www.zse.co.zw](http://www.zse.co.zw)

## PRESS RELEASE

### Launch of the Market Data Platform- Data Direct

The Zimbabwe Stock Exchange Limited (“ZSE”) is pleased to announce the launch of its market data platform, Data Direct. Data Direct is a user-friendly and **Artificial Intelligence (AI) enabled** platform that provides comprehensive ZSE and VFEX market data, including end-of-day reports, historical data, and viewing rights to live trading through a View-Only terminal (VOT).

Through the support and positive feedback we received during the platform's soft launch in April 2025, we were able to design a user-friendly and efficient platform that meets the needs of our investors. The launch of Data Direct is part of our digital transformation strategy to ensure our stakeholders have easy access to market data. While platforms like ZSE Direct and VFEX Direct have made trading easier for retail investors and include relevant market statistics, with Data Direct, investors can access both the ZSE and VFEX market data on one platform.

The platform is designed to meet clients' various needs by providing subscription-based packages. This ensures clients can access the information they need to make informed decisions. Clients can select from the three packages available, with an option to subscribe for 3, 6, or 12 months.

Data Direct is accessible through a web portal ([www.datadirect.zse.co.zw](http://www.datadirect.zse.co.zw)). The platform is connected to Paynow and allows clients to subscribe using various payment channels.

Data Direct offers customized data with an option to add statistics to a package. Some features on the Data Direct platform include;

### **Easy Access to Market Data**

The platform enables easy access to the ZSE and VFEX market data, including end-of-day and historical reports.

### **AI-Generated Insights**

The platform leverages state-of-the-art AI to support precise and timely market reporting, giving users actionable insights that surpass conventional data analysis.

### **Ability to customize subscription packages**

The platform offers detailed market data packages that clients can customize to meet their needs.

### **Flexible Timeframe**

Clients can view and download the end-of-day reports for 10 working days, whereas historical data is accessible for the chosen timeframe.

### **Real-Time Market Access**

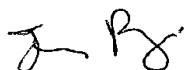
The View Only Terminal provides viewing rights to live trading for ZSE and VFEX, enabling clients to stay informed of market movements and make informed investment decisions.

### **User-Friendly Platform**

The Data Direct platform is easy to use and was designed so that even users with minimal technical expertise can subscribe, navigate, and retrieve market data easily.

To subscribe to Data Direct, visit <https://datadirect.zse.co.zw/> For more information, email [data@zse.co.zw](mailto:data@zse.co.zw) or [info@zse.co.zw](mailto:info@zse.co.zw)

**For and on behalf of the Zimbabwe Stock Exchange Limited**



Justin Bgoni  
Chief Executive Officer

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