



Experience The Difference!

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DECEMBER 2018 NEWSLETTER



COYA AWARD WINNER
Best in Customer Orientation
and Marketing
2015 - 2016



Voted No. 1
Top Mid-Sized Company In Kenya
and The Best In Real Estate
2014.





Superbrands East Africa
2017 - 2018



Number One Company in
Kenya and the Best in Real
Estate Under Top 100 Mid-
Size Company Awards 2014/15



Best Company in Customer
Orientation & Marketing in
Kenya (COYA AWARDS)

ABOUT OPTIVEN GROUP

Optiven Group is a leading brand in the African real estate sector. The Group's main objective is to empower property investors and transform the Society. The Group has a number of flourishing Strategic Business Units (SBUs).

These are subsidiaries that include Optiven Construction and Optiven Water. Captained by its Founder and CEO, George Wachiuri, the Group is rightly living up to its mission, which is to create an environment that positively transforms its staff, customers and all its stakeholders through offering state of the art products and services.

Optiven's flagship product is Value Added Plots, which are particularly enhanced to suit immediate residential settlement, commercial purposes and futuristic capital gain. Optiven is a one-stop shop offering a two-step model for home ownership solutions to its customers.

Word from the CEO



COMMITTED TO LIVING UP TO OUR MISSION

As we continue to economically and socially empower and transform the society, we just officially received the Superbrands in East Africa award on Excellence in Branding East Africa 2017 – 2018.

This is after we had earlier achieved the Superbrands status as the Number One Real Estate Firm in Land Selling in East Africa mid last year after a thorough market survey that was conducted and presented by Superbrands East Africa. This latest development is an official confirmation of this status and I would like to quickly dedicate this award to all our valued customers and stakeholders, especially for their dedicated loyalty to Optiven Group as a brand of their choice.

Indeed, the yardsticks used to give this award include brand customer loyalty, good will, brand dominance, longevity and overall brand acceptance. Our Superbrands status will further strengthen our brand's position as the leading real estate firm not only in Kenya but in the East African region.

As a Superbrands company, we will not only keep seeking to be more distinctive but also to epitomize the quality of service that we offer to our valued customers.

We continue to economically and socially empower and transform the society; we commit to offer more distinct service to all our customers and to all our stakeholders. Optiven is no longer just a company but a revitalized and unstoppable movement of positive change.

Optiven envisions settling over 30, 000 people by the year 2030, and creating over 30, 000 direct jobs by the same target year.

We are committed to living up to our mission, which is to create an environment that positively transforms our staff, customers and all our stakeholders through offering state-of-the-art products and services.



Mr. George Wachiuri
C.E.O Optiven Group

OPTIVEN'S TEAM EUROPE

Returns to Kenya After Successful Trip



The Optiven Group team when they visited the Chancery of the Kenyan Embassy in Paris France. Left to right: Jerusha Absalom – Diaspora Manager: Optiven Group, Ambassador Nyambura Kamau – Kenya's Ambassador to France, James Mugo - Senior Property Advisor: Optiven Group and Jecinta Wagereka, Consular Attaché at the Kenyan Embassy in France.

It was a time to interact with our Optiven Group clients in different cities from October to November 2018. The team was led by Senior Managers at the Optiven Group representing different departments including Conversion, Diaspora among others. This availed the different customers with an opportunity to understand more about the operations of the Optiven Group and for some an opportunity for them to finalize their payments for their different properties that are a part of the 60 projects that Optiven has worked on. The round trip saw the team serving in different countries where the Optiven customers reside in including the Schengen countries, Finland, Norway and Sweden.

As part of the Optiven Group's promise, the company provides diaspora customers with an opportunity to receive their Title Deeds as proof of ownership for their investment in the projects. This has been a welcome idea amidst rising cases of fraud with regard to investors being duped to invest in non-existent properties. For Optiven Investors, however, we are delighted to advise that not only do we deal with genuine properties, but also provide you with your very own Title Deed as part of the process.

The Optiven Group has in the past 20 years of its operations worked closely with the community in the diaspora. Optiven Group has done this through offering state of the art products and services that positively transforms their staff, customers and other stakeholders. While many companies focus on

transactions for land, the Optiven Group is intentional about value addition. Through its mantra of Experience The Difference, the company provides different value additions on its various projects.

The key value additions range from:

- Wider-than-usual accessible roads
- Provision of security through installation of perimeter walls
- Availing of water
- Greening of the various areas including tree planting, orchards and parks
- Placement of cabro roads and kerbs



LET'S SUPPORT OUR CITIES TO BE MORE RESILIENT

World Cities Day was celebrated on October 31, 2018 with an aim to promote the international community's interest in global urbanization, enhance cooperation among countries and cities in meeting opportunities and addressing challenges of urbanization, and contribute to sustainable urban development.

This year's particular theme was Building Sustainable and Resilient Cities. The main event was celebrated in Liverpool, UK. "Many cities today face repeated risk from a wide range of both human-made and environmental threats: droughts, floods and fires to economic shocks, unemployment, disease outbreaks, migration, war and conflict. World Cities Day is therefore a key platform for Member States and partners to highlight the need to increase resilience to natural and human-made risks," said Maimunah Mohd Sharif United Nations Under-Secretary-General and Executive Director.

United Nation's World Habitat notes that over the last decade, natural disasters have affected more than 220 million people and caused economic damage of USD \$100billion per year. "By 2030, without significant investment to make cities more resilient, natural disasters may cost cities worldwide three

times that amount a year and climate change may push up millions of urban residents into poverty. Hundreds of cities and communities are struggling with the impact of crisis – including conflicts, natural disasters, failures in governance and economic stress."

"At Optiven Group, a leading real estate firm in East Africa and headquartered in Nairobi, we strongly believe that our cities should be supported in order to become more resilient and to develop their capacity to absorb the impact of hazards, protect and preserve human life and limit damage to and destruction of public and private assets while continuing to provide infrastructure and services after a crisis," says Mr. George Wachiuri, Optiven Group CEO.

Without a doubt, there is a pressing need for new and innovative tools and approaches that strengthen local administrations and empower citizens while building their capacity to face new challenges and better protect human, economic and natural assets. Governments must lead coordinated inclusive policies that push for resilient urban areas, providing support to regional and local governments.



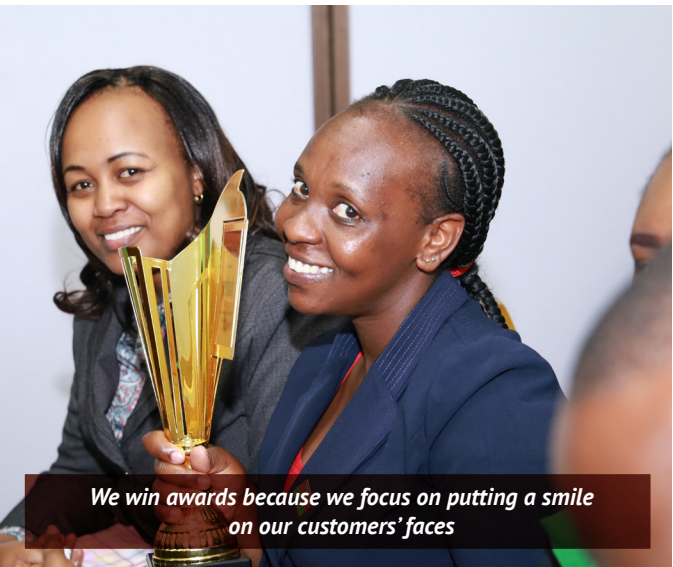
SUPER BRAND CELEBRATION



Optiven Group team posing with the Superbrands Trophy at the Optiven Transformation Center



Optiven Group CEO George Wachiuri admires Superbrands Trophy



We win awards because we focus on putting a smile on our customers' faces



Admirable: Optiven staff savouring the sweet Superbrands award.



Inter-Departmental joy as the Superbrands Trophy comes home



Winning an Award requires concerted teamwork



On point: Optiven Group GM, Madam Mary Wacuka



Mr. George Wachiuri The trailblazing CEO



We always shine because our valued customers and partners make us shine



PROGRESS AT K-Farm After Installation of Green Houses

There is every reason to smile for investors in the Kilimo Project following the installation of twenty greenhouses. The project is an initiative of the Optiven Group under no cost to the investors and will act as a demonstration farm for the investors willing to do individual farming. In the recent past, the investors have come together to chat the way forward on forming a farmers' association with a co-operative society (SACCO) currently being registered. It is intended that once operational, the SACCO will bring the farmers together thus being a group of investors with ability to buy inputs together cheaply, bargaining for product costs, management of the farm, marketing of the harvest and as a savings avenue as the group seeks to diversify to other areas of interest.

The installation of the greenhouses was completed in August 2018 followed shortly by planting of 10,000 seedlings of capsicum. At the end of it, the farm will have produced one acre of garlic and three acres of onions. This comes as a number of investors have been planting tomatoes, onions, courgetti, tree tomatoes, chilies, and garlic among other crops. It is anticipated that the motivated investors already planting will embark on utilizing their projects.

Among the inspiring investors who are utilizing their land include Eva and Nancy who represent women who are the majority investors. The duo was among the very first investors in farming on their individual properties – following in the footsteps of Mr. Dan Gichuhi, the first farmer to engage in the project located in Ngataek in Kajiado County. The success of the initial farmers has been a great motivator even for those who had invested and had never visited the project.

So far, the Optiven Group has installed water, security, and access to information from top Agronomist as well as marketing linkages, through key stakeholders including Horticultural Crops Directorate – HCD, major supermarkets, input suppliers and the local community. The future is even brighter, as we anticipate the possibility of engaging in the export market through offering acceptable and standardized products such as capsicum, whole herbs, passion fruits, French beans, baby corns, courgettis and carrots among others. The destinations under consideration include Europe, United Kingdom, Dubai and the possibility of reaching new markets in the United States of America with the new flights' arrangements from JKIA Nairobi to JF Kennedy in New York.

The demonstration farm will also act as a research hub which will provide learning and information to the farmers apart from refining the market. The immediate benefits to the community have centered on social and economic empowerment through creation of employment, access to water for the community and this has opened up the area to development. According to Mr. Vincent Korir, the Agronomist at the Optiven Group, the number of employment opportunities is bound to reach the 1000 mark by the year 2020. There are plans to further engage in product value addition on site to further provide a better market for the produce and with it, better returns for the investors. Already there are plans to acquire the Global Gap Certification to authenticate that the farm is organic and the products meet the safety standards of production – thus being healthy for human consumption.



DINNER WITH A LION

OPTIVEN CUSTOMERS TO ENJOY FREE DINNER IN THE MARA FOR INVESTING

The Optiven Group has for years been a pace setter with regard to customer appreciation. As a pioneer in safari awards, the company has taken its clients to different destinations for free from way back in 2015. Investors with the Optiven Group have had great feedback following the previous safaris as this has also provided them an opportunity to interact with their fellow investors as well as discussing matters of concern with the management.

For a majority of investors stationed in the diaspora, they have not been left behind. In their consideration, the management at the Optiven Group, through the team of Property Advisors, has been able to host their local representatives to attend on their behalf. Indeed, it continues to make sense for investors to engage with Optiven Group as it continues to socially and economically empower and transform the society.

Speaking ahead of the launch of the Dinner with a Lion Campaign on November 2nd 2018, George Wachiuri, the Chief Executive Officer for Optiven Group reiterated the corporate value at the company being customer obsession. According to Mr. Wachiuri, *"The core of operation at the company is anticipating the needs of our customers and providing solutions to those needs to ensure the customers are comfortable. The Dinner with a Lion campaign will seek to offer luxury experiences to our customers at a serene location in the Mara."*

Optiven Group customers will not be required to pay for anything once they qualify for the Safari as they will be picked from the Central Business District and taken to the heart of the Mara. The opportunity will not just be to appreciate the customers for trusting Optiven as a viable investment partner, but also avail an opportunity to hear from the Chief Executive regarding various aspects of the real estate industry. The Dinner with a Lion is open to all investors in any of the Optiven Group projects that are available in Kitengela, Kiambu, Kajiado and Nyeri respectively.

It is with this understanding that all roads now lead to the Mara – courtesy of Optiven Limited – from the 8th to 10th of March 2019.





CELEBRATIONS GALORE

as Optiven Presents Investors with Their Title Deeds

It was a Wednesday like no other on 7th November 2018, when investors arrived at the Optiven Transformation Center – located on the 15th floor of Barclays Plaza in Nairobi. The event was to honor the promise to deliver title deeds to investors who had completed their payments for their different properties. While some were coming to terms with the reality of being land owners, many were quick to take notes of what the new development will mean in their lives.

Already the team at the Optiven Group was at hand to not only receive and usher in the investors, but also serve them with a sumptuous breakfast to celebrate the day. The apex was the moment when the investors received their documents making them full owners of the properties, they had invested in. It was a humbling experience for the team from Optiven who had been by the side of the investors throughout the journey. Many among the recipients of the Title Deeds recalled how their journey had been in terms of making their installment payments as well as the support they had received.

While it was an exciting moment too, the investors also took time to encourage their fellow investors by sharing their ups and downs as well as encouraging those who had not invested to do so. Amidst the celebration and congratulatory messages, those gathered also had an opportune time to learn from the insights offered by the Chief Executive Mr. George Wachiuri.

At the official opening of the event, Mr. Wachiuri in his speech advised that the receiving of a Title Deed is a life changing moment which provides an opportunity to economically and socially empower the bearer. Among the highlights he shared include four ways in which an investors' life can change once they get a hold of a Title Deed.

1. Ownership

A Title Deed offered by the Optiven Group is an original document. As a genuine company, the Optiven Group invites investors to check the authenticity with the register at the Lands Office through a search. We are confident that you will return to us with a great report, a recommendation and even invest with us again.

2. Profit

A Title Deed is a testimony that the Optiven Group has socially and economically transformed an investors' life as a member of this society. Social transformation because we have allowed you to invest some money where otherwise you would have spent it without any profit. Economically, because the price at which you invested is not the same price your property can attract now should you wish to sell it. This equals profit on both sides and that is why we say, when you invest with Optiven, you experience the difference.



3. Growth

From the time we started the journey of investing, we learn along the way and become more aware of the things that are important to us – these things enable us to grow. For many of us, it has been the discipline of meeting our requirements to pay for the investments with timely installments. For others it has been a time to look into how to borrow or spend less in order to complete payments for your investment. In all cases, there are lessons we have learnt and with it growing whether spiritually or financially through engaging new ways of investment.

4. Inauguration

Finally, this is the beginning. The receiving of a Title Deed is for many of our clients a catalyst to invest more. Why? Because now you have gone through the process, you have become refined, and you have been victorious to the point of receiving the Title Deed. You have indeed pressed on towards the mark and now this is your reward. But it is not enough, we have more for you and if you keep pushing yourself, sacrificing for the future and planning even more... you will reap the goodness of your investment.

Following the success of this Title Bonanza, the Optiven Group will officially hand over to its valued investors the next batch of Title Deeds on January 7th 2018 at the Optiven Transformation Center located at the Optiven Group Head Offices on Barclays Plaza 15th floor.



OPTIVEN LEAD – GEORGE WACHIURI

Conferred Voice Achievers Award In The Netherlands



The Voice Achievers Award ended on 23rd November 2018 in Amsterdam with Optiven Chief Executive, George Wachiuri, taking home the African Business Personality Award. Among prominent Africans honored by The Voice in the past are Dr. Kenneth Kaunda, former President of Zambia, President Dr. Ernest Bai Koroma, President of the Republic of Sierra Leone, Mrs. Fatou Bensouda, The Chief Prosecutor of the International Criminal Court (ICC), Ms. Miet Smet – President European Parliamentarians for Africa, Apostle Hayford Ikponmwo Alike (OFR), outstanding African diplomats among others. The Voice Achievers Award is among other global awards that Wachiuri has won, including the Best Entrepreneur – Africa 2017 – Diaspora Entertainment Awards & Recognition (D.E.A.R) award, conferred in Irving, Texas – United States of America.

Launched in 1999 in Netherlands, the organizers of the award begun an initiative to showcase the positive side of Africa. The awards now in their 8th year, have singled out pacesetters and innovators in various fields aimed at attaining an outstanding status. According to the guidelines, the Voice Achievers Award secretariat had reiterated the outstanding qualities of the winners which after verification, they say they are proud to present to the world.

Speaking in Amsterdam, shortly after receiving the award, Mr. Wachiuri noted that “Africa is indeed a continent of possibilities where with the right attitude, authentic structures and open opportunities, can lead the world in terms of innovation, job creation and transformation of the society”. According to Wachiuri, the solution to Africa’s problems lies with its people – many of whom do not have the luxury of moving their citizenship to other countries. He called on stakeholders not to feed the continent, but instead to provide sustainable solutions on how best to empower the people of Africa.

Quoting the FOCAC 2018 Summit, he noted that as nations invest in Africa, the people must also realize that they have the capacity to change the fortunes of their future because they have the necessary potential. Wachiuri admonished investors to give opportunities to Kenyan companies which he said understand the market having the experience, expertise and capacity to exercise the outcomes of any project. He added that the manpower in Africa is learned with many having the hands on knowhow in providing above board outputs. Quoting Virgin Burden, Wachiuri noted, that all stakeholders should work together because ‘Co-operation is the thorough conviction that nobody can get there, unless, everybody gets there.’

The Optiven Group is a leading brand in the African real estate sector. The Group’s main objective is to empower property investors and transform the Society. Group CEO, George Wachiuri, says the Group is rightly living up to its mission, in positive transformation through positive transformation. A recent Market survey conducted and presented by Super Brand East Africa 2017/2018 ranked Optiven as the Number 68 best Brand (out of the 1000 shortlisted Leading Super Brands) across all industries in East Africa. The Optiven Group emerged as the Number One Real Estate Firm in Land Selling Category and Number Four in the general (inclusive of homes) real estate industries in East Africa.



OPTIVEN LIMITED RECEIVES TWIN AWARDS AT THE REAL ESTATE EXCELLENCE AWARDS.



The Optiven Limited was on 29th November 2018 feted with two awards at the Real Estate Excellence Awards. The event brought together key stakeholders playing key roles in Kenya's real estate sector. From banking, to value addition, from low cost projects to high end property management - the event was attended to full capacity with representatives from banking, property management and real estate in attendance. The highlight of the gala dinner was the awarding ceremony which saw Optiven receive two top awards in the real estate sector. The first award was for the premier project in Kiambu – Amani Ridge | The Place of Peace which was awarded the winner's trophy for the Best Controlled Development Land Agent. This award is especially welcome considering that the open day for Amani Ridge | The Place of Peace was held on 25th August 2018 with the access roads, water, electricity and perimeter fence already being installed. The project has been touted as one of the environment transforming projects in the county that will elevate the area to city status in the next few years.

The second award presented to Optiven Limited was the Winner in the Land Agent Category for 2018. This award was a welcome surprise, coming short on the heels of the 20th Anniversary since Optiven Limited opened its doors for business. The award was received by a vibrant team of representatives led by the Optiven Group Head of Projects, Mr. Charles Muraguri. Speaking shortly after receiving the award from the team, Group Chief Executive George noted that the

awards are a great symbol of trust that the public has for the team serving at Optiven Limited.

The awards come hot on the heels of other awards that were presented to Optiven Limited in the month of November. The awards include Superbrands : Branding Category winner, and The Voice : Business Personality of the Year. To all our stakeholders we thank you from the bottom of our hearts for making this a reality.



left to right Optiven Group's Head of Projects Mr. Charles Muraguri, HR/Administration Manager Winnie Wambui and Boniface Mutinda of Optiven Digital Media.



left to right Optiven Limited's Property Advisor Brian Samante and James Mugo with Personal Assistant to the CEO William Nagilai.



Standing left to right, James Mugo, Brian Semante, Cathrine Khasoa, William Nagilae, Violet Nyokabi, Florence Ng'ethe, Peter Gitonga Seating left to right, Winnie Wambui, Charles Muraguri, George Muteti and Carolyn Kimani

2018 YEAR IN REVIEW



January



April



July



October



February



May



August



November



March



June

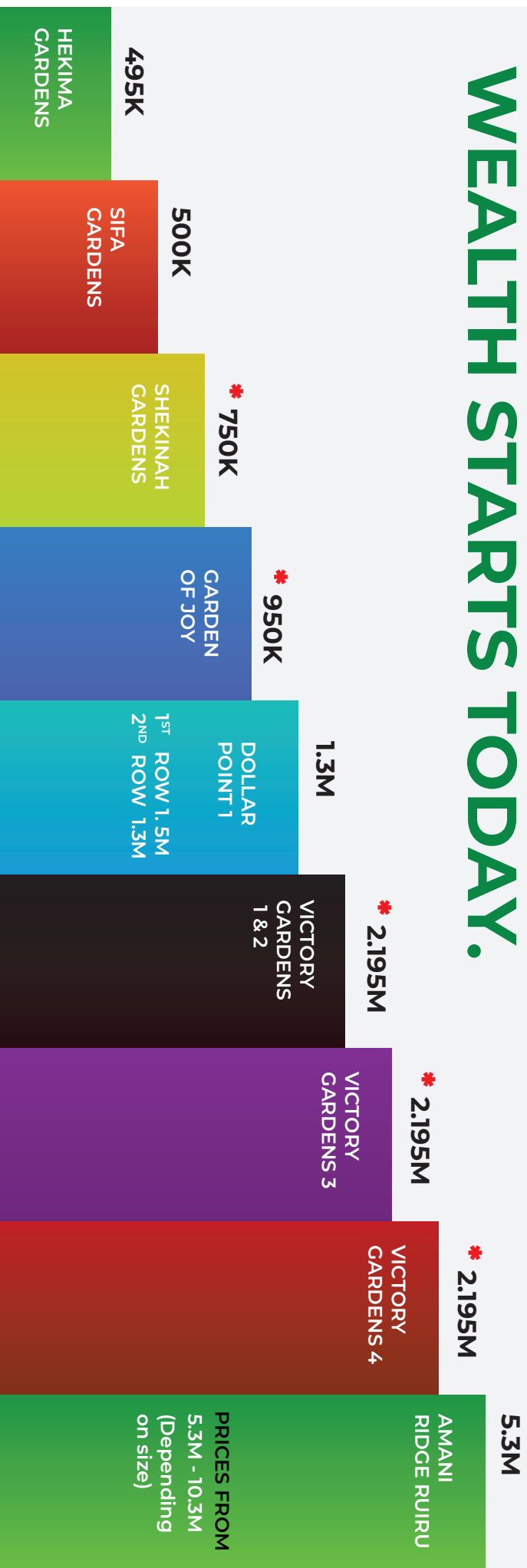


September



December

STEPS TOWARDS YOUR WEALTH STARTS TODAY.



CONTACT US

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