

FEBRUARY 2019 NEWSLETTER

**Featured
Title Deed
Bonanza**



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.



#1
Winner of Best Controlled Development
Land Agent (Amani Ridge)
2018



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.



2018: Winner of Best Controlled Development Land Agent (Amani Ridge)



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)

OPTIVEN GROUP STARTS A 360° **UNIQUE GRADUATES MENTORSHIP PROGRAM**



*Mr. George Wachiuri
CEO, Optiven Group*

The year 2019 is already smiling at many young Kenyan graduates who were earlier locked out of employment by the biggest elephant in the youth unemployment room, relevant experience.

Cognizant of this predicament, Optiven Group has now started a 360° mentorship program which is far much better than the usual internship.

The Group has subsequently offered more than 50 mentorship opportunities to young graduates in the year 2019.

The need for well refined mentorship programs in this country is so dire that our recent advert, that run for only 5 days, attracted over 5,000 applicants. This is an indicator that we need to have a more collaborative approach with fellow SMEs & corporate in Kenya and Africa, with regards to offering a sustainable solution to this problem.

We need to open our doors wider and allow these intelligent graduates to practice what they have learnt in the universities, albeit for short but fulfilling dispensation of time, say three months or more.

For starters, the program allows graduates to join the area of their training, say: Human Resource, ICT, Accounts, Admin, Records, Sales and Marketing.

More importantly, those who get into this program get a guaranteed Mentorship opportunity that is tailor-made to make sure that the young people are molded not just to fit into their careers of choice, but to be thinkers who can take this country to the next level.

By the time they finish the program, they get a certificate from one of the most forerunner organizations, Optiven Group. This will give them an upper hand in getting a job or starting their own start up business.

As SMEs and Corporate, we also believe that more collaboration with central and local governments is imperative, and order to take up this game to the next level, we also urge the National and county governments to seriously work on policies that will help towards better apprenticeship and mentorship of our huge number of youths, who constitute over 50% of our Kenyan population.

And of course there is no reason why such youth friendly policies cannot be easily replicated by the entire African continent. We at Optiven Group are willing to share this 360° mentorship model with other SMEs and corporate, and we believe this will be a game-changer to our young population.

HUNDREDS TURN UP FOR INAUGURAL 2019 EVENT AT VICTORY GARDENS

The year began on a high note for key investors with an eye for investing in Kitengela. This was at the Title Bonanza held at Victory Gardens, one of the premier properties under the Optiven Limited's property portfolio. The event was held in honor of different investors who had trusted Optiven to walk with them the journey of investing in real estate. It was a heartwarming experience for the young and old alike as the recipients of the title deeds stood tall as they received their title deeds from the Optiven Group CEO Mr. George Wachiuri.

The event also provided a great opportunity for investors to sample a part of the Victory Gardens which is the top greening project under the Optiven Limited Portfolio. Speaking at the inaugural event of 2019 on 12th January, Mr. Charles Muraguri, the Director of Projects at Optiven Group advised that the future is indeed



Optiven Group CEO Mr. George Wachiuri (left) hands a title deed to a client

green, adding that Optiven Limited had set the pace in terms of providing greening spaces and adapting to green modes of living. Mr. Muraguri noted that while a majority of projects in the area had different approaches to waste management, the project under Optiven Limited and especially the Victory Gardens in Kitengela had adapted to solar lighting as well as use of biodigesters to safeguard the environment. He later commissioned the greening charter which was erected at the site to enable investors to familiarize themselves with the code of greening at the project. It was also an opportune time for many of the project investors to know their neighbours and engage with Optiven Limited partners represented by Optiven Construction, Equity Bank and Milele Homes respectively.

Speaking at the event, Group CEO, Mr. Wachiuri advised that the place of real estate can only be enhanced if the people are to be empowered to improve their lives and move to the next level. He challenged the guests at the event, to ensure that they invest in good time to avoid complaints of pricing after the project has been advanced in terms of value additions. During the event, Mr. Wachiuri not only presented investors who had completed their payments including transfer fees with their title deeds but also lauded those who had gone

ahead to build and settle at the projects. He singled out Mr. Gilbert Mwangola who together with his family had not only invested at Victory Gardens Phase III but had also built and settled at the project. The Optiven Limited team had earlier in the day taken time to celebrate the official opening of the house with Mr. Mwangola and to thank him for trusting Optiven Limited to walk with him through that journey. In further appreciation of the bold move, Mr. Wachiuri presented the Mwangolas with a symbolic gift of a lion portrait for their courage and determination in investing and settling down.

Mr. Mwangola thanked the Optiven Limited family saying his journey had been made smooth by the different departments and that he was happy to enjoy his investment. He urged the investors present to take a bold step and join him in enjoying one of the greenest projects with access roads, water and electricity on site as well as secure perimeter fence, tree planted and profitable investment. Mwangola becomes the first investor to settle at Victory Gardens Phase III even as the project has seen an influx of investors standing at 47% as at December 2019, building their homes at the project, while another 23% have begun the process of building the foundation

UGANDAN ENTREPRENEURS TAP INTO OPTIVEN KNOW HOW ON OFFICIAL VISIT TO HEAD QUARTERS



Optiven Limited hosted a 12 business entrepreneurs from Uganda. The event was held at the Optiven Transformation Center where the main host of the event was the Group General Manager, Mrs. Mary Wacuka Kariuki. The team from Uganda comprised mainly of women entrepreneurs who were in Kenya to learn from leading businesses. During the visit, the entrepreneurs had an opportunity to interact with the different teams from Optiven Limited and later shared their expectations as well as challenges in the different businesses that they are engaged in. Among the challenges that they shared included:-

- How to build performance in their teams
- Motivation of their team members to achieve the vision and mission
- Modes of gauging their efficiency in terms of returns of investment
- The need for building relationships with stakeholders
- The importance of innovation

According to the chaperone of the group of entrepreneurs, Mr. Nelson Mburu, the opportunity was to enable the team learn and apply practical gems of business wisdom to their individual businesses. Mburu noted that while East Africa as a whole is a growing economy, Kenya remains the source of the blueprint in doing business and as such it was a privilege to be hosted by Optiven Limited. He added that Optiven Limited had been chosen as one of the companies to visit because of its pacesetting nature in the real estate sector, its aggressive marketing in the region and its award winning nature in the business world. Mrs. Wacuka highlighted the achievements of Optiven Limited including being the leading real estate company in 2018 and its Superbrand status among others. She added that the importance of inculcating a high performance culture and encouraging the team to embrace the larger vision, plays a very important part in achieving success for the organization.

The team from Uganda had an opportunity to learn from the journey of 20 years in which Optiven has been in existence. The provision for Optiven Limited to further reach out to the society through the Optiven Foundation endeared the members of the team who committed to support the initiative. The team represented different industries including spare part sales, fish farming, child care, coffee marketing and government among others.



Ati you left your left leg on the left where?
The entire Optiven Limited team at the 2019 team building



The orange team... politics, products or cho-cha! They were here to have fun and learn too.



So it is this relaxing to just sit on the company color? Team dynamics in full swing during the team



Optiven Limited's Conversion Team celebrating the arrival of deed plans on 11th January 2019 for the premier project Amani Ridge | The Place of Peace



"Kuna maji Amani Ridge... mjue hivyo..." Mr. Charles Muraguri, the Optiven Group Director of Projects at the borehole site on 24th January 2019 when the exercise was being completed at Amani Ridge | The of Peace Place of Peace.



"And this is how you will be transformed..." Optiven Group CEO, Mr. George Wachiuri when he addressed investors and partners during the Garden of Joy Friends and Family Day Out on 26th January 2019 at Koma.



"The magic is in understanding the arithmetic of investments..." Optiven Group CEO Mr. George Wachiuri sharing insights on the benefits of investing in value added real estate.



"If you don't know you better know.... #kilamumarketer" clients when they arrived to confirm their investments at Garden of Joy on 26th January 2019



"Watu wakanyage kwao..." Clients confirming that their investment is authentic by viewing their beacons at the Family and Friends Day at Garden of Joy on 26th January 2019.



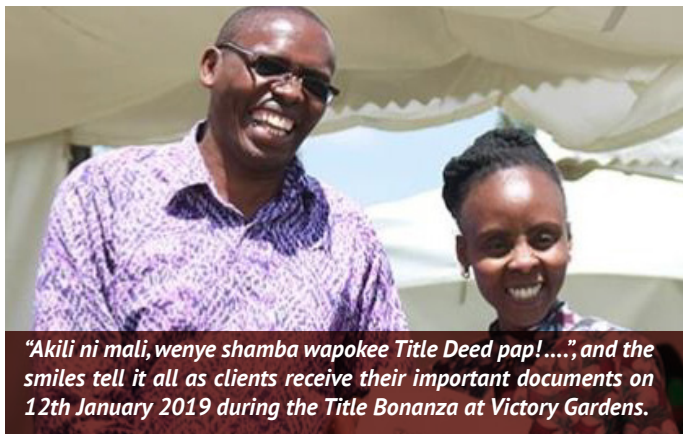
"Watu wakanyage kwao..." Clients confirming that their investment is authentic by viewing their beacons at the Family and Friends Day at Garden of Joy on 26th January 2019.



"Opportunities are everywhere... you will make it!" Optiven Group CEO Mr. George Wachiuri addressing students looking to join university during the Optiven Empowerment Gathering at the Optiven



"The secret is in being pacesetters..." Representatives from Panorama UK Anna and Juan interview Mr. George Wachiuri on 28th January 2019 at the Optiven Group Headquarters, Barclays Plaza, 14th floor.



"Akili ni mali, wenye shamba wapokee Title Deed pap!....", and the smiles tell it all as clients receive their important documents on 12th January 2019 during the Title Bonanza at Victory Gardens.



Optiven Group CEO Mr. George Wachiuri autographs books for philanthropists who were part of Women Entrepreneurs from Uganda that visited the Optiven Group Head Offices on 18th January 2019



Optiven Limited staff celebrating the first fruit harvested from the demonstration farm at K-Farm on 17th January 2019. #Mazaokemkem.



Optiven Group CEO Mr. George Wachiuri autographs his books soon after his keynote speech empowering leaders at the ELNET Leaders Forum on 16th January 2019 at the Four Points Sheraton



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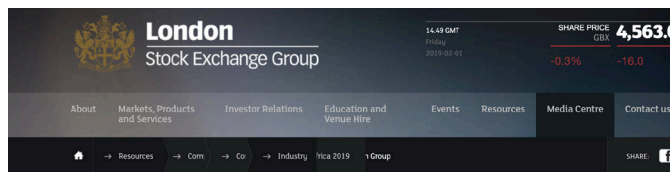


Optiven Group CEO Mr. George Wachiuri autographs his books soon after his keynote speech empowering leaders at the ELNET Leaders Forum on 16th January 2019 at the Four Points Sheraton

Optiven Group Features on Prestigious Companies to Inspire Africa 2019

Report, by London Stock Exchange Group

The group is also active in corporate philanthropy through the Optiven Foundation which provides scholarships, food donations and homes...



OPTIVEN GROUP



Nairobi-based Optiven Group has been featured on the prestigious Companies to Inspire Africa 2019 Report, by London Stock Exchange Group.

The report produced in partnership with African Development Bank Group, CDC Group, PwC and Asoko Insight identifies 360 companies from 32 countries across the African Continent with 7 major sectors represented.

Revealing exceptional rates of growth amongst this year's cohort, with average revenue Compound Annual Growth Rate (CAGR) at 46% and average employee CAGR at 25%, over three years, the report highlights the entrepreneurial and dynamic landscape of the African private sector.

Companies featured include small entrepreneurial businesses through to well-established corporations. Kenya had the second highest number of companies represented in this year's report - 66, with Nigeria topping at 97.

To date, Optiven Group has completed over 50 projects and handed over more than 5,000 title deeds to its customers. The company has plugged in on one of the 4 Agendas that the Kenyan Government wants to achieve in the next couple of years – housing.

“We have continued to stay true to our values which include innovation and customer focus,” says George Wachiuri, Optiven Group CEO. “By listening to our customers, we are able to understand and anticipate their needs. This strategy will be strengthened in the coming years in order to propel the group above others.”

As a multiple award-winning property development pacesetter, Optiven now has over 20 years' experience in the market. Alongside its head office in the capital, the company also has offices in key cities around the country as well as satellite branches in the US and Europe.

Besides its real estate activities, the company also operates subsidiaries, including Optiven Construction, which provides concrete building materials.

The group is also active in corporate philanthropy through the Optiven Foundation which provides scholarships, food donations and homes for the less fortunate members of society. “We continuously work with the less fortunate to ensure that their lives are bearable,” says George.

“With various partners we continue to change lives through education, health, mentorship and philanthropy.”

The group aims to continue developing its activities. “Opportunities are available in emerging areas such as agribusiness, hospitality and insurance, areas in which we have already invested through rolling out strategic business units.”

‘Companies to Inspire Africa 2019’ includes contributions from government including the UK Prime Minister, Theresa May; the President of Kenya, Uhuru Kenyatta; and Lord Boateng, former UK High Commissioner to South Africa and is sponsored by Instinctif Partners and Stephenson Harwood.



WACHIURI: RADICAL STRATEGIES NEEDED FOR VIBRANCY IN REAL ESTATE SECTOR

Optiven CEO

The real estate sector is robust and in 2019 it is bound to improve albeit amidst the rising political noises. Speaking during the Business Today segment on NTV on 9th January 2019, with Dann Mwangi, Optiven CEO George Wachiuri called for the consideration of sustenance of businesses by providing capital. Quoting the statistics from the Kenya National Bureau of Statistics, Wachiuri noted that a majority of entrepreneurs are closing shop owing to lack of capital or shying away from borrowing. Noting that the rate of borrowing has also risen, he called for interventions for new innovators and beginners to be given consideration by the financial institutions in order to fund the businesses or ideas as appropriate. Addressing the public and fellow panelists, '2.2 million small and medium enterprises have closed shop owing to lack of capital and money to transact.

This he noted, means that job opportunities have been lost thereby increasing the gap of the employed and the unemployed respectively. For the surviving ones they are looking for financial access that is not there.' Giving the example of Optiven Limited, Wachiuri noted that despite having been in business for 20 years this 2019, proposals especially regarding construction, a majority of financial outfits are not willing to finance. Wachiuri says, 'From the Central Bank reports the real estate sector has borrowed some 392 billion with a small number of 44 billion about 20% making non-performing loans'. He called on a restructurising on the part of stakeholders mainly lenders to ensure that fund availability is not only feasible for entrepreneurs but it is also affordable. Regarding the issue of

taxation, the panel was unanimous in its outlook that there is need for a reduction of the said taxes. Quoting the introduction of many taxes, and the Robin Hood Tax that comes into effect this 2019, Wachiuri advocated for accountability. Regarding the policy on bank transactions, Wachiuri advised that there is need to rethink how to support entrepreneurs as the backbone of the economy and their role as key tax payers as well as creators of job opportunities. His sentiments come alongside a government requirement to tax any amounts transacted amounting to 500,000/- making a majority of those meeting their remittances to make payments in smaller amounts to evade the taxation.

Regarding the involvement of local enterprises Wachiuri lauded the government for its vibrancy in advocating for the housing agenda, saying it is a real issue affecting the population. He however noted that there is no money to implement the Big Four agenda of building half a million houses. According to Wachiuri, local developers have been knocked out of the project owing to the financial requirements by the government including 100 million as security and 40 million insurance. He noted that the sector had had engagement with the Cabinet Secretary to deliberate on the issue of involvement of local development who advocated for a merger of the players in the sector – a suggestion he termed as not viable. Wachiuri noted that the involvement of international developers will cost highly in terms of repayment thus adding the need to embrace local solutions especially in provision of housing.



OPTIVEN INVESTS AN EXTRA SH700 MILLION ON Affordable Housing in Kenya

Affordable housing is one of the government's Big Four Agenda that seeks to bridge the housing deficit that currently stands at 2 million. In order to realize this agenda, the government needs to partner with private sector especially the real estate players to ensure that Kenyans can own houses in the near future.

Optiven Group, a local based real estate is one such firm that has pumped an extra Sh 700 million into its consistently expanding real estate portfolio that includes projects in five major counties namely, Kiambu, Machokos, Kajiado, Nyeri and Uasin Gishu. Recently the company awarded title deeds to over 200 clients who have purchased various Optiven Real Estate plots, in addition to over 5000 titles that the company has so far delivered

to its clients countrywide. According to Mr George Wachiuri, Chief Executive Officer, Optiven Group "Under the Affordable housing pillar the government intends to deliver 1 million affordable homes in the next five years, out of which 800,000 units are supposed to be bed-sitters, one, two- and three- bedroom, costing between Sh800,000 and Sh3 million. As Optiven, under our various projects, we are offering a very good deal for Kenyans where our clients are not only provided with super value added land but also with a housing plan. We also walk with you on your journey towards the construction of your house, in a very affordable manner."

Mr Wachiuri added in order for the government to deliver affordable homes to Kenyans,

they must create a win-win situation through Public Private Partnership (PPP) where private developers can use their financial muscles to develop affordable housing to Kenyans.

The government is also exploring the establishment of a land bank, already a taskforce has been formed to set aside land from excess land holdings by corporations and parastatals.

The government has set aside Sh460.2 billion last financial years to finance its Big Four agenda, under which housing is a pillar.

*Courtesy: Standard Media/
Optiven Group*



OPTIVEN LAUNCHES Second Project Targeted at Youth

The second project targeted at youth empowerment has been rolled out by Optiven. The project comes hot on the heels of the December 2018 campaign which saw all the plots at Sifa Gardens purchased fully. The new campaign which targets investors aged below 40 who can co-own the property and pay a monthly installment of 20,000/-. Speaking at the launch of the campaign, Mr. George Wachiuri, the Chief Executive at Optiven Group advised that : ‘to further empower the youth and enable them to own properties, we have made it easier for them in terms of the installments and the manageable period to own’.

According to Wachiuri, the campaign will embrace those investors seeking to co-own the property. He added that while many youth are keen to invest, majority of them, especially the millennials are not keen to invest in the real estate sector. Wachiuri said this is unfortunate seeing that the return on investment from investing in real estate is tangible and almost assured. He further encouraged the youth to come together and invest saying, ‘the coming together of youth will ensure that where three or four come together, the burden of payment is eased as there are more

pooling resources to ensure a common goal is achieved’.

The campaign will allow investors an opportunity to make a down payment of 70,000/- shillings and thereafter make monthly remittances of 20,000/- . The remittances will be the installments for a 24-month period which will not only provide investors with peace of mind, but also enable them to meet their other obligations all at the same time. Speaking at the launch of the campaign in January 2019 - at the Optiven Transformation Center, Wachiuri noted that the campaign is a way of giving back to the society and empowering not just individuals but families and communities at large.

Already a number of youth and youth groups are among investors who have made a great uptake of the project. Another large number of investment uptakes for the project has been for the mature investors many of whom are taking up the challenge and investing on behalf of their children. Optiven Limited provides a wide range of projects in real estate with investors having a choice to invest in Kiambu, Nyeri, Kajiado and Machakos counties respectively.

**AWARDED COMPANY IN 2018
| Winner Land Agent**

OPTIVEN GROUP LIMITED

Our vision is to be
Pacesetters in Social
Economic
Transformation.

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**WE WORK
THROUGH
STABLE
BUSINESS
NETWORKS**

GREAT TEAM

360

We are strong believers in having the best of what the market can offer. Our staff are motivated and they deliver services in a timely manner. We also believe in strong alliances and networking with other market leading professionals. We have built relationships with progressing organizations that are key stake holders to our company as we carry out our activities.



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