

JULY 2018 NEWSLETTER

**Featured
Project**
Amani Ridge
The Place of Peace
located in Kiambu



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.





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

“ TOP 8 REASONS WHY KIAMBU IS THE BEST PLACE TO INVEST TODAY



Mr. George Wachiuri
C.E.O Optiven Group

I would like to share with you a few concrete reasons why you should consider investing in Kiambu County today.

Great Infrastructure: Kiambu has a great road network. With a total of 2,033.8 km of roads under bitumen standards, 1,480.2 km under gravel surface and 430.1 km under earth surface, this county is well networked. Thika-Nairobi highway cuts across the County as well as the Eastern Bypass. Kiambu also has 131 km of railway line and four railway stations in Ruiru, Thika, Kikuyu and Limuru towns.

Proximity to Kenya's Capital City: The proximity to the City of Nairobi has seen this County become the preferred leafy suburb for those who want to keep in touch with Nairobi but with a preference to rest in leafy and tranquil fringes outside the hustle and bustle of the city

Financial Institutions: Kiambu has a total of 17 commercial banks with branches well distributed within the County. In addition, the County has eight microfinance institutions, one building society, four village banks and 12 insurance companies.

Mobile Network: Mobile network coverage is estimated at 98 percent

Vibrant Commerce: The County has a total of 2,517 trading centers with 6,634 registered retail traders and 750 registered wholesale traders.

Post Offices: There are 19 post offices and 14 sub-post offices which are distributed across the county

Education Institutions: The County hosts 9 top Kenyan universities include Jomo Kenyatta University of Agriculture and Technology, Mt. Kenya University, St. Paul's University, Greta University, Presbyterian University of East Africa, Zitech University, Kiriri Women's Science and Technology University as well as a number of tertiary colleges. It also hosts 2 campuses namely University of Nairobi Kikuyu campus and Kenyatta University, Ruiru campus.

Kiambu also currently has 303 secondary schools (227 public and 76 private). The County hosts some of the best schools including Nova Pioneer, Alliance Boys High School, Alliance Girls School, Mangu High School, Loreto Girls High School, Limuru Girls High School, Mary Hill Girls amongst others. Further, the county has 934 primary schools and about 1,595 ECD centers.

Presence of Top Real Estate Firms: Some of Kenya's top real estate firms such as Optiven Group have now invested billions of money in ultra-modern projects in Kiambu County. Optiven's latest project in Kiambu County Amani Ridge – The Place of Peace, is an ultra-modern Mini-City that neighbours Nova Pioneer, Tatu City. As one of Optiven Group's prime projects, it located only 3.2kms off Kiambu-Kamiti Road and is easily accessible from Kiambu Road and Thika Super-Highway, via the Eastern By-Pass.

<https://www.optiven.co.ke/properties/amaniridge>

OPTIVEN AND JOB CREATION



We all get excited to graduate and the new opportunities that await us. We dream of our first job, apartment, and car, startup businesses and so on. The future looks bright to us and nothing could possibly go wrong. After all, we studied and acquired the power to both read and lead. Being young and with a bright future ahead, we crave independence and how best to show it than moving out of our parents' home and start paying our bills? But wait, you need to get a job first.

The job search journey begins, and we are fortunate to live in the era of technology and most of our 'tarmacking' is done online. To some, all they need is a call to uncle so and so and they get a job while the rest have to face the harsh reality of no connections. Each day you send your CV to a number of organizations, subscribe to news alerts from websites that post job opportunities and ensure that your documents are ready.

So, you wait, there are two things that are likely to happen, first, you will get no reply at all, second, the reply will send their regret that unfortunately you did not match their criteria. Sadly, this is the reality for most of the graduates; the jobs we hoped we would find simply vanish. Good news is, Optiven Group, under the leadership of the CEO, Mr. George Wachiuri, is intentional about creating job opportunities for the youth. The company's vision is to create 30,000 direct jobs by the year 2030.

In June 2018 alone, Optiven Group hired over 30 members of staff to enhance diversity and talent and strengthen its business operations. The new employees underwent training and induction on different aspects of the working environment such as customer service, sales and marketing, corporate affairs and human resource. The aim of the different departments is to create jobs for the youth and give them an opportunity to nurture their talents and all the possibilities that the future holds.

The CEO expressed his confidence in the new team's ability to bring on board talented and expertise that would take Optiven to the next level. He added that the new team brings diversity to the organization including the newly developed Property Management Division staff at Optiven office in Acacia Junction and the new Joska Office. Optiven has the relevant structure to support job creation since it has been operating in real estate for 20 years. The main activities include insurance, value added property sales, construction and the Optiven Group Foundation. In terms of human resource, Optiven is managed by committed employees and staff that is committed to the organizations operations.

Optiven Group understands the need for job creation since it is the core of development. As the company creates job opportunities, there is growth in the real estate industry which leads to growth and development in the country. The program is also a form of empowerment for the youth as it gives them an opportunity to explore and nurture their talents. Apart from empowerment, Optiven is offering sustainable employment to the youth, in that, they are able to support themselves, their families and contribute to the economic growth.

Another importance of job creation is that it not only provides sustainable and gainful employment for others but an entire market can be created. Through the job creations provided by Optiven, others totally new markets have been created which in turn have in themselves created jobs for others. Optiven has taken the literal meaning of the work "create" by creating new opportunities and divisions within the organization that increase efficacy and productivity. Instead of further slicing the proverbial pie, Optiven is increasing the size of the pie hence expanding the market place.



AMANI RIDGE

The Place of Peace

For most people, owning a home makes more sense financially and from a lifestyle perspective compared to renting. One of the major benefits of owning a home is that you get to choose your style and switch it as often as you would like.

Owning a home gives you the opportunity to make home improvements, which ultimately increases the value of your property. For the business-minded people, owning a home is an investment that is better than many other investments since you get the tangible benefit of living in the very investment that you have made. Additionally, the financial benefits can be more substantial compared to other types of investments. A home appreciates in value and during the sale; the owner gets appreciation on the entire home's value not just the cash invested. Building a house is also considered a cheaper alternative over long-term renting given the rising cost of housing.

Once again, Optiven Group comes bearing good gifts. We launched our latest project: Amani Ridge The Place of Peace. First, this project is situated in Kiambu. The Jewel is approximately 20Kms from Nairobi Town and located between Thika Super Highway and Kiambu Road, slightly off Ruiru-Kamiti Road. It neighbors the Tatu City and Nova Pioneer. Amani Ridge is not only giving you space and serenity; it is offering you a lifestyle. The project enjoys close proximity to recreational facilities such as malls and access to good schools. Amani, just like the name suggest, offers you peace and tranquility, what better environment to raise your family?

I know you are a smart investor, looking to get a good home that is worth your money, well, the homes are affordable. What's more, you can get a property from as low as KSH.2.995.

Optiven will establish a recreational area (Central Park), 2 water-gardens as well as 7 garden courts where greening will take place. There will be a police post, a club house, a running track, a sports ground adjacent to a community center also sitting on a one-acre parcel of land for in-house and outdoor events and a private school that will offer early childhood development and primary education.

The only task for you as the owner is to choose from a wide range of pre-selected housing design. This means that each house will be unique and you are allowed to add a personal touch to make it your home. That is not all, there are three contractors to choose from, but you can also bring in your preferred contractor. Other facilities include solar street lighting, a sewer system, and a state of the art gate which gives you a sense of style and home internal cabro roads, a stone perimeter wall and a water tower. Living in Amani Ridge The Place of Peace ensures that all your electricity and water needs are met.

And now to the most interesting part: Where you can begin being part of this great story. Well, quite easy, you can pay in cash or do a two-year installments payment plan or go for a bank financing that goes up to 70%. This project certainly comes with easy payment options that will see you own your dream home in one of the most progressive neighborhoods in Kenya.

COFFEE

with Optiven



Many young people are in debt, a lot of debt. We can blame this on the fact that these days you can get money from almost anywhere. Mobile phone services such as M-Shwari, Tala and Branch have made young people appear to have attained financial freedom, but behind all the glitz and glam, they are in so much debt. But today I am not here to talk about debt! I am here with good news. Good news from Optiven Group. It is time, we got out of debt, learn how to manage our finances and invest in our future. You ask how? Optiven has the answer.

Ever heard about Investment Coffee with Optiven? If not, then I'm here to tell you about it. Well here at Optiven we have a monthly investment event. Each month, we hold this event and it is a grand opportunity to learn from experts how to make smart choices in investments. Let us first talk about the price, it is a Kenyan habit to base choices on price and do a cost-benefit analysis. Worry not, the entry fee is only Ksh 1,000 (a thousand shillings) and what you get in return is so much more than what you are paying for. This goes to show that at Optiven we care more about the quality rather than the quantity.

This monthly event (I keep on emphasizing on the term monthly to show that there is no excuse as to why you should not attend as it is only once a month. It won't eat into your plans, I promise) is open to individuals, Sacco's, chamas and investment groups. So, you can actually plan your Chama to happen at the event. It will be such an honor to have you around.

I assure you that you are not paying one thousand just to drink coffee. What you get from this deal is life changing. You and your team, you will get to learn about wealth creation, financial planning, wealth accumulation and

money management! You will leave this place with a completely new mind set. Participants will receive tailor-made advice on how to manage finances and actionable steps in wealth creation that will lead to long-term financial freedom.

We at Optiven are really looking forward to seeing you!



THE OPTIVEN GROUP AWARDED FOR DIVERSITY AND INCLUSION

The place of diversity cannot be relegated in the 21st century company. Diversity in itself begs for inclusivity which creates a great cocktail that enhances the working environment. Already, the government through its legislative arm has done great by calling for both cultural and gender diversity on boards of different corporate organizations.

And in its quest to be transformation pacesetters in the society, the Optiven Group has been intentional in recruitment strategy. The leading property company has not only ensured that it gets the best in the market as regards human capital, but also a collection from different parts of the world. The intentionality of this strategy is what contributed greatly to the nomination of Mr. George Wachiuri, the Chief Executive Officer at Optiven Group to the National Diversity and Inclusion Awards in 2018.

The inaugural event held at the Nairobi Safari Park Hotel on Friday the 29th of June 2018, saw the Optiven Group CEO garner the 1st runners up position. The team that represented the Optiven Group was as diverse as can be. The award was received on behalf of the Chief Executive, by the team of 10 staff led by Mr. William Nagilae.

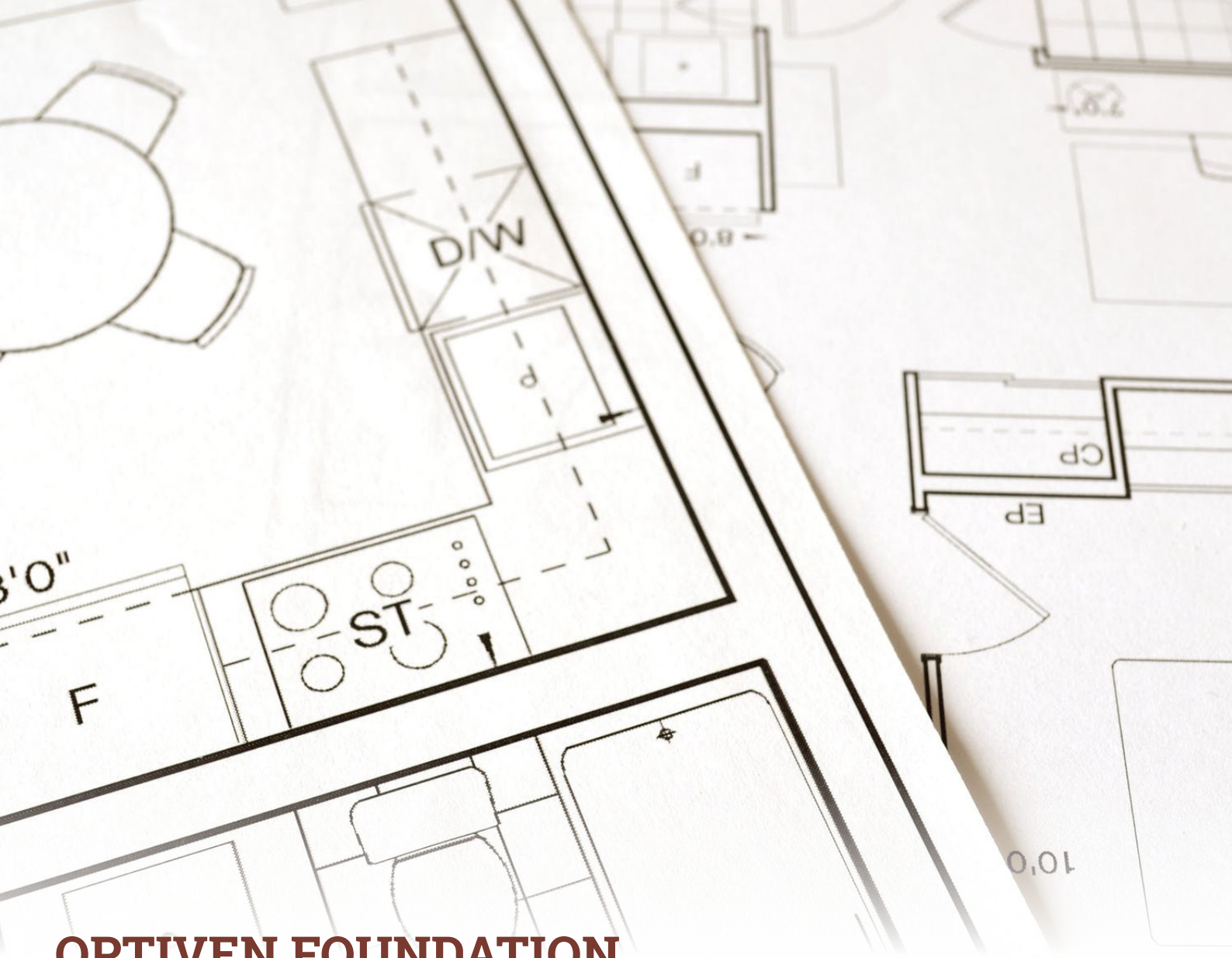
Speaking after the receipt of the award, Mr. Wachiuri said, *'The award is an encouragement to the spirit that is synonymous with Optiven Group, where we pace set in social and economic transformation.'*

He added that going forward, *'The company will continue in its efforts to foster inclusivity and deepen diversity. The challenge now remains with other corporates whom I admonish to bring to the table the quote by*

John F. Kennedy, 'if we cannot end our differences now... at least, we can all make the world safe for diversity.'

And true to this call, the Optiven Group in June this year, welcomed over 30 professionals from different fields and cultures towards meeting its goal of creating 30,000 employment opportunity by the year 2030.





OPTIVEN FOUNDATION

To Unveil New Home At Kayole Children's Home

Remember what you did on the 16th of June? Most people remember it as the day Nigeria went home. I still remember it as it was yesterday. We were hyped and had declared that if Nigeria had won Croatia that day, we would buy their jerseys for solidarity, for Africa. We all know how that ended. "Cha muhimu uhai" was the slogan that whole weekend. I bet the Nigerians who have flocked Roysambu were for once quiet.

But if you were keeping tabs you would know that it was also the International day of the African child. This day honors those who participated in the Soweto Uprising in 1976. It also raises awareness of the continuing need for improvement of the education and living standards of the African children. This means that on 16th June every year, governments, NGO's and other stakeholders gather to discuss the challenges and opportunities facing the full realization of the rights of the children in Africa.

It is often said that charity begins at home. So does kindness and other good deeds. And Optiven was not left behind. Somewhere in Kayole, Eastlands, Nairobi, Optiven Foundation is in the process of completing brand new home at the Soweto Anti-Aids

Children's home in Kayole. The Foundation has been one of the key supporters of the home which caters for children who have been abandoned owing to either their HIV status or having lost their parents to the malady. According to Optiven Foundation's Chairman and Trustee, Mr. George Wachiuri, plans to launch the new building are at an advanced stage.

The building by Optiven Foundation will greatly improve the living standards of the children who were previously sheltering in a semi-permanent house. And as the theme for 2018 says Girls not Brides, at the Optiven Foundation it has to do with adding value to the most vulnerable in society.

If you want to reach the people that no one else is reaching... keep doing what no one else has done, is doing or intends to do.

#IAMAPhilanthropist

OPTIVEN REWARDS

CUSTOMERS WITH COASTAL HOLIDAY



Optiven Group made true its intent to reward cash paying customers under its **#LipacashtwendeMombasa** campaign that ended in April this year. The over 40 customers left Nairobi's SGR Terminal on the 21st of June 2018 for a four day visit. This is the second time that Optiven Group took its customers to Mombasa as it endeavors to imprint its footprint as a leader in customer satisfaction in Kenya.

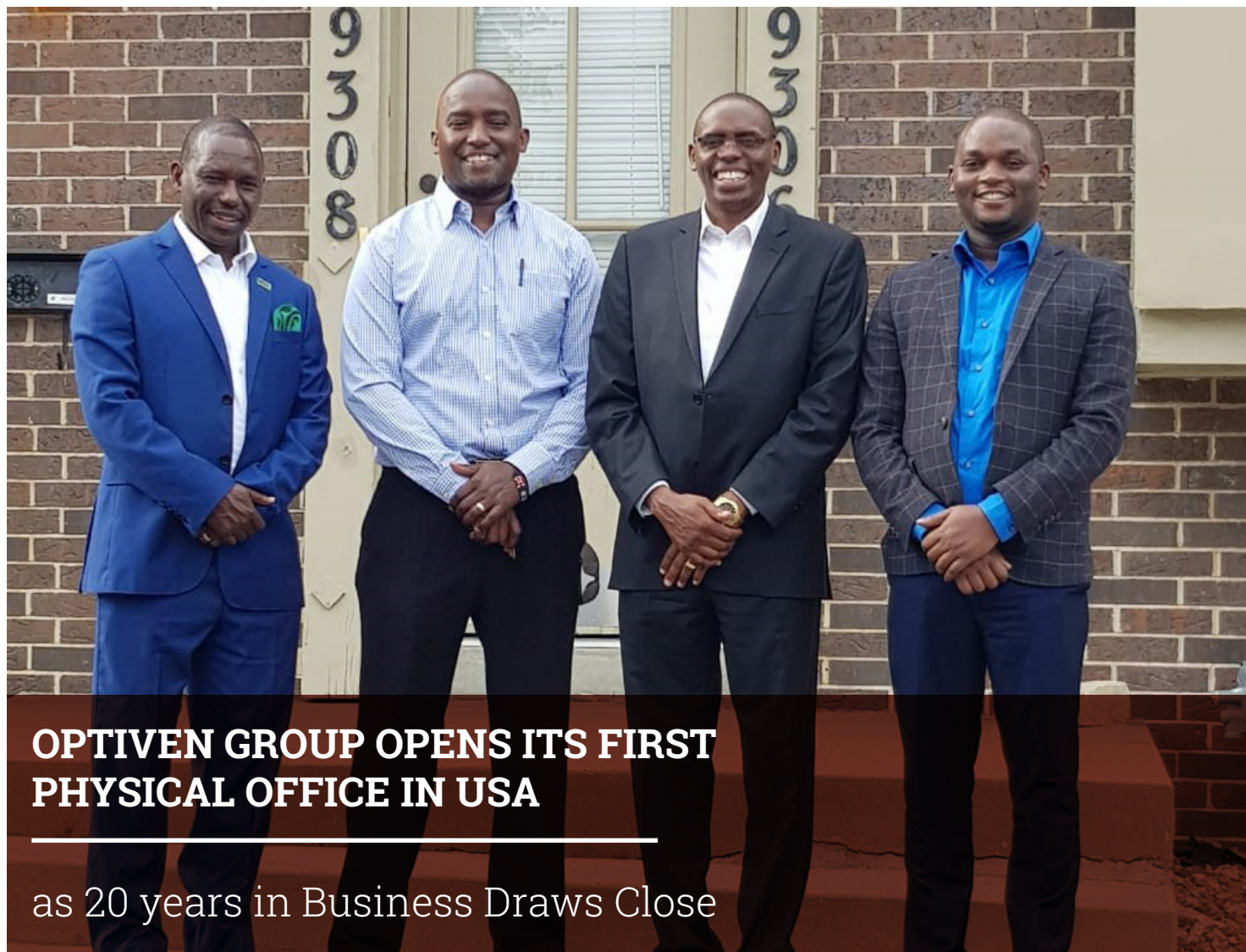
The award-winning property company has over the last 20 years transformed the lives of Kenyans by offering them value added plots in various parts of the country. Leveraging on the difference it creates, Optiven Group has further pledged to continue meeting customer needs through the various services and products it has on offer, but further, to ensure the customers are satisfied with their investments.

Optiven Group prides itself in being the pacesetter in real estate and with key values of integrity, honesty and professionalism – customer focus comes naturally for the team. Chief Executive Officer at Optiven Group Mr. George Wachiuri says the company intends to surpass its current strategies of engaging with customers with new horizons set for the near future.



Speaking of the qualities that make the company a winner, Wachiuri says the company offers value, through adding key amenities including accessibility, sustainability and security – making it stand out in the industry. Customers at Optiven Group buy a piece of land in a value added plot

that eventually becomes part of a gated community or for those seeking to resale, this provides value for the property.



OPTIVEN GROUP OPENS ITS FIRST PHYSICAL OFFICE IN USA

as 20 years in Business Draws Close

It has been a great journey of almost 20 years of positive transformation of our great society, especially in the real estate industry. Many times over we, the Optiven Group fraternity, have been overly glad that we have consistently realized our set mission and vision. The year 2018 has especially been a joyous season as we have so far recorded a resounding success, especially as we continue to present hundreds of title deeds to our valued investors in the United States of America (USA), Europe, Kenya, South Africa, the larger East African region amongst other countries.

We are also humbled as we draw closer to our 60th successful Optiven project. Most of the time, our joy intensifies as we witness hundreds of orphans smiling after getting their basic needs met, grandmothers being ushered into their new decent houses, and thousands of trees blossoming in our projects, among other social economic activities run by our very own Optiven Foundation.

The opening of our office in Midwest-Kansas is the beginning of better services to our North America customers. Our customers will now be able to sign their transfer documents there and those who have cleared their payments for their properties can now easily pick their titles deeds without travelling to Kenya.

This new development is a first step towards Optiven's future expansion plans in other regions in the USA and Europe.

We want to thank all diaspora customers for their support to Optiven's vision of economically and socially empowering and transforming the Society.



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5 PRUDENT WAYS TO MAKE USE OF AMANI RIDGE

" The Place of Peace "

Amani Ridge – The Place of Peace is an ultra-modern Mini-City that neighbours Nova Pioneer School and Tatu City. As one of Optiven Group's prime projects, it is located only 3.2kms off Kiambu-Kamiti Road and is easily accessible from Kiambu Road and Thika Super-Highway, via the Eastern By-Pass.

Now, as a forward-looking investor, there are many things that you can do with your property at Amani Ridge – The place of Peace.

Here is a list of 5 prudent things that you can do to make good use of this great piece of property that is so strategically located:

1. Build a Castle House for your Family:

If you treasure your family as much, you will go out of your way to make sure they have the best comfort that life can ever bring. Amani Ridge offers you the right place to build such a dream family home.

2. Build a magnificent palace for your sun-down years:

You certainly deserve to live a royal life. And even more so, during your sun-down years. These are the times that you will need a lot of tranquillity around you, and Amani Ridge is the ultimate place of true tranquillity.

3. Build a great rental home and generate constant income after that:

Earning an extra income to add to your current investment profile can never be a bad idea after all. You can grab this opportunity, come up with a beautiful home(s) that you can rent out to one of the many expatriates who continue to troop into Nairobi. The beauty about this arrangement

is that you can still change use of this home to your convenience, at a later date if you so desire.

4. Buy a gift for a loved one:

One of the best gifts that you can bequeath one of your dear ones to mark a certain momentous occasion or achievement is a lovely house that sits on one of the prime-most locations in Kiambu. The beneficiary of such a gesture would live to forever cherish you.

5. Buy and re-sell after price has appreciated:

Some of the top billionaires in the world have made their money through this strategy. Placing your money into strategic real estate projects is one of the surest ways of making good money. In the next 5 to 10 years, the price of Amani Ridge – The Place of Peace and its environs will have sky-rocketed to astronomical figures.



For more information about Amani Ridge – The Place of Peace,

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