



**Featured:**  
Optiven Hosts  
Investors at  
Garden of Joy  
for Titles



Voted No. 1  
Real Estate Company  
Excellence Award  
2018



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



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

# Word From **The Ceo**



## OPTIVEN CLEAN UP **EXERCISE AT NGATATAEK**

**T**he Theme for this year's World Environment Day was air pollution. This day reminded us how much we all rely on nature and on our planet's health. The quality of the water we drink, the food we eat and the air we breathe, all depend on protecting our natural world.

But our environment is currently facing unprecedented challenges that are caused by human activities. In 2016, for example, a global population of more than 7 billion people produced over 300 million tons of plastic. This is set to double to 600 million tons of plastic by the year 2034; this is according to United Nations Environment Programme (UNEP).

Luckily here in Kenya, we continue to thank the Government for banning plastic bags in the country. That ban which took effect on 28th August 2017 is a huge milestone towards a cleaner environment in Kenya.

Despite this milestone, our towns and cities are still being choked by solid waste. Waste generation has been increasing in Kenya, especially due to rapid urbanization. The amount of solid waste generated per year is currently 4 million tonnes, and is predicted to double by 2030.

Optiven Foundation, the soft arm of Optiven Group, acknowledges the great efforts by the Ministry of Environment, water and Natural resources; the Kajiado County Government and various NGOs for their effort of keeping the environment clean. Optiven Foundation has been partnering with county governments in cleaning and greening our cities. This is our 3rd such initiative in Kajiado County.

The Foundation is deliberately conscious about our environment. We have been championing for a better and cleaner environment through various initiatives which include: Using of Solar Energy to power Street Lights in our projects; deliberately creating Green Spaces in our projects, free from all kind of brick and mortar – with abundant trees and lawns; using of Bio-Digesters in all our Real Estate Projects; using Posts that have been recycled from Waste Plastics, for all our signages in our projects and in the marking of all our Green spaces

We have also been heavily involved in planting of thousands of trees across the country, starting with all the places where we have projects. At the same time, we have been involved in advocacy and awareness creation on alternative building technologies, away from the conventional building materials. This includes reduction of the use of wood and adoption of water recycling technologies.



*Mr. George Wachiuri  
CEO, Optiven Group*



*Above is the Member of County Assembly - Ngataek talking to residents at a fundraising Mopia Primary School.*

## **OPTIVEN LIMITED EMPOWERS COMMUNITY IN NGATATAEK, KAJIADO**

Optiven Foundation had the opportunity to grace a fundraising event at Ngatataek in Kajiado County on the 4th of March 2019. Led by the chairman of the foundation Mr. George Wachiuri, the team, including members of staff from Optiven Limited donated Sh50,000 to the community of Mopia Primary School. The foundation, whose vision is to be pacesetters in social-economic transformation, further donated goodies to the children and parents of the school which borders one of the Optiven Limited projects. The team from Optiven Foundation then proceeded to sponsor two needy students of Mopia Primary School with full scholarships. The beneficiaries, both of whom are orphaned, Abraham Tinina and Miriam Sakita are now students of Mashuuri Secondary School and Ibissil Girls Secondary School respectively. Accepting his scholarship, beneficiary Abraham thanked the team for being the voice of God in the matter of their support, adding that he wants to be a civil engineer whereas his co-beneficiary Miriam is passionate to be a doctor.

While addressing the parents and children, Mr. Wachiuri, urged the community, partners and other stakeholders to emulate the practice of charity in order to create visible transformation in the society. He added that it is all these stakeholders that will create a positive impact on the community. He reiterated that it is through such benevolent acts that sustainable social-economic programs are achieved for generations to come. Ngatataek Chief Mr. Kupai and the area Member of County Assembly (MCA) in Kajiado County, who are well-known Optiven Foundation trustees, both attended the event and thanked the Optiven Foundation for being a dependable partner to the Ngatataek Community. Speaking at the event, the duo urged the community to remain united and visionary. The Optiven Foundation is now set to mobilize resources to assist the students get school fees and qualified needs for boarding and tuition.

## MENTORSHIP PROGRAMME BEARS FRUIT AS MENTEES ARE ABSORBED IN THE CORPORATE WORLD



ABOVE: ANDREW OGANGO – Digital  
Capetown School of Motion

So the world cake day was celebrated in many parts of the United States on May 7th. The day may not have had a lot of significance in Kenya but it is one of those days that are special to the Optiven Family. One of the reasons is because, at Optiven Group, the mantra is for everyone to make an effort to ensure that the wider organization has space to employ one more person. This is in essence advised by the corporate call and vision to provide 30,000 jobs in the market place by the year 2030. The reality of this dream is already on course with the number of employees under the Optiven Group growing every year.

It is interesting to note that the World Cake Day is celebrated just a week short of the internationally recognized Labor Day. This year, the team at Optiven Limited took time to stamp their place yet again in the real estate arena, advising why it is the go-to company when it comes to matters real estate. The reasons are many along with awards and testimonies that are publicly available to prove that Optiven Limited is a worthy partner in the journey of investment. Ahead of the Labour Day celebrations, the team at Optiven Limited in charge of conversion took time off their busy schedules to share what value they can add to the lives of our customers. Listening to the messages, it was clear that each one was happy to be a part of the Optiven Family and while at it, are all keen to ensure that for each investment made, there is a happy customer on the other side. The messages were from the team serving locally and the associates serving in the diaspora space.

All in all, the company continues in its stride to bake a bigger cake with regard to providing extra opportunities to those seeking to join the Optiven Group family. With this being the very passionate stand of the Team Leader

Mr. George Wachiuri, the company played host to the first group of mentees at the head office. The purpose of the cohorts coming on board is to provide them with a once in a lifetime opportunity to gain experience in terms of what the corporate world is all about. The mentees are expected to learn as much as possible while at the office and their engagement with the staff will ensure that they know what to expect once they are called upon to work in the corporate world. The current cohorts whose term as mentees comes to an end at the end of June 2019 include an array of university students including those from universities in South Africa and Uganda who are pursuing different courses or are in the process of finalizing their studies.

The requests for mentorship continue to grow and with this challenge, the need for a call for other stakeholders to engage the students and provide them with experiential opportunities. As a result, Mr. Wachiuri has in the last quarter of the year taken the initiative to call on corporates in both the private and public sectors to embrace the Optiven Model and open their offices to mentees. Speaking on 17th May 2019 at a roundtable with the President at State House, Nairobi, he noted that “Optiven is committed to enhancing sustainable livelihood through creating jobs opportunities for the youthful Kenyan populace.” He highlighted Optiven Group’s hugely successful Graduates Mentorship Program that was launched in 2019 and that seeks to empower 50 graduates every year as a model that should be emulated by other corporates as the country seeks to reduce the number of unemployed youths. “As Optiven Group, our model is already working well as we continue to transform our society and perhaps that is why we were recently singled out by the London Stock Exchange as one of the companies that will inspire Africa in 2019,” he said. Already, the engagement has seen a number of the mentees being absorbed in top corporate organizations; an encouraging fete that will further inspire both the outgoing and incoming cohorts.

# OPTIVEN GOES GREEN ON PROJECT DEVELOPMENT



*Above: Optiven Team Leader, Mr. George Wachiuri, empowering investors at Garden of Joy, Machakos on 25th May 2019.*

Africa generates over 70 million tonnes of municipal solid waste annually; approximately 20% of this is plastic. According to the World Bank, this is set to double by the year 2025 owing to rapid urbanization and industrialization.



Here in Kenya, according to recent statistics by the Ministry of Environment and Forestry, we generate an estimated 22,000 tonnes of waste per day calculated by assuming an average of per capita waste generation of 0.5 kilograms. Past inventories indicate a national average estimate of 20% of waste being plastic.

Educated by the need to provide a remedy to this environmental problem, Optiven Group, a leading brand in the African real estate sector, and whose main purpose is to transform and empower the society, has now adopted the use of recycled posts in order to conserve the environment.

“We are passionate and intentional about going green in all our projects. To walk the talk, we have moved to the use recycled posts for all our projects’ road signage, fencing of green parks, common areas and flower parks,” says Mr. George Wachiuri, Optiven Group CEO.

The use of green materials means we replace the use of timber. It is imperative to mention here, that about 7 billion trees are cut down in the world each year. A good percentage of these trees go to fencing posts.

By using plastic recycled posts, Optiven will be playing its role not only in championing for trees planting but also in making sure that tree cutting is discouraged.



Also, this move will further boost the Buy-Kenya-Build-Kenya initiative. Use of these eco-friendly products from a local company will also further help in job creation in our Society.

We at Optiven Group encourage other real estate firms, SMEs and all Kenyans to use recycled posts for all their fencing needs.

Optiven has a goal of recycling over 70% of the water that we use in our projects. We advocate for and use bio digesters in our projects in order to achieve this. We are also using solar energy to power our projects’ street lights.



Among the projects that will have these recycled posts include Garden of Joy, Amani Ridge - The Place of Peace, and Shekinah Gardens.

The use of these recycled posts that Optiven is sourcing from Ecopost Limited, a company that uses 100% recycled plastics to make aesthetic, durable, and environmentally friendly plastic lumber for use in applications ranging from fencing to landscaping based in Baba Dogo, Nairobi, is part of the firm’s strategy to adopt green technology.

This move will enable and promote a clean environment, save our trees and thus reduce the decline of our forests, and help reduce imports of steel.

By extension, such adoption of plastic recycled posts will help in the decrease of plastic waste in the country.



# MOBILITY THAT BRINGS SMILES

## CAMPAIGN INITIATIVE

The **Mobility That Brings Smiles Campaign** was started by **Optiven Foundation** to support some of the Sustainable Development Goals specifically under the United Nations SDG No.5. Regarding Gender equality. The Foundation seeks to change the course of the 21st century by addressing key challenges such as poverty, inequality, and violence against women and girls. The Mobility That Brings Smiles Campaign addresses key challenges, including the promotion of health, which are the core pillars of the Optiven Foundation – and also a key consideration in the ongoing campaign.

To support the campaign, Mr. James Mugo was among the many donors who donated a wheelchair to Optiven Foundation. Mugo, who is widely known as James Ploti spoke to Optiven Foundation and had this to say: “You don’t need to have millions to touch a life. I dedicated part of my little salary to be going towards touching the lives of the needy. The art of giving is Biblical, give whatever little you have. A life will be inspired by my little donation”. Mugo, who is a renown philanthropist, is also among the staff supporting the Soweto Children Home which is largely supported by the Optiven Foundation. Speaking shortly after receiving the donation, Optiven Foundation Chairman, Mr. George Wachiuri noted that it is such partnerships that are needed to bring smiles to our sisters



*ABOVE: Mr. George Wachiuri, Chairman, Optiven Foundation (center), receives a wheelchair from Mr. James Mugo aka James Ploti (far right). Looking on (left), is Joyce Njambi, the Optiven Foundation Coordinator and Resource Mobiliser.*

and brothers who are living with disability. Wachiuri added, “The journey to transform the lives of those living with challenges in our society begins with you and me. We at Optiven Foundation are grateful to all stakeholders and partners who provide us with resources to enable us to reach out to those in need.”

The objective of this initiative is to create visible transformation that positively impacts on

communities, partners, and all other stakeholders through sustainable social-economic programs. The Optiven Foundation encourages stakeholders from all walks of life to support this initiative in order to transform the society one life at a time and all donations make a difference. If you would like to partner with the Optiven Foundation, please send your contribution to any of the contacts below and together we shall transform the society.

**Lipa na M-pesa**  
**Paybill Number: 898 630**

**Equity Bank | Kenyatta Ave.**  
**Account: Optiven Foundation**  
**Number: 12 90 26 34 95 498**

**Call: 07 18 776 033**  
**Email: [info@optivenfoundation.org](mailto:info@optivenfoundation.org)**  
**[www.optivenfoundation.org](http://www.optivenfoundation.org)**



# OPTIVEN HOSTS INVESTORS AT GARDEN OF JOY FOR TITLES

Investors with Optiven Limited's premier project – Garden of Joy – gathered at the project in Koma on 25th May 2019. This was a title awarding ceremony that provided an opportunity for those who had cleared their payments to acquire the important document, thus cementing their ownership of the property. The event, that was the second to be held at the project, saw 20 title deeds issued to the jubilant investors as well as representatives of investors mainly living in the diaspora.

Mr. George Wachiuri, the Team Leader at Optiven Group, was at hand to present the key document to the investors during which he noted that “Optiven investors can rest assured that their investments are not only safe but value for money.” Mr. Wachiuri's sentiments come amid rising skepticism among investors in the real



*Above: The Optiven Limited team when they were introduced to the investors at Garden of Joy on 25th May 2019.*

estate sector, with some crying foul that their hard earned investments have been flushed down the drain. The event provided the over 150 attendants with the opportunity to engage with their property as well as seek any clarifications from the team from Optiven Limited. To add to the fun was the coming together of neighbors and the chance to discuss future plans including when to start building and the type of housing that would be appropriate.

Mr. Wachiuri advised against the mistake made by investors of making investments without conducting background checks. He said that a majority of investors are quick to invest in areas that are purportedly cheaper in terms of pricing only to pay more or lose everything altogether. The cases of Kenyans losing their investments in real estate have increased in the recent past with companies in the industry going under, leading to their properties being auctioned off for lack of loan repayment to the banks. According to Mr. Wachiuri, investing with Optiven Limited

is value for money, a fact that he explained with practical details to the happy investors. The Optiven Group has in the last five years catalyzed its expertise in the provision of transformed properties. The move is aimed at ensuring that customers get value for their investments.

Optiven Limited has provided customers with value-based additions as well as allowing them the comfort to make payments at their pace. Christine Kasaya, the Customer Service Manager, while speaking on the sidelines of the event at Garden of Joy advised that “Optiven customers are always welcome to interact with us at our offices and our projects as well. We encourage our valued investors to not only visit the projects but the visit is absolutely free and the customer's convenience.” It is this model that has seen the company not only win awards in the last ten years but also led customers to refer their loved ones to invest in the different projects.

**Optiven Limited currently has four key projects:**  
Amani Ridge | The Place of Peace    Kiambu

Victory Gardens  
Shekinah

Kitengela  
Kajiado

# OPTIVEN HANDS OVER VICTORY PHASES 1 AND 2



*ABOVE: Investors of Victory Gardens phase 1 and 2 pose for a memorable photo with the Director of Projects at Optiven Group Mr. Charles Muraguri (in Optiven Tshirt) on 25th May 2019.*

The much-awaited handover of the first two phases of Victory Gardens was held on Saturday the 25th of May 2019 in Kitengela. Investors with the project were at hand to not only officially receive their project, but also engage with their neighbors on matters concerning future residence at the project. The handover provided the residents with an opportunity to appoint their leaders and set the way forward in matters concerning their gated community. The project has received great investors with many in the process of settling down; having already completed their payments, received their titles and built their houses.

Speaking at the handover ceremony, Mr. Charles Muraguri, the Director for Projects at Optiven Group thanked every investor for choosing Optiven as their investment company while at the same time emphasizing the importance of knowing their neighbors and to avoid living as strangers. Mr. Muraguri urged the investors to own the project, live together as a family and jointly make decisions on the improvements needed to be carried out

on the project in comparison to other completed projects by Optiven including Dalex and Imani Breeze. Accepting his nomination as the interim Chairman, Mr. Aloo Muga expressed his gratitude to Optiven group for the great initiative of the handover. Mr. Muga, who resides at the project, is seconded to the position by Mr. Jonathan Soi. The handover ceremony was attended by 20 representatives of the project and Optiven Limited.

## ABOUT THE PROJECT

Victory Gardens is a 10-minute drive from Kitengela town. The neighborhood is fully developed and set for immediate settlement. Victory gardens neighbors international and 8.4.4. curriculum schools. The plots are strategically located 16.2 miles from JKIA, 9 miles from the Standard Gauge Railway (SGR) and only 2.5 miles from the tarmac. Victory Gardens Phase 1 to 4 comes with a beautiful gate, greening package, solar street lighting, perimeter fence, Caretaker on site, internal roads, and water.



## OPTIVEN GROUP AMONG TOP COMPANIES INVITED AT STATE HOUSE DIALOGUE FORUM

Optiven Group's CEO George Wachiuri joined other top corporate heads at a special dialogue forum between the Kenya Private Sector Alliance (KEPSA) and the European Union Business Council and that was hosted by Kenya's President H.E. Uhuru Kenyatta at State House, Nairobi.

During this meeting, several Kenyan and foreign companies outlined their expansion plans as well as new investment plans in the country worth over Sh40 billion.

Speaking at the meeting, Mr. Wachiuri highlighted Optiven's commitment to enhancing sustainable livelihood by creating jobs opportunities for Kenyan youth.

He cited Optiven Group's hugely successful Graduates Mentorship Program that was launched in

2019 and that seeks to empower 50 graduates every year as a model that should be emulated by other corporates as the country seeks to reduce the number of unemployed youths.

"As Optiven Group, our model is already working well as we continue to transform our society and perhaps that is why we were recently singled out by the London Stock Exchange as one of the companies that will inspire Africa in 2019," he said.

Besides Optiven Group, other companies that were present at this forum included Afrinol Holdings Ltd, Nopiaride, BASF, and Noorbrook Pharmaceuticals. Others were FunKidz, De La Rue, General Electric and Bidco, Isuzu among others. All these companies are seeking to expand their local investment portfolios in the country.

**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.

Barclays plaza Loita street  
14th floor Wing A

0790 300 300

admin@optiven.co.ke

[www.optiven.co.ke](http://www.optiven.co.ke)