

THE OPTIVEN POINT

Experience the Difference

TOP Issue 9/2020



ENHANCING PARTNERSHIPS

Angle on Stakeholder
Partnerships

GREEN LIVING IS THE NEW NORMAL

Optiven Escalates
Greening of Projects

FOUNDATION GIFTS HOUSE IN IVOVOANI

Mama Nduku's Life
Transformed

WORD FROM THE CEO | ENHANCING PARTNERSHIPS

As the year 2020 nears its lapse, I am happy to know that it has been a time for all of us to learn one thing or the other. A key lesson for any enterprise as well as corporate, it has been necessary to be innovative and glean from others in order to succeed. This is why, Optiven Group has taken the deliberate step to seek out partnerships with various stakeholders as we accelerate the realization of our mission which is to economically and socially empower and transform the society. Our realization that we cannot do this alone, is part of the reason why we have been able to engage different stakeholders to meet a common goal.

Our corporate partnerships have seen us engage in providing quality products and services through the support of banking institutions such as Equity Bank. Our customers have been able to increase their wealth through sourcing finances from the banks and investing in Optiven Properties. Such customers, are now proud owners of investments in projects in Thika, Kiambu and more recently Nyeri. We have also partnered with our suppliers in a unique pattern that enables them to also partake of the Optiven cake to ensure they are socially and economically empowered. Through their support we have been able to meet our goals in terms of our agenda to paceset in the greening agenda where the Real Estate sector is concerned. On the other hand, we have partnered with the media in terms of providing the public with a glimpse of what we offer. Our engagement with the media has further enabled Optiven to get better in terms of providing our customers what they need based on feedback and new ideas shared.



ABOVE: The Optiven Real Estate team joins the Commercial Team from NTV during the signing of a media partnership between the two companies on 3/11/2020 at Nation Center. The team was led by Optiven CEO George Wachiuri (*fourth left*) and NMG CEO Stephen Gitagama (*fourth right*)

We have had a great partnership with our customers who are the reason why we exist. Through their feedback, we have been able to improve our products and services to meet their needs. The process has also provided us with a superb avenue to learn new information, which in turn has seen as offer top notch improvements at our premier projects. We are glad that through this partnership with our customers, we have been able to attract new customers who are now our partners in terms of social and economic transformation. Moreover, through the engagement of our customers who buy our properties and our partners such as Fusion Capital, we have been able to partner by supporting the Optiven Foundation in areas of poverty alleviation, education, health and sustainable environment activities. Last but not least, we have partnered with our staff who are the real force that makes Optiven what it is. Through partnerships with our staff, we have not only been able to achieve a vibrant working place but also been able to expand our workforce as we seek to offer employment opportunities. I am confident that the team serving at Optiven will enable the company to achieve its mission while at the same time being relevant and objective in doing what we do best – TRANSFORMATION.



ABOVE: Optiven Foundation Chairman, George Wachiuri (*second right*) shakes hands with Dan Kamau, CEO, Fusion Capital (*second left*) during the handover of 2 million shillings to support education at Optiven Foundation.

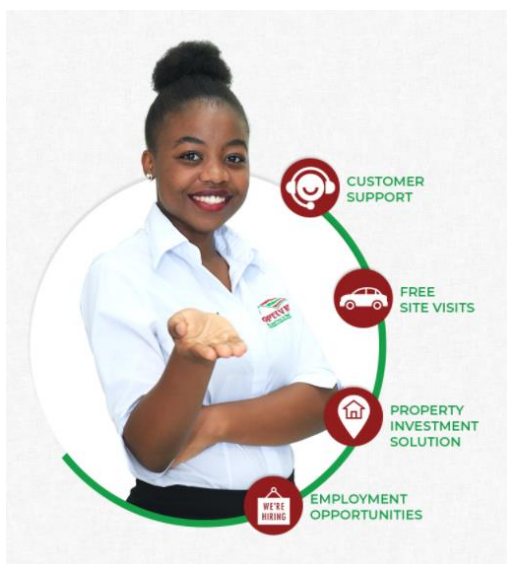
OPTIVEN ROLLS OUT REWARD CAMPAIGN WITH #GoGreenNaOptiven

While the year 2020 has stretched many of us in many ways, Optiven Limited has been at the forefront in sharing hope through different platforms. From reaching out through it's Foundation under the #ShareHope Campaign, to providing it's customers with an interest free 6 month period to pay off their plots and now providing a reward that is tangible to new investors. Speaking at the launch of the campaign on 23rd November 2020, George Wachiuri, CEO at Optiven Group noted that this will cushion investors during the Christmas period amidst the challenges that have been facing us during the Covid pandemic.



To realise this reward, customers will only have to make a deposit of 500,000 shillings for a new property under the Optiven Limited portfolio. Once this is done, the customer will automatically qualify to Kamata 20k Pap! This according to Wachiuri will be in the form of cash and will run through the holiday season upto the end of the year 2020. Wachiuri says, "Covid and its effects have thrown many of us numerous twists and turns, while presenting a number of highs and many lows. But as the year ends, we would love to give you, your family and your loved ones a big smile, especially on these last days of the year with our special December offer".

Under the #GoGreenNaOptiven campaign Optiven is keen on enlarging the number of investors with land in their wealth portfolio. The unique campaign will benefit investors with a piece of land that has ready titles, value additions, and ready to build Environment, you can actualize your dream of property ownership.



Already Optiven Limited has through it's project management division accelerated the value additions on its premier projects. This year alone, the company has expanded it's transformative agenda on the projects by installing solar street lights, solar powered water features, biodegradable waste management technologies as well as greening of the different projects through using sustainable building methods, planting of trees and provision of greening common spaces in the projects. With a variety of projects in Kiambu, Machakos, Thika, Nanyuki and Kitengela, this campaign is timely as it also provides an

opportunity to invest in whichever project one is comfortable with.

HAPPENING ACROSS NOVEMBER 2020 AT OPTIVEN



ABOVE: George Wachiuri, CEO, Optiven Limited (left) and Stephen Gitagama, CEO, Nation Media Group during the signing of a collaborative partnership at Nation Center in Nairobi on 3rd November 2020



ABOVE: Ephraim Maina, the Caretaker at Garden of Joy by Optiven, supervises the tree planting exercise at the project in Machakos



ABOVE: George Wachiuri, CEO, Optiven Limited plants a tree at the Garden of Joy in Machakos ahead of the launch of the GoGreen Campaign on 14 November 2020



ABOVE: Beneficiaries of a wheelchair courtesy of the Optiven Foundation celebrate the gift in November 2020

HAPPENING ACROSS NOVEMBER 2020 AT OPTIVEN



Figure ABOVE: George Wachiuri, Optiven Group CEO (seated in red tie) with the new team of staff and team leaders on 24th November 2020 at Optiven Head Office, 15th Floor, ABSA Plaza.



ABOVE: Amani Ridge | The Place of Peace by Optiven as it appears after continuous greening initiatives by Optiven Real Estate

REAL ESTATE : News and Information

NEW DEVELOPMENTS ON GREENING | Self Watering Soil Revolution

As heat waves and droughts are rising at an alarming rate around the world, reducing water use in agriculture has never been more important. Engineers at the University of Texas at Austin have created a new type of soil that might revolutionize agriculture by help solving the growing drought problem and making previously inhospitable land farmable.

The "self-watering" soil can pull water from the air and distribute it to plants, making it easier to continue the harvesting cycle.

The team of engineers has created an atmospheric water irrigation system using super-moisture-absorbent gels to grab water from the air. The gels pull water out of the air during humid periods at night, and when it becomes warmer in the day and the soil is heated to a specific temperature, the water-containing gels release the water and their contents, making it accessible to plants. The soil distributes the water, sending it to the plants and some to the air, increasing humidity. Thus, this creates a harvesting cycle that sustains the soil by itself.

PROPERTY OF THE WEEK GRABBED | Eden Gardens sold for Cash

During the month of November 2020, Optiven Limited went a notch higher to surprise one of it's customers. This was by offering any cash buyer the opportunity to invest in Eden Gardens. Initially selling at 995,000 shillings, the offer was available for the discounted cash price of only 899,000 shillings. Why is the property a must have? Located within Kajiado Township the project is approximately 1.4 kilometers from the Kajiado Central Business District. The neighborhood is fully developed.

Already other investors have settled within the property making it ready for immediate settlement. Speaking to Peter Gitonga, Regional Manager for Kajiado, he noted that, "*Eden Gardens is suitable for Prime Residential and commercial developments.*"

This is a project where an investor can construct rental apartments to curb the housing needs of the huge population working in Kajiado."

The project is a Standard Value Add with Electricity near the site, Access roads, Water connectivity and Concrete Pole Fencing.

OPTIVEN WELCOMES DUO PARTNERSHIP | Nyeri/Laikipia Development

Leading Real Estate firm Optiven Group has welcomed the new developments in Laikipia and Nyeri counties. The two governments signed a deal to enable residents living in border towns access services with ease. The Memorandum of Understanding (MoU) to establish an inter-county governmental relationship targets about 20,000 people and provides the two county governments with a framework to work together in complementing service delivery and development projects in the border towns.

Speaking during the signing of the agreement, Nyeri Governor Mutahi Kahiga and his Laikipia counterpart Ndiritu Muriithi, said citizens from both counties should not be inconvenienced in accessing services on the weight of county boundaries and jurisdiction issues. The developments mean that those living in Gakawa and parts of Ichuga, which are in Nyeri, should be able to receive services from Nanyuki in Laikipia due to their proximity to the town. Optiven has projects in the two counties including Peace Gardens, Hekima Gardens and Faith Gardens in Nyeri and Baltimore Homes in Nanyuki.

GOING GREEN IS THE NEW NORMAL

The Future Belongs to Companies Aligned to the GREEN AGENDA

The year 2020 has presented Optiven Limited with a great opportunity to meet its customers needs. While the leading real estate company has been known for pacesetting in matters value addition, Optiven Limited has taken this a notch higher by providing it's customers with various green initiatives. The company which embraces the United Nations Sustainable Development Goals has been at work harnessing the power of renewable energy. With majority of customers working and living in the Diaspora, Optiven has been at the forefront in meeting their expectations in terms of making their projects not only habitable but also sustainable. A quick peek at the various Face Book Newscasts that happen every Friday will bear witness to the utility and bringing to life SDG GOAL 15 that touches on LIFE ON LAND. This particular SDG calls for the sustainable management of forests, combat desertification, halt and reverse land degradation, as well as halting biodiversity loss. For Optiven, the projects continue to be greened through thorough planting of trees, introducing waste management technology that encourages biodegradation and water recycling technology. And there is every reason why the future should be green. Over the past decade, people have become increasingly conscious of their impact on the environment. Home builders have noted the change in how people live and what they want from daily life and have designed spacious, comfortable new homes that reduce energy expenditure by up to 30 percent compared to older homes. Below are the 10 common green features in new homes that make new homes more efficient and comfortable.

1. Energy Star Appliances Save Water, Electricity and Money: Energy Star appliances have become one of the most common ways families living in new homes can reduce their energy usage and utility bills. Builders offer families high-quality appliances that reduce the amount of water and electricity needed for daily living.

2. Improved Insulation: Heating and cooling homes accounts for most a home's energy expenditure. Proper insulation plays a major role in vastly reducing the amount of energy and money needed to keep a home comfortable. Trying to insulate an older home cost tens of thousands of dollars, but almost all new homes have modern insulation to ensure they remain comfortable while reducing energy usage.



ABOVE: Engineers on site at Garden on Joy, installing the solar powered street lights all over the project

3. Programmable Thermostats:

Programmable thermostats are one of the most popular pieces of smart home technology, and with good reason. These high-tech thermostats make it easy to stay comfortable, while reducing the energy needed to stay comfortable.

4. Low-Emissance Windows: Another common green feature that helps keep your cooling and heating usage reasonable are low emittance (low-E) windows. This special glass reflects harmful UV rays and heat from sunlight, keeping homes cooler, without making the house dark.

5. Beyond Compact Florescent Light Bulbs: Energy-efficient Lighting: Newly built homes take advantage of advances in lighting efficiency. In addition to using LED and compact florescent light (CFL) bulbs, many builders design their homes to maximize natural lighting, creating a living space that feels bright and airy, without needing the lights on all the time.

6. Sustainable Lumber for a Beautiful Home and Beautiful Planet: Builders hoping to attract increasingly environmentally conscious home shoppers frequently use ethically sourced building materials. Builders often use reclaimed wood for accent walls and flooring, while sourcing other lumber from sustainable forests.

7. Geothermal and Solar Energy : Using geothermal energy and installing solar panels used to be reserved for fancy hippy communes. Nowadays, developers incorporate alternative energy sources into their homes to help buyers that want to go beyond using energy-efficient bulbs and recycling to help the planet.

8. Cool Roofs: Builders have designed every aspect of their homes to make life comfortable and easy for homeowners, including roofs. Changes in building materials have resulted in roofs that reflect heat and light away from the home, increasing the overall efficiency of the home's heating and cooling system.



ABOVE: Garden of Joy in Machakos is the latest project under the Optiven Portfolio to be installed with solar powered street lights.

9. Building Small: Shrinking square footage might not technically be a feature, but it affects the amount of energy a family uses. As floor plans change to better fit modern living — think eliminating the formal dining and living rooms and creating cozy bedrooms — people naturally spend less on the energy needed to a small home comfortable.

10. Building to a Specific Lot: While also not technically a feature, by building to the actual lot a home sits on, builders help reduce the energy and water needed to keep their homes running. By orientating a home in relation to the sun and designing a comprehensive landscaping plan, modern green home design takes every aspect of a home into consideration.



**Take urgent action
to combat
climate change
and its impacts**

OPTIVEN FOUNDATION | Partners Make Transformation Possible



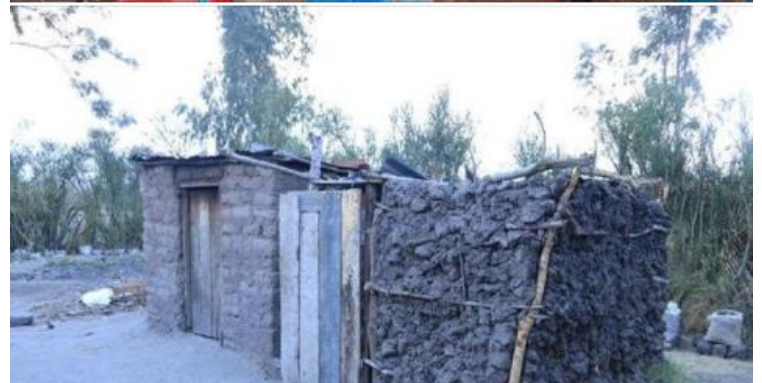
ABOVE: Mary Wachuka (left), Trustee at Optiven Group hosts Optiven Foundation philanthropist (center) Marion Van de Voort together with the Optiven Head of Diaspora Jerusha Absalom, at Optiven Head Quarters.

An african proverb that has been quoted over and over again is that which has to do with partnership – many hands make light work. That is the situation on the ground for the many beneficiaries of the Optiven Foundation simply because we have partnered with many including corporates, individuals and groups. This has been through donations given to the Optiven Foundation to help as many as possible of those in need.

In the months of October and November 2020, the Foundation has been at the forefront in partnering with stakeholders to meet the needs of those in need of

housing. This time, the team was in Ivovoani in Machakos County where the foundation put up a permanent house for Mama Nduku and her five children. The project was made possible through donations from individuals including donations for cement, stones, solar panels and other building materials.

Ann Nyaga, the Foundation Cordinator at Optiven says, *'we have had a tremendous number of individuals to come and hold our hands in bringing a smile to Mama Nduku and her five children. We are grateful for each donation which includes proceeds from the sale of books authored by our Chairman Mr. George Wachiuri'*. She was referring to the two books written by the Founder and CEO of Optiven Group which once sold to the public, all proceeds go towards the different activities of the foundation. Plans are underway to finalize the house and furnish it ahead of the handover to be held in December 2020. This will be an early gift for Mama Nduku and her family who have been living in deplorable state and struggling to take care of her children, despite suffering from epilepsy. Wachiuri added, *'we are truly grateful to all those who supported the transformation. This is one family that was in dire need and the partnership with the Optiven Foundation has truly made a difference to all of them.'* The Foundation has been involved in transformative activities during the Covid 19 season by providing hope through counselling and offering financial assistance to needy cases. The footprint has taken the team to the grassroot in providing basic need support, provision of wheelchairs, and various interventions.



www.optivenfoundation.org
info@optivenfoundation.org

+254 20 2484022
+254 718 776 033



YOU ARE NOW HOME!



Amani Ridge
Kiambu



Why is **AMANI RIDGE | The Place of Peace**, the perfect home for your family?

Welcome to *luxury, serenity and tranquility* all in one place.

This *award-winning* project is nestled just a few kilometers from the Nairobi CBD and within reach of high end schools as well as other amenities.

WHAT'S MORE?

Abnormally wide cabro paved roads | Solar street lighting | Stone wall perimeter fence

For more information call us today on **0702 831083**, email us on **admin@optiven.co.ke**, feedback on our app, visit our offices at Loita Street, ABSA Towers, 14th Floor or visit our website www.optiven.co.ke