

THE OPTIVEN POINT

Experience the Difference

TOP Issue 002/2021



**INVESTORS ENJOY
VALENTINE'S OFFER**

**Customers Redeem &
Purchase Projects**

**GO GREEN TO SAVE
HUMANITY**

**A Perspective from
the CEO**

**PHILANTHROPY TO
DON ORIONE**

**2021 Valentines
Celebrations**

WORD FROM THE CEO | GOING GREEN TO SAVE US ALL

Just the other day we were wishing each other a happy new year and now February 2021 is already spent. Humanity however trudges on and continues with life. Not all however have made it to where we are as some have succumbed to disease or are victims of one phenomenon or another. Indeed life continues with its twists and turns. From where I sit, I am aware that the stitches and stretches of life at time allow us to stray from our goals and aspirations. This month it is not any different. During my mentorship sessions, I have found that a number of people often forget the main gist of their goals and their new year resolutions in particular. As I have often said especially while addressing the cohorts joining the George Wachiuri School of Mentorship, a goal only becomes a reality if you choose to act on it. This is the case with our environment.

Our physical environment has come under siege owing to the different changes leading to climatic change. From the never before seen rain patterns, to the overly oven-hot sunshine and the shifting weather patterns, it affects us all. That is one of the reasons we engaged our partners and boards to launch the Go Green Na Optiven agenda. This was with the understanding that the entire world is in need of urgent action towards the greening agenda.

Take the case for population for example. The UN Population Fund (UNFPA) at a summit hosted in Nairobi, Kenya to rally the political will and financial commitments noted that the world urgently needed to implement the goals of the 1994 International Conference on Population and Development (ICPD) adopted by 179 governments in Cairo, Egypt. The declaration recognized the delicate balance between population and natural resources. It asserted that the “population issue” should not be seen in isolation, but within a larger context of sustainable development, including curbing excessive consumption and generating productive growth, achieving sustainable agricultural and industrial production, and improving health care and access to education. This is especially important for us at the Optiven Foundation where we are concerned and acting on the pillars touching on Environment, Education, Poverty Reduction and Health.

Am happy that already in 2021 we have continued to achieve a number of goals in terms of mentorship of the stakeholders in the Small and Medium Enterprise sector through the George Wachiuri School of Mentorship. Through interventions and a partnership with Fusion Capital, we have also been of benefit to students across the counties in supporting their education. The Optiven Foundation has further strengthened its action in terms of the Go Green agenda through engagement in environmental improvement, donation of sanitary pads and support in terms of enabling those living with disability with wheelchairs under the #MobilityThatBringsSmiles. Our updates as well as the public that have joined the Go Green Group continue to be an inspiration to make a difference in our environment. In partnership with GMC Place Kitengela, trees have been planted, flowers to beautify our world and continuous education towards making our world a better place.

And we are gearing to go even further thanks to all those that hold our hands and walk with us. All of us can be a part of the change that we want to see. Join the #GoGreenNaOptiven Group on Facebook and share what you are doing to make our planet a better place. #GoGreenNaOptiven #TransformingLives <https://youtu.be/Qdr6CrQPUU4>. We value you.

DIASPORA CUSTOMER BREAKS GROUND|

HOME OWNERSHIP BECOMES A REALITY AT GARDEN OF JOY

Pomp and color, intertwined with dancing and deep laughter. All this took place at the Garden of Joy Machakos where an investor from Germany was on ground to begin of her house. Accompanied by family and friends, the event was reminiscent of a sweet homecoming and the unveiling of a dream come true.



Among the top guests at the memorable event was George Wachiuri, CEO Optiven Group together with fellow investors at the project. Speaking at the groundbreaking, Wachiuri welcomed investors from the diaspora confirming that with Optiven Limited, their investment is sure to lead to a sweet ending. He noted that developments such as the groundbreaking ceremony at the Garden of Joy, were an indication of the realization of the Optiven vision to be realized by the year 2030. He said, “as Optiven Limited we are keen on seeing our goal coming to life. We exist to create 30,000 jobs by the year 2030. The various engagements at today’s ceremony means more people will now earn a living through gainful employment“. Wachiuri, called on those investors skeptical about investing in real estate noting that, “we are humbled to have served over 7946 customers all of whom have title deeds. For 20 years we have continued to share in the joys of groundbreaking for Construction across our different projects and look forward to continuing.”.



Acknowledging the sentiments by Wachiuri, James Mugo, Senior Sales Manager for Diaspora added that Optiven Limited works with it’s customers to see to it that they invest smart and also receive their title deeds. Mugo, who has travelled widely said, “with Optiven Limited, we ensure you are updated on what happens on the ground and crown your investment by bringing the title deed where you are“. He encouraged investors to invest with Optiven Limited and be part of the Transformation process that includes philanthropy through Optiven Foundation. The event was a culmination of a journey to empowerment for the Customer who has been living in Germany for 30 years. She was glad that Optiven had made her dream possible to invest in Eastern area despite having come from the Lake region.

ABOVE: Engineers install water at the Garden of Joy in January 2021.

HAPPENING ACROSS OPTIVEN | February 2021



ABOVE: Materials arrive to add value at Love Gardens by Optiven in Kajiado County on 25th February 2021



ABOVE: Value addition upgrades at the Garden of Joy by Optiven on 26th February 2021 as customers enjoy the view on the Koma project.



ABOVE: Different sites at Love Gardens by Optiven which has a special offer until 24th March 2021.



LEFT: Team Members representing Optiven Foundation and Fusion Group pose for a group photo with the CEO of Fusion Group Daniel Kamau, (*third left*) and Optiven Group CEO, George Wachiuri (*second right*)



ABOVE: Optiven Real Estate Staff from Digital, Sales, Documentation and Human Resource Departments , join initiatives to Go Green by participating in the Plant-A-Flower Challenge by GMC Place Kitengela in February 2021

HAPPENING ACROSS OPTIVEN | February 2021



ABOVE: Joe Murage, a Contractor on road infrastructure at AMANI RIDGE | The Place of Peace where the roads are being improved.



ABOVE: Optiven Group CEO, George Wachiuri, (far right) looks on during the groundbreaking ceremony for Madam Betty's house at Garden of Joy on 3/2/2021



LEFT: Akoth and Mwangi Wifi of Builders and Co-Creators take time to visit Love Gardens in Kajado on 25/2/2021

HAPPENING ACROSS OPTIVEN | February 2021



The joy of love is sharing and this Valentine's it was the turn of the Community at the Don Orione School in Murang'a. The team from Optiven Foundation participated in various activities including games, dance, a fun run, sharing of a cake and donations of various food items, clothing and trees. The highlight of the day was the planting of trees at the complex under the realization of the GoGreenNaOptiven campaign. The event was a success with the partnership with PMC and Optiven Real Estate.

REAL ESTATE : News and Information

14KindofLove CAMPAIGN ENDS | Customers Grab Opportunity to Win Big!

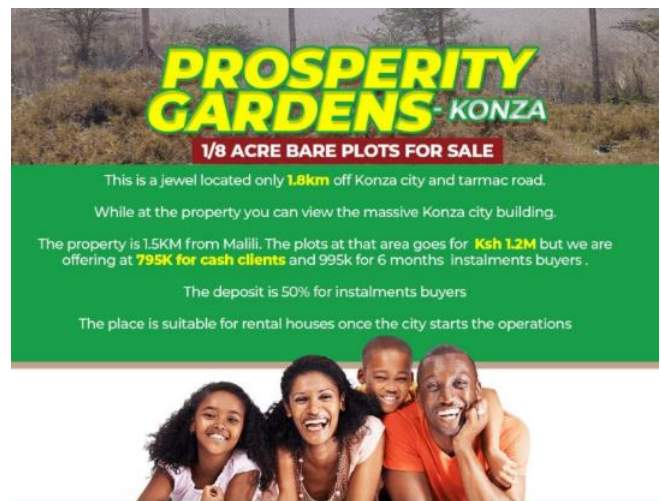
The month of February 2021, may have come and gone in a flash. For some, it was a time for immense transformation while for others it was the beginning of a journey for rediscovery, discovery or the realization for their dreams. Yet for others, it was the month of love globally, an excellent opportunity to prove what love is despite celebrating love everyday with our loved ones, significant others and even our families. The roll out of the #14KindaLove campaign by Optiven Real Estate was well received with a number of customers coming on board. While Optiven has been well known for making it's customers happy, the Valentine's campaign was a unique one as it considered the individual needs of the customers. From the launch of the campaign, in January 2021 to it's end on 21/2/2021, different customers redeemed their rewards for different uses.



PROSPERITY KONZA ATTRACTS ATTENTION | Uptake Soars on Plots

Prosperity Gardens by Optiven, is a choice that one needs to make because it has an eye for the future. The project is a jewel located only 1.8km off Mombasa Road and directly overlooking the massive Konza City. While at the Property Gardens, the view of this Technopolis is breathtaking. This is where millions of dollars have been invested by global brands who have the future in mind.

For only a lucky few, Optiven is offering these properties at only 795,000 for cash buyers and at 995,000 for 6 months instalments buyers. The offer is valid for 30 days only from the date the deposit of 50% is received. According to customers visiting the project, *'this place is suitable for rental houses, which will be highly favorable once the Konza City becomes functional.*



LOVE GARDENS LAUNCHED | Value Additions Galore at Kajiado Project



The array of red covered the landscape on the outskirts of Kajiado County. The acacia tree selection, intertwined well with the natural shrubbery of the Masai plains as the team from Optiven real estate arrived at Love Gardens. Speaking at the project, Optiven CEO George Wachiuri lauded the Kajiado County government for it's support towards empowering the community. According to Wachiuri, the county government has continued to embrace development of the county. The location of Love Gardens is ideal for building of rental houses for the increasing population of workers going to work in the growing economy of Kajiado County. From universities and schools, to industries and hotels, Kajiado County is truly growing.

OPTIVEN FOUNDATION CELEBRATES VALENTINES | Sharing Love at Don Orione School

The community of workers and students of Don Orione School for the Mentally Challenged in Kiharu were the latest beneficiaries of the GoGreenNaOptiven initiative. The school hosted the Optiven Foundation team to plant trees which included fruit trees at the school garden. The whole day was dedicated to different activities at the Muranga based institution. Speaking at the event, Ann Nyaga of the Optiven Foundation advised that the GoGreen agenda is key in improving the environment for the Don Orione Community. This includes provision of shelter against the sun for the children at the institution as well as being a good source of nutrition from the different fruits from the trees.

Apart from tree planting, the Optiven Foundation team also held a mentorship session with the volunteers and workers at the institution on the important role they play as philanthropists to the students. The students interacted with the foundation team in different activities including a fun run. To meet their basic needs, the Optiven Foundation donated different clothing and foodstuffs as part of its health and poverty eradication pillars. As the sunset, the team capped the visit with sharing a Valentine's cake with the children.



ABOVE: Optiven Foundation joins the community of Don Orione School of Mentally Handicapped on 13/2/2021 to share love with the children.

Mwangi Ndereba, who leads Friends of Don Orione thanked Optiven Foundation for the visit and urged more people and institutions to support the home. According to Mwangi, the home which is supported by well wishers, has various needs such as bursaries for the students, hygiene amenities upgrade as well as a market for the bead work made by the children. The Don Orione School for the Mentally Challenged caters for both boys and girls all of whom are resident at the school. Because of their condition, they're dependent on the volunteers for their upkeep and well being. With modest facilities the Community us getting along and making a difference.

To be a part of the Transformation | Call Us: +254 718 776033 | Email: info@optivenfoundation.org

A FUSION OF FORTIFYING

Optiven Foundation Shares Report to Fusion Capital

Fusion Capital in the month of February received the donor report from Optiven Foundation. The report is a part of the Optiven Group's intent on being transparent in its operations via the Optiven Foundation. The donor report was presented by the Chairman and Founder of the Optiven Foundation Mr. George Wachiuri to the Chief Executive of Fusion Group, Mr. Daniel Kamau at the latter's offices in Nairobi. During the event, Mr. Wachiuri was accompanied by the Foundation Coordinator Ann Nyaga and other members serving in the Optiven Foundation.

Speaking shortly after receiving the report, Kamau advised that the report was a rear happening within the engagement with partners, adding that it was a good indicator of diligence and transparency on Optiven Foundation's part. He said that while many have been supported by Fusion, a big number had fallen back on their reports to the organization. Kamau pledged to continue working with Optiven Foundation after observing the different activities carried out to ensure that needy but bright students have an opportunity to education.

Speaking at the same event, Mr. Wachiuri advised that the opportunity to go to school is one of the fundamental needs for students across the country. He noted that since the partnership with Fusion Capital in the year 2020, the number of those seeking assistance has continued to rise. Wachiuri reported that already the kitty within the foundation dealing with education has benefitted at least 8,000 students in 13 counties. He commended Fusion Capital for the confidence they had in Optiven Foundation at a time when an increasing number of students were still at home amidst the Covid 19 pandemic.

His sentiments were shared by Ann Nyaga the Optiven Foundation Coordinator who noted that 500 students had been taken up under the education and poverty eradication pillars. She advised that while the objective was to provide educational support, it had become necessary to also provide counselling support to many of the beneficiaries. According to Nyaga, the number of students in need far exceed the capacity of the Optiven Foundation to meet the need and she expressed great gratitude to the team at Fusion Capital for the partnership and donation.

PARTNERSHIP DETAILS

Fusion Capital injected 2 million shillings into the Optiven Foundation

The donation was to boost the number of students supported under the Education Pillar

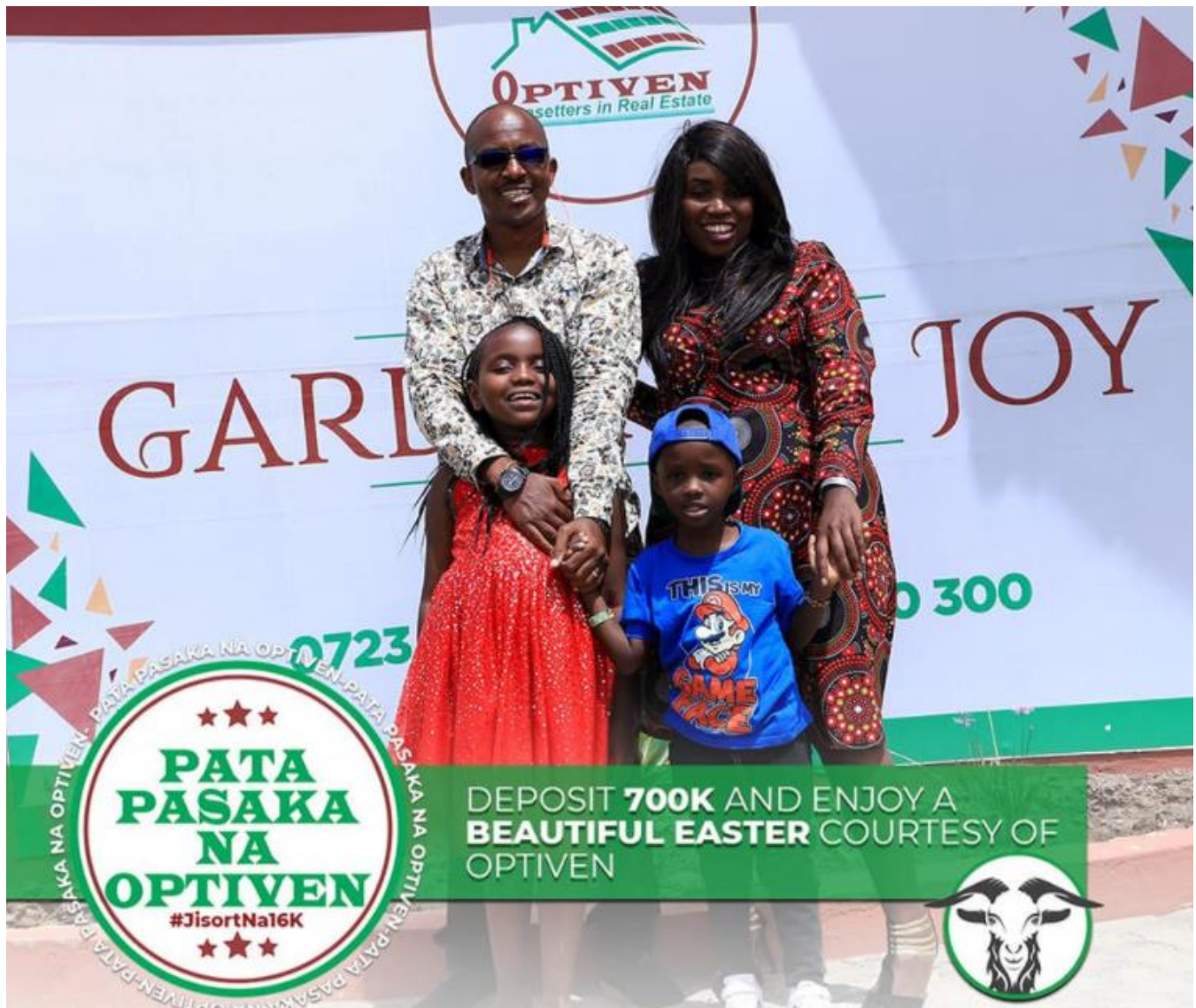
The beneficiaries of the donation are mainly day secondary schools with 20 students in 20 different schools benefiting

The two brands – Fusion Capital and Optiven Group – both called on Corporates to make long term investments in education

The partnership stamps Fusion Capitals intent on realizing the United Nations Sustainable Goal number 4 of ENSURING INCLUSIVE AND EQUITABLE EDUCATION WHILE PROMOTING LIFE LONG LEARNING FOR ALL

The end result is hoped to provide a workforce that is not only educated but also enlarged in terms of capacity and talented in terms of knowledge for the future workplace.

JOY IS BEING HOME!



Nestled in the middle of magnificent sceneries, **Garden of Joy** is surrounded by breathtaking views of *Lukenya Hills, Mua Hills and Koma Hill*. This homely ambience stirs a relaxed, friendly, joyful feeling, great for a comfortable and convenient lifestyle. It is the finest family friendly development.

This is a secure gated community that is already fully fenced. We shall ensure the internal murrum roads are fully done, the project will be made suitable for immediate settlement with house designs, water and electricity on ground.

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