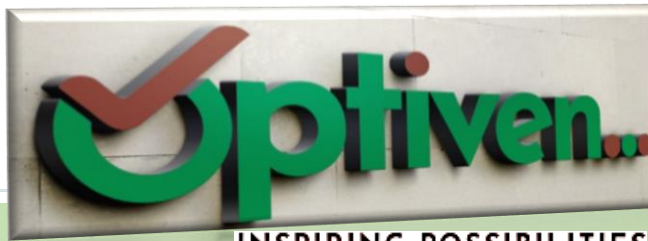


# THE



# POINT

TOP Issue 005/2021

INSPIRING POSSIBILITIES



**NEEDY FAMILY TO  
GET FREE LAND**

**Optiven Foundation  
Reaches out With  
Donation**

**OPTIVEN NEW  
PROJECT**

**Success Gardens in  
Thika Road receives  
uptake**

**OPTIVEN JOURNEY  
TO LEGACY**

**Move to IBUKA  
Leverages Growth and  
Expansion**

# WORD FROM THE CEO | The Journey towards a Lasting Legacy



The Optiven Group is on course towards its objective in engaging and bringing on board different stakeholders to take a piece of the cake that we have been baking for the last 20 years. For us, the last two decades have been a time of preparation, deliberate strategising and finally putting together the future picture of what Optiven will be. The journey has had its ups and downs, highs and lows in equal measure to the joys and sorrows.

In that time, Optiven has grown its human capital from a handful of employees to an army comprising of zealous associates who work daily to make the brand recognizable, stable and at best, trustworthy. It is these soldiers that have also been singled out to take a part of the cake under the Employee Share Ownership Programme as Optiven Group takes steps towards experiencing incubation at Ibuka. This follows the official launch of the entry on the 29<sup>th</sup> of April this year and which was attended by the Nairobi Securities Exchange, the Stock Brokers and Deposit Taking Association of Kenya as well as the Capital Markets Authority among others.

Upon the launch, we have had a myriad questions from both curious Kenyans and investment partners – both who are keen to know, what does this mean for them? This is after realization the already Optiven as a brand is well received by the public and for

many of our stakeholders, they are happy to be brand representatives, ambassadors per excellence and referees where and when appropriate. As a company, we have taken the time, and continue to do so, in terms of answering the prerequisite queries raised towards the move to join Ibuka and which followed immediately the change of identity for the company. As a transparent and trustworthy brand we are keen to provide feedback on demand as we journey towards sharing a legacy that has made Optiven what it is today.

In that time, our portfolio in real estate has grown from one project to over 20 projects located in at least 5 counties across the country. We have expanded the business to include interests vide franchises in hospitality and now own three vibrant restaurants in Karen and Kitengela. Our business model has also accommodated key sectors that tally well with both real estate and hospitality which are, insurance, construction, water and the foundation. With the continued engagement of community activities on the latter, we have seen the Foundation not only grow but further get partnerships and awards for the impact in the society and mainly at the grassroots level. The impact has been felt vide the pillars which include education, environment, health, advocacy, and more recently mentorship.

We are keen on continuation of what was started 20 years ago through our new slogan which is *inspiring possibilities*. Why? Because we believe in inclusivity and are cognizant of the understanding that the future belongs to all of us that believe in possibilities. At Optiven, we are confident that the move to kickstart the sharing of the company first via Ibuka and next as we head to the securities market, will be an era of growth and expansion for the brand and its stakeholders. Join us as we journey to the future .





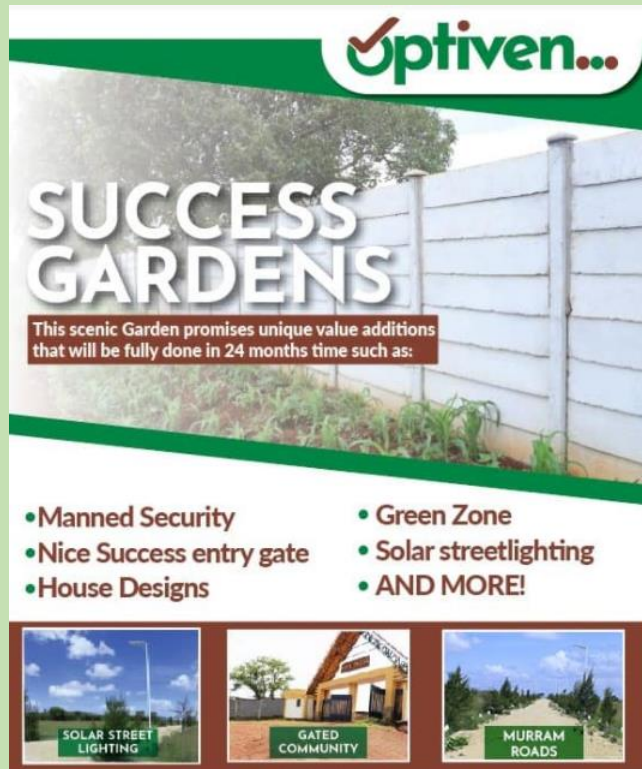
# SPECTACULAR THIKA PROJECT LAUNCHED IN MAY | SUCCESS GARDENS, BY OPTIVEN, ATTRACTS NEW INVESTORS IN THIKA

The launch of Success Gardens by Optiven has been welcomed this May with an increased uptake by customers. With interesting landscapes surrounding the project, it is also bordered by Thika Royal Palms – one of the fastest selling projects by Optiven in the past.

While most individuals often dream of success, it is just a few that attain it. It is said others just feel it and act it in their lives like those who invest in projects such as Success Gardens.

According to George Wachiuri, CEO, Optiven Group, “seeing and taking action is a key component of true and tangible success. The best thing is that Optiven is strategically here to help our customers to walk, see, touch and own the journey to an extraordinary Success, by investing in this project”.

The project comes with a lease of 99 years from the date of issue of the new titles (Renewal). It is located in proximity to a number of social amenities including Hotel Blue post, the Thika Golf Club and is only 40 minutes drive to Nairobi City and 15 minutes drive to Thika Town. Among the top schools in the area include Braeburn Imani International School, and Juja preparatory among others, while the hospitals in the area include Karen hospital Thika, Thika level 5, Gertrudes Childrens Hospital-Thika among others.



The advertisement banner features the Optiven logo at the top right. The main title 'SUCCESS GARDENS' is prominently displayed in large, bold, white letters. Below the title, a text box states: 'This scenic Garden promises unique value additions that will be fully done in 24 months time such as:'. A list of features is provided in two columns: 'Manned Security', 'Nice Success entry gate', and 'House Designs' on the left; 'Green Zone', 'Solar streetlighting', and 'AND MORE!' on the right. At the bottom, three small images illustrate 'SOLAR STREET LIGHTING', 'GATED COMMUNITY', and 'MURRAM ROADS'.



Investors in the areas are bound to continue smiling as infrastructure in the Gatanga Thika area continues to grow. The 1.8 billion Thika Town Bypass road for example is being implemented by the national government and is nearing completion. The 15-kilometer road touching four counties of Kiambu, Murang’a, Machakos and Nyandarua will be ready for use by June 2021. So far, 70% of the road under Kenya Urban Roads Authority (KURA) has been done. Patrick Wainaina and Joseph Nduati, members of parliament for Thika Town and Gatanga respectively, say the project will not only spur economic developments in the region but will also see massive reduction of traffic snarl-ups that had hampered business activities for years. The project is being undertaken by Tosha Holding Limited.

## REAL ESTATE : NEWS AND INFORMATION IN MAY 2021

KEEPING YOU UPTODATE.

### AFRICAN HERITAGE HOUSE ON SALE | Price Tag at 322 million shillings as is basis

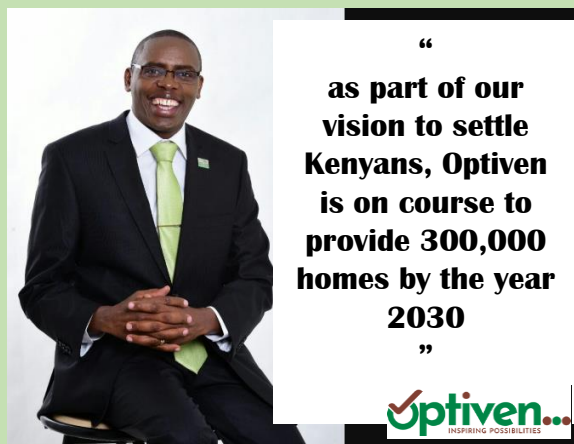
Deemed the most photographed house in Africa, the African Heritage House, Athi River has been listed for . The house is a showpiece of African culture and heritage and overlooks the Nairobi National Park and was designed by the 80-year-old Alan Donovan, co-founder of the African Heritage Pan African Galleries. The gallery was co-founded with former Kenyan Vice President the late Joseph Murumbi. Among the features are a collection of African art, gardens, and a pool. The house was constructed in 1989 paying tribute to the West African design modeled on mud architecture. Sitted on 7.7 acres it sits on, it is estimated to retail at 322 million shillings and the new owner is expected to maintain it as it is and continue pursuing collection of pieces of art.



**ABOVE:** The African Heritage House that has hosted top celebrities including Richard Branson, President of the Virgin Group among others.

### GOVERNMENT FASTRACKS VISION 2030 | Housing Agenda to Take off with PPPs

The country's Vision 2030 Agenda is on course to make Kenya not only industrialised but also get into the middle income bracket by the year 2030. This impetus has birthed a coming together of the government and stakeholders in providing the right environment for implementation of the reknown Public Private Partnerships. The idea is to deliver projects in key areas including housing. Commenting on the status quo, George Wachiuri CEO of Optiven



“  
**as part of our  
vision to settle  
Kenyans, Optiven  
is on course to  
provide 300,000  
homes by the year  
2030**  
”

**Optiven...**  
INSPIRING POSSIBILITIES

Group says, “we laud efforts from all players to increase engagement in the space for PPPs through establishing frameworks that promote and encourage such partnerships. As Optiven we are open to provide support both in terms of advisory as players in the construction industry through our manufacturing subsidiary as well as in real estate leveraging on experience spanning 20 years that Optiven has served Kenyans”. The company is keen to meet it's own target of providing 300,000 homes to investors at the end of this decade and is on course with it's expansion strategy including the NSE, new projects and human capital expansion. Wachiuri's sentiments advise the advantages that the government can tap through the partnership by capitalizing on the capacities of investors such as Optiven.

### NEW TECHNOLOGY ON RECYCLING | Wind Turbines to change the Environment

A coalition of industry and academic leaders has developed a new technology to enable circularity for thermoset composites, the material used to make wind turbine blades. The new technology delivers the final step on the journey towards a fully recyclable wind turbine value chain and was developed by a newly established initiative entitled CETEC (Circular Economy for Thermosets Epoxy Composites). The aim of CETEC is to advance a circular economy across the wind industry and enable the adoption of this new technology. Within three years, CETEC is aiming to present a fully scoped solution ready for industrial adoption, based on commercialisation.





# CUSTOMERS ENJOY NEW CAMPAIGN AHEAD OF MADARAKA DAY

## OPTIVEN GIFTS INVESTORS 19,000 SHILLINGS CASH BACK FOR CASH INVESTMENTS

A brand new campaign to benefit customers investing with Optiven Real Estate was launched in May. The new campaign celebrates the freedom that comes with owning one's very own home but comfortably through manageable installments. For Optiven, it is not just about selling the property but providing as many opportunities as possible to investor to enjoy the joy of property ownership. The Optiven Point spoke to Group CEO Mr. George Wachiuri at the launch of the campaign and he says, "having transformed bare land into most magnificent gated communities for over 20 years, at Optiven we are encouraging investors to come on board and own a piece in any of our projects. How are we doing this? We are offering a special cash back of 19,000 shillings for any investment of 630,000 shillings and we are keen to keep our word like we have always done". Following Wachiuri's sentiments, the projects available under the campaign include those located in Kiambu, Thika, Machakos, Kitengela, konza and in Kajiado counties respectively.

How does it work? For a customer to enjoy the 19,000 cash back under the campaign, all they have to do is invest in any of projects with atleast 630,000. The campaign is in celebration of Madaraka Day which is celebrated on the 1<sup>st</sup> of June 2021. During the campaign which runs until June 4<sup>th</sup> 2021 customers are free to book their visits to see the properties all free of charge. Optiven Group is adhering to all the Ministry of Health rules with regard to the management of the spread of COVID through observations of all protocols. What's more, Optiven provides properties that have key value additions which enables investors to start building immediately they complete payment of their properties.

Some of the value additions for the different projects include:-

- Accessible infrastructure network on the project
- Secure perimeter fence with gate
- Water and electricity on site
- Resident caretaker on the project
- Greening initiatives already underway
- Sample houseplans available
- Free site visits for all customers to verify authenticity
- Provision of comfortable payment plans via installments

Optiven has been in the real estate sector for over 20 years during which time it has won several awards that testify to the transformative actions achieved in that time. Would you like to invest and enjoy #GetYourSelfRuleNa19K today? Call us on 0790300300 today.



# OPTIVEN FOUNDATION PARTNERS IN PLOT GIVEAWAY IN KOMA

**#BadilishaLifeNaOptiven TO BENEFIT NEEDY FAMILY WITH PLOT AT GARDEN OF JOY**



**ABOVE:** Ann Nyaga of Optiven Foundation (left) and Lynn Ngugi of Tuko TV (right) display the title deed of the plot donated by Optiven Group at Garden of Joy on 22/5/2021.

This May 2021, the Optiven Foundation partnered with Lynn Ngugi to launch the Badilisha Life na Optiven Campaign. The campaign was the culmination of a partnership with Lynn Ngugi that begun in March 2021 and is aimed at donating a needy family with a free plot that is worth 1.5 million shillings. The launch on 22<sup>nd</sup> May 2021 follows the official signing of the partnership which was held on 12th April 2021 at the Optiven Group Headquarters at Absa Towers, Nairobi and was attended by George Wachiuri, the Chairman of the Optiven Foundation. The move to donate the plot is part of the realization of efforts to end poverty in the society and is one of the pillars under the Optiven Foundation.

Speaking at the Garden of Joy, Nyaga said, “as the Optiven Foundation, we are extremely humbled to give this Title Deed to an extremely needy family here in Kenya in partnership with Lynn Ngugi Heart of Community Initiative for this amazing partnership as we empower our communities.” Under the campaign, the public is called upon to share a story with the Optiven Foundation of a needy family that would benefit from the donation. The stories are to be sent to [badilishalife@optiven.co.ke](mailto:badilishalife@optiven.co.ke) where anyone can nominate a needy family that will walk away with a piece of land worth of Ksh1.5M plot at Garden of Joy. This is the second time that Optiven is donating land to worthy causes having donated a similar high profile piece of land to the Kenya Christian Fellowship of America KCFA. <https://www.optiven.co.ke/newsblogs/we-give-the-best-to-gods-work-as-we-donate-to-kcfa/>

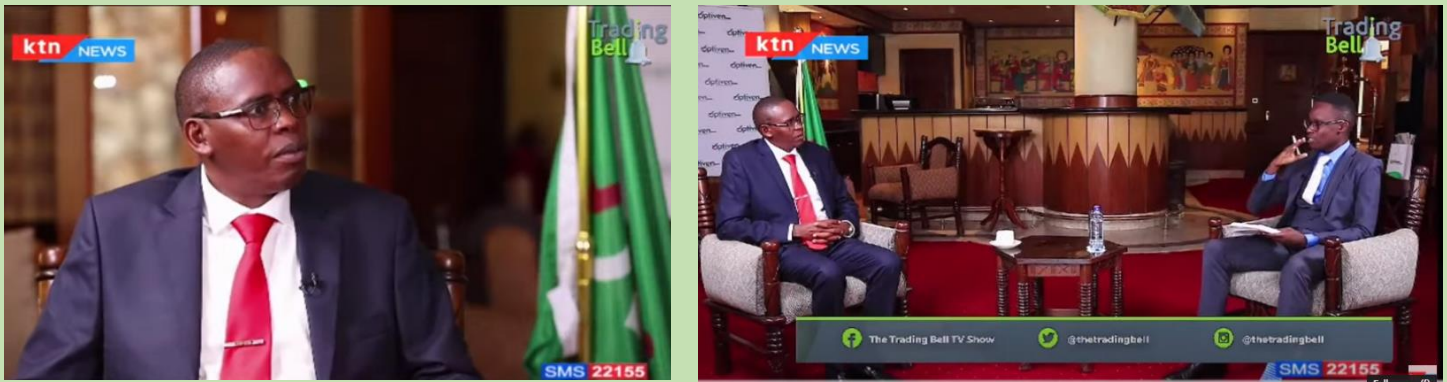
About the Garden of Joy by Optiven, it is an all-inclusive community development located at the heart of Machakos County, off Kangundo road, approximately 58 KM from the CBD, 1.3km off the tarmac, 7 minutes drive from Koma Town and 45km from JKIA. Nestled in the middle of magnificent sceneries, the project 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. Garden of Joy is the finest family friendly development. It comprises of both residential and commercial properties. This is an organized project that will enable the families to interact easily and also have a splendid, urbane and stylish community set up.



**ABOVE:** Optiven Group CEO Mr. George Wachiuri (3rd left) hands over the title deed to KCFA. Looking on are Diaspora Sales and Marketing Managers – Mercy Waiguru, George Muteti, Eunice Muthoni and Josephine Karumba.



# THROUGH THE OPTIVEN LENS | Inspiring Possibilities in May...



**ABOVE:** Optiven Group CEO George Wachiuri being interviewed on the Trading Bell by KTN in May 2021. He highlighted the role of real estate at the securities markets.

**BELOW:** Ann Nyaga of the Optiven Foundation hosts journalist Lynn Ngugi during the official unveiling of the 1.5 million plot to be given away under the #BadilishaMaishaNaOptiven campaign this May at the Garden of Joy by Optiven.



**LEFT:** A needy beneficiary is set to take ownership of plot number AC429 under a new partnership between the Optiven Foundation and Lynn Ngugi. The property is located at the fast growing town of Koma in Machakos County that is home of the gated community Garden of Joy by Optiven. Do you know a needy person in need of a home? Send your nomination with a short description to [badilishalife@optiven.co.ke](mailto:badilishalife@optiven.co.ke)



# OPTIVEN FOUNDATION CELEBRATES | World Menstrual Hygiene Day



**MATHARE**



**SOWETO, KAYOLE**



**KOROGOCHO SLUMS**



## PARTNER TODAY

The Optiven Foundation is open to partner with you and share transformation with our communities. Under our pillars in environment, education, poverty eradication and health, we are working with partners to reach the most needy cases. To partner with us, call us today on 0718 776 033.



Paybill No. 898630

0718 776 033



# GIRLS BENEFIT AS FOUNDATION DONATES SANITARY PADS| To Mark World Menstrual Hygiene Day 2021

Optiven Foundation increased its momentum ahead of the 2021 observation of World Menstrual Hygiene Day 2021. The team reached out to girls and youth in the informal settlements with the donations of sanitary pads as part of activities to mark the World Menstrual Day. This year's theme was *'Action and Investment in Menstrual Hygiene and Health.'* The objective behind celebration of Menstrual day is to create awareness among every individual regarding the challenges and hardships girls and women face during menstruation.

The Optiven Foundation initiative is part of its efforts to reach youth in particular those from vulnerable backgrounds with assistance. The action point is under the health and poverty alleviation pillars which guide the foundation activities. Ann Nyaga of the Optiven Foundation says, "we recognize that girls are vulnerable especially around the time of their periods and a majority of their guardians or parents are not able to afford sanitary pads'. As a result this affects the girls well being, morale and confidence, in some cases contributing to the youth not attending school. Nyaga adds that, "as a Foundation we have had a number of cases where the youth are not educated on the menstruation cycle and when left to second guess, they find themselves with wrong information". Her sentiments were echoed by Mary Kariuki, a Trustee of the Optiven Foundation

who noted that the Menstrual health of girls is of key importance in the society. She adds that, "youth need not be ashamed of the menstruation cycle but civic education must continue for confidence and communication on menstruation to be effective". Mrs Kariuki noted that the Optiven Foundation has been involved in advocacy and education on Menstrual health while at the same time working with partners to donate pads to youth in Ngataek, Kieni and Loitoktok among other grassroot towns. Kariuki adds, "we are grateful to our current partners and open to more to enable us reach our girls with sanitary pads. We are cognizant of the fact that while we engage our pillars we are also



impacting the youth through education."

Why a World Menstrual Hygiene Day? The global observation is aimed at creating awareness among people regarding the challenges and hardships girls and women face during menstruation. There has been conversation around environment hazards as a result of use of non-degradable sanitary pads. The GoGreen Initiative by Optiven has been researching on this and reports that efforts are ongoing to innovate environment friendly pads. This May for example, Procter & Gamble, the maker of Always, launched organic sanitary pads in the Kenyan market. These products target consumers who are increasingly conscious of the make-up of feminine care products they use during menstruation. This is the result of heightened scrutiny of raw materials used to make sanitary pads and tampons, forcing manufacturers to expand their offerings to include new alternatives or organic brands. GoGreenNaOptiven found that the new Always Cotton for example is 100 percent organic, unscented and dye-free. GoGreenNaOptiven also found that education campaigns surrounding menstrual hygiene have increased in Kenya, boosting the growth of sanitary products. The launch of more sanitary products comes amid growing concerns that girls miss school due to menstruation, and that most of the towels do not fully cater for the needs of young girls with heavy flows. Years after the law came into effect, not all school girls receive sanitary towels despite the government allocating millions to support the programme. Thus the need for partnership on such initiatives including donations.

# WE HAVE YOUR BACK!

*With our brand new look  
PLUS years of experience...  
the future is definitely bright!*

*The Optiven Family,  
is here to serve you*



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