

# THE POINT

TOP Issue 006/2021

INSPIRING POSSIBILITIES



## PARTICIPATION WORLD DAYS

Optiven Foundation  
Reaches out With  
Donation

## OPTIVEN PROJECT UPGRADE

Eden Gardens in Kajiado  
County gets  
Infrastructure Upgrade

## FOUNDATION TRANSFORMS

Move to IBUKA  
Leverages Growth and  
Expansion

# WORD FROM THE CEO | Including Stakeholders towards IBUKA



The Optiven Group is keen on working with stakeholders at all levels as we move forward in taking steps towards joining IBUKA. This being the first few months since formalizing the process, we continue to receive a number of enquiries from our stakeholders who want to know what exactly is happening. As the captain, I can clarify first of all that we are on to a new trajectory of growth and are on course, 20 years after kickstarting business, to propel Optiven to the next level.

As indicated during the launch of the entry to IBUKA on the 29<sup>th</sup> of April this year, our first line of engagement will be our associates who have walked the journey with us, made the vision a reality and believed in the mission of why Optiven exists. To this end, we are taking steps to prepare our staff across the board on the upcoming ESOP. And as is tradition of Optiven, we have set the pace for the sector players to be the first conglomerate that hosts real estate to first of all provide our staff with an opportunity to own the company, and to engage the public to be a part of the Optiven dream, the latter being the larger perspective upon successful incubation under IBUKA. The next step would be to engage the public and institutions as well as establishments and corporations to discuss how they can take a part of the cake that we have baked for over 20 years.

This were part of the discussions that are coming up as we engage many interested parties. The discussion has been prevalent including at the meeting I had with Bishop Mark Kariuki, the Country Overseer of the Deliverance Churches International in Kenya on 11<sup>th</sup> June 2021. Of course with the guidance from the Nairobi Securities Exchange, our different partners, we as Optiven are taking our time during our engagement with IBUKA to provide as much information as possible with regard to the entry to the NSE. We are using every available platform to provide the information necessary to enable investors plan early and consult before we launch out to include the public in the understanding that the future of Optiven is great, but can be greater because of public private partnerships.

In terms of interest, the move by Optiven has received great attention both in Africa and global circles. It is this interest that signalled out an invitation by CNBC Africa an African pay television network produced under license from CNBC International and owned by Africa Business News. It is headquartered in Sandton, Johannesburg where Optiven has had engagement with Kenyans living in Diaspora in the past. We are grateful that on the 17<sup>th</sup> June 2021 CNBC Africa engaged me to speak on this important topic OPTIVEN JOINING THE NSE AND OUR EXPANSION PLANS FOR THE CONTINENT. Keep it here as we continue to share information on what the future holds including where in Africa you can find our footprint. This is important to us as Optiven because it is bringing to life the prophecy through the London Stock Exchange Group LSEG which in the year 2019 covered Optiven as one of the Companies that inspire.



**ABOVE:** Meeting with the General Overseer of the Deliverance Churches International, Kenya, Bishop. Mark Kariuki (left) at his office in Nairobi on 11<sup>th</sup> June 2021. We discussed a wide range of matters

Overall we are keen to continue in our quest to transform the society and this we are doing in every way because at Optiven Group, we are inspiring possibilities.

<https://www.lseg.com/resources/companies-inspire-africa/companies-inspire-africa-2019/industry/optiven-group>

Overall we are keen to continue in our quest to transform the society and this we are doing in every way because at Optiven Group, we are inspiring possibilities.

## REAL ESTATE NEWS AND INFORMATION | Information that advises your decisions

### INFRASTRUCTURE UPGRADE BENEFITS EDEN GARDENS | **TARMAC UPSCALES VALUE OF KAJIADO PROPERTY**

Developments at the counties is making a key statement about investments at the grassroots level. Already many county governments are working to see the infrastructure development taking shape much to the benefit of the residents. The Kajiado County is not any different and the government has begun the installation of a tarmac road in proximity to Eden Gardens by Optiven. The new road is located only 200 meters away from the project and residents many of whom have already received their title deeds can relax as their property appreciates.

The Optiven Point spoke to George Wachiuri, CEO Optiven Group who says, *'as stakeholders in real estate we know that infrastructure follows development and we are happy that our customers some who have since got approvals to build will be happy with the new tarmac road. The benefits are numerous and we are keen to continue to source strategic projects for our customers. As Optiven, we welcome infrastructure development as a driving force towards development of real estate'*. The benefits include an increased value for the project, expected commercial developments in the area, ease of access to the Kajiado project and faster socio-economic development in the area courtesy of infrastructure upgrade.



### NEW TRADE ROUTE OPENS UP NANYUKI | **RAIL TO OPEN UP BUSINESS OPPORTUNITIES IN GREATER LAIKIPIA**

Billions in potential revenue is luring Kenyan entrepreneurs to exploit the new trade route connecting Mombasa to Ethiopia via Lamu. The government will have cargo transported from Mombasa via Standard Gauge Railway (SGR) to Nairobi, transferred on to the newly revamped Nanyuki railway line, and then ferried via road to the Kenya-Ethiopia border in Moyale. The development means opportunities to rake in billions exist for Kenyans via investing in Ethiopia's food, beverages, and dairy sectors. Toll stations erected at the newly built Moyale Border Post. Several factors have now made it possible for Kenyan traders to take advantage of the new market with cargo operations on the rehabilitated 240-kilometer Nairobi-Nanyuki railway line having started in August 2020. Real estate investors have also been rushing to the area as the new infrastructural development and trade along the route have seen land prices in Nanyuki escalating rapidly.



### **KENOL - SAGANA - MARUA 84 Km HIGHWAY EXPANSION PROJECT**



The Kenol-Sagana-Marua highway will partially opened before the end of the year, giving reprieve to motorists and pedestrians. Speaking on June 4<sup>th</sup> 2021, Transport Cabinet Secretary James Macharia said the 84-kilometre Kenol-Marua dual carriageway under construction by Chinese contractors is expected to be completed by end of next year – a year in advance of the initial deadline. While in Sagana, Kirinyaga, Macharia added that by December 2021 the public can start using the road. The first lot of the 48-kilometre stretch from Kenol to Sagana town, will cost 8.5 billion shillings, while the second lot, the 36km stretch between Sagana and Marua, will cost 6.1 billion shillings. Upgrading of this key transport artery will enhance the linkage between northern and southern Kenya, and boost economic activity between these regions.

# JUNE PROVIDES OPPORTUNITIES FOR SMARTPHONE OWNERSHIP

## OPTIVEN GIFTS CUSTOMERS WITH GADGET ON THEIR PROJECTS INVESTMENTS

A brand new campaign to reward customers with a smartphone was unveiled this June by Optiven. The campaign seeks to meet the needs for communication by our customers as we continue in our quest to provide them with affordable properties to meet their residential needs. The launch of the new campaign means that all customers who invest in any of the Optiven portfolio projects automatically get rewarded with a smartphone. Under the campaign customers will receive the state of the art gadget on payment of a deposit of only 900,000 shillings for any project.

The campaign was also a great opportunity to extend the chance

for Father's to own property or invest for their children as part of the legacy they leave. The Optiven Creative Core OCC infused the celebration of fathers in the campaign with a brilliant heritage story of the role of fathers in society. OCC Member Sidi Kopite noted that while the place of fathers is important in society, many have the God-given responsibility to nurture the spirit of investment for their families. She noted that it is the Fathers who show the way forward and for a majority of their children, they borrow heavily from the example of what their fathers showcased during their lifetime. The campaign thus launched a special Father's Day pad that would embrace Fatherhood in all it's splendour. <https://youtu.be/gz3Fv03crrs>



banks and sacco to enable customers access loans for investment in property.

For more information, visit us at our head office on Absa Towers 14<sup>th</sup> floor, or call us on 0790300300, or log on to our website on [www.optiven.co.ke](http://www.optiven.co.ke).



Optiven Real Estate has a rich portfolio of products including properties that have been transformed and are ready to build. The projects are located within proximity to the city center, key amenities and access to infrastructure. The top projects favourable to the campaign are Victory Gardens in Kitengela, Garden of Joy in Machakos, Amani Ridge the Place of Peace in Kiambu and Success Gardens in Thika among others.

The visits to the sites of the different projects are free of charge and customers are free to make the payments on installment basis. Optiven has also entered in partnership with different



# GOGREEN JOINS THE WORLD IN CELEBRATION OF BICYCLE DAY

## Transport plays key role in infrastructure development on Optiven Real Estate Projects



**ABOVE:** Solomon Chege rides his bicycle to celebrate Bicycle Day 2021

Optiven Foundation joined the rest of the world in celebrating the World Bicycle Day. The day is celebrated every year on 3rd of June and is recognized by the United Nations as one of the key holidays that help our environment. Observation of the day is especially important to the Optiven Foundation which has since 2020 been advocating for healthy living and environmental sustainability through its Go Green Initiative. The initiative has been a key consideration among investors under the Optiven Real Estate office where all the projects have adapted better planning towards change of lifestyle and comfort for investors. The Optiven projects have for the last 20 years transformed how property is developed. The premier projects by Optiven not only have environment friendly amenities but also provides green spaces and infrastructure that promotes use of bicycles and family

cycling opportunities for residents. Among the projects with cycling spaces include Amani Ridge the Place of Peace, Victory Gardens and the Garden of Joy – all by Optiven. George Wachiuri, CEO at Optiven Group says, *“transport has a key role to play in the residential areas and for us at Optiven we are doing all we can to consider important planning so our customers can have a healthy lifestyle. Our engineers have in the last 10 years increased the spaces for greening that include not only wider roads on our projects, but also spaces to enable our customers to ride their bicycles as they enjoy their investments with Optiven Real Estate.”* The intent by Optiven is the reason it was singled out for value additions and bestowed the Value Addition Award in 2019. <https://www.optiven.co.ke/newsblogs/optiven-takes-home-twin-awards-at-the-real-estate-excellence-awards/>

World Bicycle Day draws attention to the benefits of using the bicycle — a simple, affordable, clean and environmentally fit sustainable means of transportation. The bicycle contributes to cleaner air and less congestion and makes education, health care and other social services more accessible to the most vulnerable populations. A sustainable transport system that promotes economic growth, reduces inequalities while bolstering the fight against climate change is critical to achieving the Sustainable Development Goals. This is why celebration of such a day is very key to the Environment agenda under the Go Green initiative of the Optiven Group Foundation. At the same time, more people are using their private cars to escape crowds. The new taskforce, launched under the Transport, Health and Environment Pan-European Programme (THE PEP) jointly led by UNECE and the World Health Organization (WHO) Europe, aims to resolve these concerns and develop a set of principles for green and healthy sustainable mobility. The principles will be proposed for endorsement by member States at the Fifth High-level Meeting on Transport, Health and Environment, to be held next year in Vienna. Ahead of the meeting, how do you think transport can help our world and make our environment better? Share your thoughts with us on the Go Green Na Optiven Facebook page today <https://www.facebook.com/groups/gogreenaoptiven>



**ABOVE:** Robert Cheruiyot rides his bicycle at Victory Gardens by Optiven in Kitengela.

# GOGREEN 2021 AWARDS LAUNCHED | Pomp & Color marks Unveiling

The Optiven Group Foundation has launched the GoGreen Awards 2021. The launch pad for the awards on the World Public Service Day on was its greening partner and strategic business unit, GMC Place KITENGELA. The event coincided with the launch of the awards website as it seeks to reach participants from all over Africa. George Wachiuri, Chairman of the Optiven Group continue in his remarks noted that GoGreen Initiative by Optiven had left its footprint across Kajiado County. He added that through the Initiative, health centers, common public spaces, public schools and roadsides had benefitted from GoGreen Initiative activities. Wachiuri advised that through the experience of reaching out to the public on matters Environment, thus GoGreen Initiative was born.



Speaking at the same event, William Makuyi the Chief in charge of Oloolootikoshi location echoed Wachiuri's sentiments noting various support Initiatives by Optiven Group Foundation. Makuyi said, "the entry of Optiven in the location has opened up the area through empowering the community socially and economically. Through the Optiven Group Foundation we have received sponsorship for education in 5 Schools. On matters of Environment we have partnered with Optiven and continue to do so through advocacy in public barazas". He advised that through advocacy and collaboration, the community in the county continues to uphold the no-cutting-trees rule to better the planet.

James Laboi, representative of the county government of Kajiado while giving his speech expressed the great joy of working with Optiven in partnership across the county. Lamoi urged all to embrace Environment sustenance as a personal responsibility for a better future. With the launch of the awards, the nomination process now begins on [www.optivengogreen.com](http://www.optivengogreen.com). The GoGreen Initiative has also provided 25 categories based on the 2015 sustainable development goals and under which awards will be given. The nominees are set to be announced in 60 days time, with the judges commencing their reviews on the nominees. Thereafter the awards ceremony will take place on Saturday 11th December 2021 and is expected to host participants from all over Africa. The theme for the awards is Greening our Planet for a better future.

James Laboi, representative of the county government of Kajiado while giving his speech expressed the great joy of working with Optiven in partnership across the county. Lamoi urged all to embrace Environment sustenance as a personal responsibility for a better future. With the launch of the awards, the nomination process now begins on [www.optivengogreen.com](http://www.optivengogreen.com). The GoGreen Initiative has also provided 25 categories based on the 2015 sustainable development goals and under which awards will be given. The nominees are set to be announced in 60 days time, with the judges commencing their reviews on the nominees. Thereafter the awards ceremony will take place on Saturday 11th December 2021 and is expected to host participants from all over Africa. The theme for the awards is Greening our Planet for a better future.

The nomination is now open and involves the following:-

Join the GoGreenNaOptiven Facebook Group

- Details of the background
- Updates on the awards
- Information of what you do to be shared on the Facebook group weekly
- DO IT TODAY!

Nominate an Awardee

- Log on to [www.optivengogreen.com](http://www.optivengogreen.com)
- Fill in the details requested on the nomination form
- Select the relevant category
- Nominations are open until the 22nd of August 2021

Await the Nominees List

- Judges to advise on the nominees of each category
- Review process to continue with verification and authentication after 22/8/2021
- Final List of Nominees announced in October 2021

Commencement of the Voting Process

- Voting of nominees open to the public
- Judges panel decision on awards will be based on votes and authenticity
- Nominees rally for votes from the public

#GGA2021 #GoGreenNaOptiven

**GGA2021**

**GO GREEN AWARDS 2021**

THE AWARDS CEREMONY | 11<sup>TH</sup> December 2021 | 4pm-6pm

**Optiven**  
INSPIRING POSSIBILITIES

**GO GREEN AWARDS 2021**

# THROUGH THE OPTIVEN LENS| Inspiring Possibilities in June ■ ■ ■



**ABOVE:** Staff from GMC Place Kitengela, Optiven Group Public Relations and Customer Service, join hands with the Optiven Group Foundation Team to prepare for the launch of the GoGreen Awards 2021 on 22/6/2021 at GMC Place Kitengela



**ABOVE:** Mr. George Wachiuri, Chairman of the Optiven Group Foundation leads guests at a flag hoisting and tree planting to mark World Public Service Day 2021 shortly after launching the GoGreen Awards 2021 on 23/6/2021 at GMC Place Kitengela



**ABOVE:** Mr. George Wachiuri, Chairman, Optiven Group Foundation (left) Mr. Haens Pieter, CEO TakaniMali (center) and Mr. Wachiuri with the Optiven Group Foundation Team, (right) shortly after the launch of the GoGreen Awards 2021 on 23/6/2021.

# ACROSS THE FOUNDATION | Celebrations Colour June 2021





## ACROSS THE FOUNDATION| Greenkids Partnership brings Empowerment

It was winners galore when GoGreen Initiative by Optiven partnered with the Greenkids Awards to mark World Environment Day. George Wachiuri, Chairman of the Optiven Foundation was at hand to present the awards and provide a cheque for the amount of 100,000 shillings towards orchards in schools. The awards coincided with the World Environment Day 2021 on 5/6/2021 at the Kenya National Theatre in Nairobi. GoGreenNaOptiven took the day to focus on different initiatives towards sustainability in the environment and presented a report on it's scorecard to advise what had been achieved since the launch of GoGreenNaOptiven. <https://www.youtube.com/watch?v=-YrzzBHM6ZE> The theme for this year's World Environment Day was Generation Restoration with focus on restoring the ecosystem and creating new ways to harness sustainability of the environment.



# REACHING CUSTOMERS WHERE THEY ARE| Empowered about Optiven



Converter Collins Anja at Pangani Roundabout and Damaris Mbalu empowering customers



LEFT: Team Haile Selassie on 3/6/2021

ABOVE: Team Globe Roundabout



LEFT: Team activating in Thika and reaching customers investing in Success Gardens in Gatanga

# OPTIVEN FOUNDATION CELEBRATES | Joins in observing global Days



**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

The **GoGreen Awards 2021** are here!

**NOMINATE** your favorite

**Environmental Sustainability Initiator**

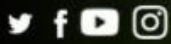
and tell us how they are changing the planet.

*Join* the GoGreenNaOptiven Facebook

<https://www.facebook.com/groups/gogreennaoptiven/?ref=share>

*Log on* to [www.optivengogreen.com](http://www.optivengogreen.com)

*Call* Anne on 0719 920920



Optiven Limited

#GGA2021 #GoGreenNaOptiven

# GGA2021

ORGANISED BY OPTIVEN GROUP FOUNDATION SEEKS TO PROMOTE AND ENCOURAGE BEST PRACTICES IN ENVIRONMENTAL SUSTAINABILITY.

THE CALL FOR ENTRIES FOR THIS YEAR'S GOGREEN INITIATIVE AWARDS OPENS ON **27/6/2021**

AS WE CELEBRATE **WORLD PUBLIC SERVICE DAY.**

TO NOMINATE,  
LOG ON TO THE 'GO GREEN' FACEBOOK GROUP OR CONTACT  
[events@optiven.co.ke](mailto:events@optiven.co.ke).

**REGISTER  
TODAY**

