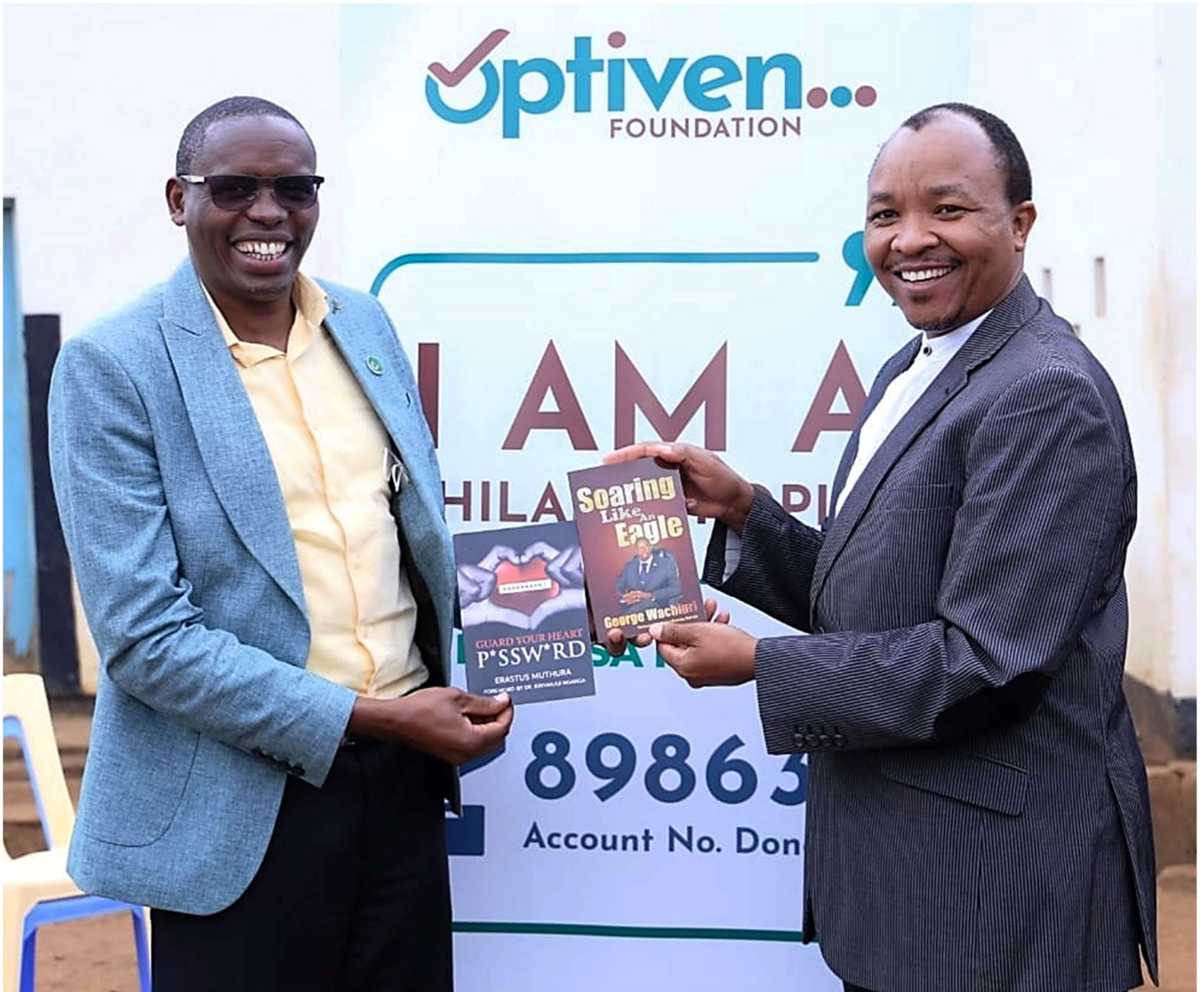


THE OPTIVEN... POINT

TOP Issue 008/2021



WORLD DAY PARTICIPATION
International Youth Day
Visit to Kamiti Prison

OPTIVEN PROJECT UPGRADE
Abundance Gardens
KONZA subtitles out

GOGREEN AWARDS NOMINATIONS
Over 2,500 register
judging process ongoing

WORD FROM THE CEO | Collaboration to steer us forth in Unity

Amidst the chill and greying medley of the early morning, I led my team of staff from the Optiven Group Foundation to the Kamiti Maximum Security Prison. Not that any of us were going behind bars for a wrong doing but to reach out as is the clarion call of the foundation, “Eyes on the Community”. It is on this cold August 11, 2021 that we kicked off a unique partnership with Kenya’s Top Correctional Facility. The day came just a few hours ahead of the International Youth Day 2021, under the theme “Transforming Food Systems: Youth Innovation for Human and Planetary Health”. The observation highlights the success of such a global effort will not be achieved without the meaningful participation of young people. Am happy to note that since 2010 the Kamiti Maximum Security Prison has been in the frontline of innovation in agriculture with the piloting of the world famous pomato. The result of this success was a great collaboration between the prison authorities, the prisoners themselves and a key stakeholder in food security KARLO - Kenya Agricultural and Livestock Research Organization. The story makes me very proud of being a Kenyan and to see what innovation can do. <https://www.fairplanet.org/story/kenyan-prisoners-fight-with-super-crop/> So with these and other milestones, heres wishing you all a Happy International Youth Day 2021.

For my team and myself it was a great opportunity to encourage and motivate over 150 prison officers at the Kamiti Maximum Security Prison. The reality is that prison officers play an essential role in correcting those among us that take a wrong turn while existing within our society. Yet, and undesirably so, they are often overlooked by the larger society while serving their terms and for some even after leaving the gates of the prison to go back to the society they left behind. This is the second visit to prisons that the Optiven Foundation is making inroads towards partnership with prisons in the country. <https://www.optivenfoundation.org/news-and-blogs/optiven-foundation-celebrates-international-womens-day-2021/>

For me personally, I must admit that it was indeed a humbling experience to have the chance opportunity to interact with and also inspire the officers. Together with the team we had a one-on-one interaction with the Officer in Charge, John Koech, during which time where we discussed both the immediate and future needs of this correctional facility. As the Chairman of the Optiven Foundation, I am pleased with this new move and partnership with Youth in Prison Africa through its Director, Amos Mutemwa. The association is making impressive headways as far as a transformation and empowerment programs for youth in our correctional facilities is concerned.



INTERNATIONAL YOUTH DAY

2021
TRANSFORMING
FOOD SYSTEMS

OPTIVEN IS MOST ADMIRERED REAL ESTATE COMPANY| **Topscore Brands Awards**

Optiven has added another award to it's collection. At an award ceremony held in Nairobi, Optiven was singled out as the Most Admired Real Estate Company of the year 2021.

Following the verdict at the Top Score Global awards 2021 Group Chief Executive George Wachiuri acknowledged the award saying, " We thank God for this great recognition and shall continue in our commitment to serve with diligence. Thank you to all our customers, staff and partners. Together we are inspiring possibilities."

The award comes as the company recently rebranded, made an entry to Ibuka and has fasttracked it's Environmental Sustainability footprint via the GoGreen Initiative. Wachiuri added that Optiven would continue to be customer centric and provide innovative products to meet their anticipated needs. He said, "our drive is to go where no one had gone and leave a legacy by being innovative, professional and futuristic in our approach".



GO GREEN AWARDS PARTNERSHIP

1M

PLATINUM

- Mc Mentions x5
- 10 min speech
- Appear on public Media (NTV, KTN, Citizen, K24)
- Banners Logo
- Table of 10 people
- Appear on the website
- Exhibition space (10k)

500K

GOLD

- Mc Mentions x3
- 5 min speech
- Appear on social Media
- Banners Logo
- Table of 10 people
- Exhibition space (10k)

200K

SILVER

- Logo
- Ticket for 4 people
- Mc Mentions x2
- Exhibition space (10k)

100K

BRONZE

- Logo
- 1 Ticket to prime event
- Exhibition space (10k)

TO PARTNER CALL **0791902902** or
EMAIL info@optivengogreen.com

NOMINATION FOR GOGREEN AWARDS CLOSE | Over 1,500 Nominees Register

The nominations for the GoGreen Awards for the year 2021 have closed. The process which took sixty days attracted over 2,500 interests which culminated in over 1,500 nominations. The nominations were in 27 categories covering recycling, innovation, agriculture, construction and manufacturing among others. The inaugural GoGreen Awards by Optiven was officially launched on the 23rd of June 2021 at GMC Place in Kitengela and was officiated by the Chairman of the Optiven Foundation, Mr. George Wachiuri. Speaking at the launch of the events, Wachiuri advised that the nominations would be open to all African countries in the



different categories. He encouraged those in the small and medium enterprise space to be especially keen and take part in the awards which would provide an opportunity for them to showcase what they do. According to Wachiuri, “the opportunity to partner with like minded game changers is at the heart of the GoGreen Awards and we are looking out to reward those making a difference from where they are, to the entire planet through sustainability.” His sentiments come against a background of the UN Generation Restoration launch which will see youth engaged in environment restoration. In addition to this, the GoGreen Awards will be

held on a backdrop of the Sustainable Development Goals launched by the United Nations in the year 2015 and whose score card is expected to come into sharp focus closer to the year 2030. The GoGreen Awards were first announced at the launch of the GoGreen Initiative in June 2020. These followed the official launch of the GoGreen Initiative by Optiven at the Garden of Joy project located in the heart of Machakos County. The initiative advocates for green living in whole including from how we construct our houses, to planning our homesteads, use of organic fertilizers, to adapting a wholesome health regime, embracing recycling, to innovation in management of resources as well as adaptation of utility of renewable energy for fuel efficiency among others.

According to Wachiuri, *nominees in the categories have shown great resilience and competence towards being nominated and thereafter win awards in the different categories. The judges are skilled and will work to get the best fit for the winners of the 87 awards. Wachiuri says, “we are looking to single out the best three in each of the categories which will be done independently by the judging panel who are drawn from different fields including academia, media and regulatory authorities among others.”* The inaugural GoGreen Awards will be held on 11th December 2021 under the theme, “Greening Our Planet for a Better Future! “. For more information call 0791902902, email info@optivengogreen.com or join the GoGreenNaOptiven Facebook Page.



REAL ESTATE NEWS AND INFORMATION | Information that advises your decisions

SUBTITLE DEEDS FOR ABUNDANCE GARDENS HERE | Investors Get Ease of Document with Optiven Konza Project

The month of August 2021 provided yet another great opportunity for the team of investors at Abundance Gardens by Optiven. This was after the project received subtitle deeds ahead of the deadline given during the launch of the project. The new development is a welcome development especially for new investors many of whom are keen to gain from their investment with Optiven.



Speaking on Wednesday 18th August 2021, Mr. George Wachiuri, Optiven Group Chief Executive said, “now with the subtitles for Abundance Gardens here, our investors will only need to pay for the transfer to their individual names on completion of their payment for their property.” Abundance Gardens by Optiven is a prime property located right on the Katumani – Machakos Road. It is only 2.5km off Mombasa Road and Konza Technopolis. The project has commercial plots adjacent to the tarmac, that are ideal for building commercial establishments such as petrol stations, shops, or hotels.



NG'ARISHA CAMPAIGN SURPRISES HAPPY CUSTOMERS | Optiven Investors to Receive Free Washing Machine



The month of August 2021 provided yet another great opportunity for the team of investors with Optiven to walk away with a surprise washing machine. The campaign dubbed **NG'ARISHA NA OPTIVEN** sought to reward investors in any project automatically upon investment with 995,000 shillings. The campaign which was launched at the beginning of August has continued to elicit great interest among the customers and will be a great value addition especially for those already settled in their own homes. The campaign runs until the 5th of September 2021 and will benefit investors in all the different projects under the Optiven portfolio.

GO GREEN AWARDS | ENVIRONMENT CHAMPIONS | 27 CATEGORIES | 81 WINNERS | HAVE YOU NOMINATED YOUR ENVIRONMENT CHAMPION FOR THE GO GREEN AWARDS 2021?

Nominations for the GoGreen Awards closed on 21st August 2021. The awards are organized by the Optiven Foundation, under the Environment Pillar under which the awards fall. Speaking at the end of the nomination process that took 60 days, Chairman of the Optiven Foundation, Mr. George Wachiuri said, “we are delighted with the over 2,000 applicants who have been nominated in 27



categories and shall work with the judges to ensure the best candidate wins”. The event is slated for 11th December 2021 and is sponsored by among others the Optiven Group Foundation and the Nation Media Group. Participants who have indicated their desire to be awarded are expected to be unveiled in October 2021 after a rigorous process of verification. For more information, log on to www.optivengogreen.com

ACCESS IMPROVED WITH ROAD TARMACKING | Amani Ridge Is Easily Accessible

Value additions promised to investors of the jewel project under Optiven, AMANI RIDGE | The Place of Peace continue to reach the peak. The transformation in the month of August 2021 saw key developments on the projects including tarmacking of the road leading to the project. According to the Optiven Projects Office, the development is in a bid to make infrastructure accessibility to AMANI RIDGE | The Place of Peace not only easy and comfortable, but also fast and enjoyable.



Mr. George Wachiuri, CEO, Optiven Group says, “the placement of tarmac towards AMANI RIDGE is a fulfilment of our goal as we deliver on our promises of settling our clients in a fully developed and beautiful environment.” In May 2021, the Optiven Point had advised of plans to have the road in place <https://www.optiven.co.ke/newsblogs/new-tarmac-road-next-to-amani-ridge-the-place-of-peace-opens-plentiful-possibilities/>

The road is part of the 7KM long road that has been upgraded to bitumen standard by the Kenya Rural Roads Authority (KeRRA). The new road now has a carriageway of 6.0 meter wide with shoulders of 0.5 meters wide on each side, making it ideal and extremely motorable for its users. The tarmacking begins at the junction of Kamiti Corner (Ruturu) through Kamiti Anmer and ends at Farran. Engineers on the ground have lauded the move saying it is now set to make access and transportation to Amani Ridge and all adjacent areas both easy and enjoyable. Wachiuri adds that “road infrastructure is key to all other infrastructural advancements on any projects. Bitumen road networks, like the one that now zooms on 900 meters past Amani Ridge the Place of Peace, is the very path of our social-economic progression.” Thus infrastructure is the most significant asset that directly influences quality of life of any area. Optiven has indeed lauded the great work that has been done by the Government of Kenya courtesy of KeRRA.



THROUGH THE OPTIVEN LENS| Inspiring Possibilities in August ■ ■ ■

CAPTURED MOMENTS OF THE VISIT TO KAMITY BY OPTIVEN FOUNDATION



ABOVE LEFT: Mr. George Wachiuri (far left) with top officers from the Kamiti Maximum Security Prison and staff from the Optiven Group Foundation during the visit on 11/8/2021.



ABOVE RIGHT: Optiven Foundation Chairman, Mr. George Wachiuri (left) donates books he has authored "*Soaring Like an Eagle*" and "*Unleash Your Full Potential*" to Senior Superintendent of Prisons (SSP) John Koech during the visit to Kamiti Maximum Security Prison on 11/8/2021.



LEFT : Optiven Foundation Chairman, Mr. George Wachiuri meets with Officers in charge of the operations at Kamiti Maximum Security Prison on 11/8/2021. The event was an opportunity to empower the officers as well as discuss areas of collaboration with the Optiven Group Foundation.



BELOW: Water piping upgrade on 4th August 2021 at Shalom Gardens by Optiven to facilitate comfort of water access for investors.



THROUGH THE OPTIVEN LENS| Inspiring Possibilities in August ■ ■ ■

CAPTURED MOMENTS OF CUSTOMERS ENJOYING THEIR GIFTS OF INVESTMENT UNDER OPTIVEN CAMPAIGNS



ABOVE and LEFT: Customers collect their gifts from Optiven after making investments in the different projects under the Optiven portfolio.



BELOW: Celebrated photographer Lechipaai Lechuta (left) with Senior Sales Manager, James Mugo (right) together with Optiven Brand Ambassador Jose Warui at Garden of Joy on 13/8/2021.



LEFT: The launch poster for the **NG'ARISHA NA OPTIVEN** Campaign 2021 in August 2021.

EMPOWERING THE FUTURE | Why Connections for Business Matter

The need to invest is what will advise a sure future for those seeking to settle in their own homes. This was the clarion call by Mr. George Wachiuri, during his interview on the HOW AM DOING THIS SHOW with Patrick Kimani on 20th August 2021. The show focused on the need for building corporate networks and staying accountable to one another to invest in a great future. Addressing the topic “Building a Mastermind Alliance”, Wachiuri advised that the impetus for the mastermind network is to be prepared for posterity by being intentional in tapping into networks. <https://fb.me/e/DhPv2LrE>.

Commenting on his experience, Wachiuri quoted Napoleon Hill and his engagement with key stakeholders to conquer the business world in collaboration with Henry Ford. In his definition, he advised that the mastermind ideal is engaging with people with whom you align in order to succeed by adapting a definite objective and plan. On timing in terms of networking in business, Wachiuri cautioned entrepreneurs to be wary of picking the wrong mastermind groups. An ideal mastermind group will be profitable if the team has the same focus, working towards the same goal and have a common purpose. The group should also consider a solid plan for both short, medium and long term to be able to move forward. The effort of the the entire group will advise the outcome of the coming together of the mastermind group.

Wachiuri who advised the new business people to invest in mentorship, called on those interested to join the George Wachiuri School of Mentorship. The initiative reaches out to upcoming businesses by providing advise on what has been tested and tried in the business world. The school which is run online has so far received the



ABOVE: Mr. George Wachiuri (*right*) during the interview with Mr. Patrick Kimani (*left*) of INVERSK at Optiven's premier project in Kiambu County, Amani Ridge | The Place of Peace on 20th August 2021.



third cohort of the graduands including participants from other countries like Congo, Nigeria and Burundi. The mentorship has 12 key topics to be covered by all mentees. It also allows direct interaction with entrepreneurs and the business processes they are engaged in. At the end of the program, the mentees have only one choice –to grow bigger and impact our society positively through job creation, pay taxes and add value to our economy. For more information on the

George Wachiuri School of Mentorship, log on to <https://www.georgewachiuri.com/george-wachiuri-school-of-mentorship-cohort-3/>



GGGA2021

GO GREEN AWARDS 2021

The GoGreen Awards 2021 are supporting companies to deliver their products and services during the event on **11th December 2021**. This exciting opportunity will link you to stakeholders from over 1000 companies that are participating on the **GGGA2021**.

GGGA2021

GO GREEN AWARDS 2021

The GoGreen Awards 2021 are happening on **11th December 2021**. We are now working with you to ensure that your products and services have a high-profile role at the **GGGA2021 Exhibition Center**.

Come display your products and services as a sponsor to the inaugural #GGGA2021.

Call us today on 0791 902 902

