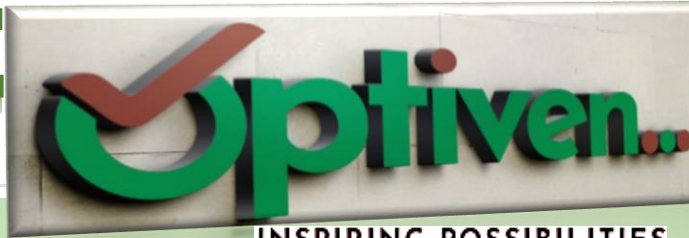


THE



POINT

TOP Issue 010/2021



**WORLD DAY
PARTICIPATION**
Celebrate Girls Day 2021

**OPTIVEN LAUNCHES
#FurahiaNaOptiven**
Biggest Campaign Ever

**FOUNDATION
HANDS OVER PLOT**
Josephine Leshao wins

WORD FROM THE CEO | Empowering through Mentorship

Leadership is a great calling that not only changes the people being led but the leader too. It was an excellent privilege to be able to speak during the 2021 Global Leadership Summit on 15th October 2021 at CITAM Valley Road. The opportunity was availed courtesy of a long standing partnership with the International Christian Ministries and the George Wachiuri School of Mentorship. In the year 2019 we began the partnership with a sponsorship of 200 students from different universities by facilitating their sponsorship to attend the Global Leadership Summit. As a mentorship institution this worked well as it was in symphony and harmony with our ideal which is to create transformation by reaching out to the less fortunate as well as empowering the youth

to enable them to be agents of change in the future. The reality that faces us especially in the times that we are living in, is that the call to leadership must consider the impact it has on future generations. Take for example the rising cases of deaths, depressions, suicide and general imbalance owing to a lack of peace in our societies. The central pattern that seems to replicate itself in these unfortunate instances is the involvement of youth either as victims or perpetrators. We can not pretend to not see this reality but we as leaders at all levels must be a part of the solution.



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ABOVE: Mr. George Wachiuri, Optiven Group CEO, addressing the attendees at the Christian Business Forum 2021 on 22nd October 2021 on matters entrepreneurship and kingdom business.

OPTIVEN LAUNCHES MULTIMILLION DRAW CAMPAIGN| Biggest Campaign Ever

The palpable excitement, the exhilarating joy and the joyous expectation is what welcomed the launch of Kenya's largest Real Estate Campaign on 1st October 2021. This was the result of Optiven Real Estate and its pacesetter engagement to reward its customers as they usher in the official Customer Service Month globally. The launch of the Furahia na Optiven Campaign was done today with pomp and color at the Sarova Stanley. Spectacular in all its aspects, the campaign is set to offer numerous rewards to the valued customers of Kenya's leading Real Estate brand.



The launch event which was covered live from the center of the city was symbolic in a time when many Kenyans are keen to invest. Speaking at the launch, Group CEO, George Wachiuri said, *"it is a great time to appreciate our investors through the FurahiaNaOptiven campaign and to express just how much we value them for trusting us with their investments in our projects."* The campaign launched on 1st October 2021 is set to revolutionize the reward systems within the sector as Optiven sets the pace in the arena and the region as a whole. According to Wachiuri, *"we as Optiven are not involved in the selection of the winners in a process we are keen to see transparency and equal opportunity for all."* His sentiments gain support to the onboarding of the Betting Control and Licensing Board BCLB who are running the process from the start of the campaign on 1st October to the end of the campaign. The promotion campaign is running under the Betting Control and Licensing Board under BCLB No. 002644. Under the campaign, investors in any of the projects under the Optiven portfolio will receive points to enter a draw, after paying 10,000 shillings for each point. The starting point however will require investors to make a bulk payment of 500,000 shillings at one for any of the properties to qualify for 50 points. The minimum points to qualify for entry in the promotional campaign is 50 points. Some of the exciting prizes in the promotional campaign are the first of their kind to be offered by any real estate company in East and Central Africa. Among the prizes is a top of the range Mercedes Benz, pieces of land and holidays among others.



AMANI RIDGE BY OPTIVEN COMPLETES LIGHTING | Investors FastTrack Building

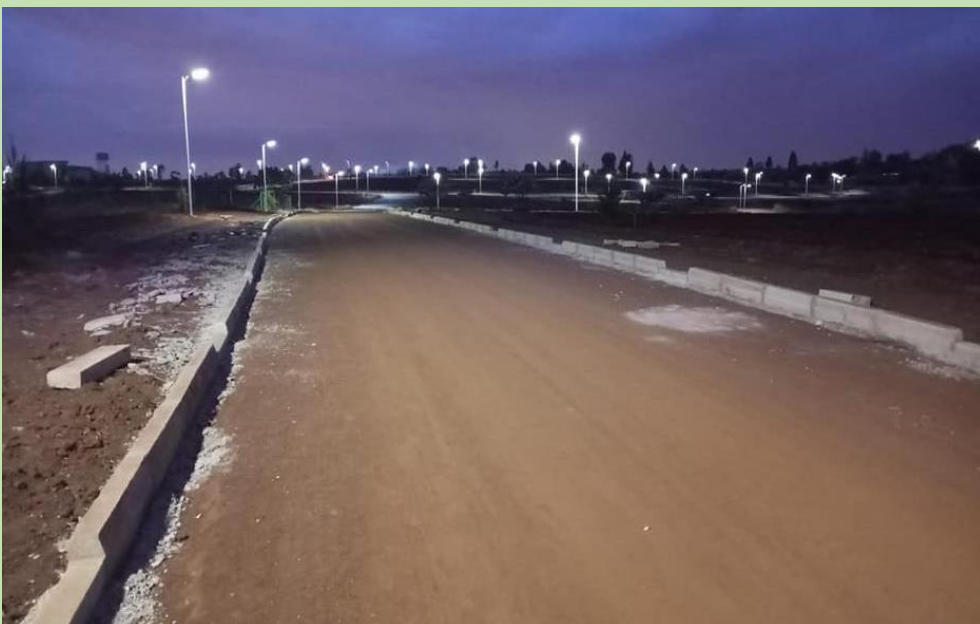
A night walk by any standard requires the assurance of security. The presence of lighting almost always provides a great approach and courage to venture in the night. It helps even more if the light is available within a gated community. What this means is that there is a likelihood to pay a visit to a neighbor, engage in a barbecue or stay late with family watching the last embers of a bonfire well after 11 o'clock in the night. That is the status of Amani Ridge | The Place of Peace. The premier project by Optiven saw the completion of the lighting of the gated community on 18th October 2021.

Speaking shortly after the completion of the lighting installation at the Kiambu based project, George Wachiuri, Chief Executive at Optiven Group expressed confidence and delight at the development. He thanked the projects team that had worked day and night to ensure that the value additions are not only on cause but also well done. Sharing his sentiments at the project, Wachiuri said, “ as the Optiven family we take this opportunity to first of all thank God for the conclusion of the lighting installation. We made a promise to our customers and now we are happy to report that it is done.”

This makes Amani Ridge a super green project in line with the Optiven mantra and lifestyle that embraces the GoGreen Initiative. As at the end of October 2021, the project is now entirely installed with clean energy lighting on all avenues, lanes and streets. Already the project is home to a solar powered fountain as well as hundreds of trees that were planted during the the 2021 celebration of World Earth Day.

The completion of the lighting exercise comes during the customer service month at Optiven. It is hoped that the development will provide a catalyst for the customers who invested in the project to take the next step and

begun building. While some have already begun the construction of their dream homes, the project has been turned to become a five star 🌟 project beaming with value additions, class and green spaces. The project has been singled out as one of the features to change Kiambu County and with the development it is well in stride to complement this virtue. With most of the project already sold, it is expected to be sold out not later than December 2021.



SURPRISE ON CUSTOMER SERVICE WEEK | Optiven CEO Hand delivers Title Deeds

The day on the 8th of October 2021 may have started like any other day but a great surprise awaited one of Optiven's valued customer. The sun shone to welcome the rare move where Mr. George Wachiuri, Chief Executive at Optiven Group made his way to the office of Jacqueline Mwhiki, an investor with the real estate arm of the Optiven group. It is here that a bemused but pleased Mwhiki was to meet with Mr. Wachiuri face to face. She was glad to have been an investor at one of the new projects in 2021 by Optiven and the assurance of receiving the title deed to cement her ownership. During the presentation in Westlands, Wachiuri advised that the Optiven promise to deliver the needs of its customers will continue. He said, "we as the Optiven Family are committed to meeting the needs of our customers but more importantly staying true to keep our promises such as the delivery of genuine properties and accompanying these with the appropriate and legit title deeds."



ABOVE: Mr. George Wachiuri, (left) CEO Optiven Limited, hands over a title deed and gift to Ms. Jacqueline Mwhiki (right) on 8/10/2021 to mark Customer Service Week 2021.

The delivery of title deeds has continued to stamp the promise of honesty and transparency. With the option to pay in instalments, customers investing in Optiven projects can be assured that they will receive their title deeds once the transfer process is done. With over 52 projects completed in the 20 years that Optiven has been in existence, the future is looking promising too as the company continues to provide opportunities to transform the society socially and economically. The company has also been at the forefront in updating its customers on developments with regard to their investments as well as policy matters that may affect them based on stakeholder decisions and engagements as appropriate.



ABOVE: Mr. George Wachiuri, (first left) CEO at Optiven Group presents a cheque to Mr. & Mrs. Anthony and Barbara Karanja (center) on 27th October 2021 at the Optiven Group Head office at Absa Towers, Nairobi. With them is Property Advisor at Optiven Limited, Fidelis Kariuki (far right)

Optiven has also been a trail blazer when it comes to matters Customer Service and this continues to be a key core value of its operations with the customer at the center of the operations and existence of the company. For example in 2021, the company has carried out a number of campaigns where customers have walked away with exciting prizes and offers – thanks to the Optiven Customer Service spirit.

Just to name a few, in June this year, Optiven launched the #JishikieSmartPhone Campaign

<https://www.optiven.co.ke/jishikie-smartphone-na-optiven/> while September was the launch pad for the #Ng'arishaNaOptiven Campaign

<https://www.optiven.co.ke/newsblogs/ngarisha-campaign-ends-on-a-high-as-optiven-customers-benefit-with-washing-machines/> And for the grand finale campaign

#FurahiaNaOptiven, customers have a chance to win airtime, holidays, plots and cars from October to December 2021 in the biggest campaign run by Optiven Real Estate.

<https://www.optiven.co.ke/newsblogs/biggest-real-estate-campaign-launched-by-optiven/>



ABOVE: Mr. George Wachiuri, (left) CEO Optiven Limited hands over a title deed to Josephine Leshao, winner in the #BadilishaMaishaNaOptiven campaign on 15/10/2021 at Garden of Joy.

OPTIVEN CELEBRATES WORLD GIRLS DAY 2021 | *Foundation Chair Calls for Boy Child Inclusion for Transformation*

A late question at the donation of a 1 million shillings donation to the Soaring Eagles Scholarship Programme on 8th October 2021 was a catalytic addition to the barrage of questions to Daniel Kamau and George Wachiuri. Both Chief Executives at Fusion Capital and Optiven Group respectively, were at the tail end of their online media conference in an impact occasion that is set to benefit students in high schools and sponsored by the Optiven Group Foundation. The two partners were keen to point out that while the last 15 years focus has been on empowering the girl child it is welcome news to see that both boys and girls are having a 50/50 chance at education thanks to initiatives like SESP and partnerships from Fusion Capital. A key rhetoric today as we celebrate the international day for the girl. This lays the stage to welcome developments in line with the international day for the girl child. In the case of SESP the name Agnes Muthoni comes to mind as she is a beneficiary of the Optiven Group Foundation program having completed her high school studies, now at the Cooperative University and also serving the Optiven Group Foundation. Her story coincidentally aligns with the celebration this year where the world commemorates the Generation Equality Forum (GEF). This celebration will culminate with the launching of a 5-year commitment request from civil society leaders, governments, corporations and change makers from around the world for bold gender equality impacts. At the same time, while the world is in the second year of the COVID-19 pandemic, the pandemic has accelerated digital platforms for learning, earning and connecting, while also highlighting girls' diverse digital realities. The gender digital divide in connectivity, devices and use, skills and jobs is real. This is in line with the International Day Of The Girl Child 2021 theme which is this "Digital generation. Our generation". Like every year, the Optiven Group Foundation under its Education Pillar joins the United Nations Children's Fund (UNICEF) to celebrate International Day of the Girl Child 2021 reaffirming its pledge to promote the progress of girls and safeguard their rights.



ABOVE: Vincent Kinara of Optiven Foundation (far left) with SESP Alumni Dave Odiwuor, (second left), Agnes Muthoni (second right) and Cathrine Khasoa, Lead for Corporate Affairs at Optiven, (first right) ahead of the International Day of the Girl Child on 8/10/2021 at Optiven head office.

GO GREEN AWARDS | ENVIRONMENT CHAMPIONS | 27 CATEGORIES | 81 WINNERS | HAVE YOU **BOOKED** YOUR BOOTH FOR THE EXHIBITION AT THE GO GREEN AWARDS 2021?

Businesses in different sectors including academia, property development, agricultural machinery, finished products, SMEs and fashion have booked their booths. This is ahead of the GoGreen Awards that will be held at GMC Place in Kitengela on 11th of December 2021. The booths will be open for the over 3,000 visitors expected at the event. The GoGreen Awards are organized by the Optiven Foundation, under the Environment Pillar under which the awards fall. Over 2,000 applicants were nominated in 27 categories and the judges begun the adjudication process in September and October. The voting process open to the public begins on 1st November 2021. The event is slated for 11th December 2021 and is sponsored by among others the Optiven Limited, Madison Insurance, Crowned Eagle Safaris and the Nation Media Group. For more information, log on to www.optivengogreen.com

VOTE FOR YOUR NOMINEE TO WIN IN THE GOGREEN AWARDS 2021

The winners will be announced during the Awards Ceremony on 11th December 2021

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For more information log on to www.optivengogreen.com

Partners:

THROUGH THE OPTIVEN LENS| Inspiring Possibilities in October...

HAPPY CUSTOMER SERVICE WEEK AND AT OPTIVEN LIMITED



LEFT: Staff from Optiven Real Estate and Equity Bank Westlands share cake on 12th October 2021 to celebrate Customer Service Week 2021 at Optiven head offices on Absa Towers.



LEFT: Team Keystone Group delivering a cake to Optiven Real Estate at Absa Towers on 15th October 2021 to celebrate Customer Service Week 2021.



LEFT: Team Chauffers celebrate Customer Service Week at CJs Restaurant CBD Branch with Mr. Martin Waweru of Human Resources and Madam Mary Wacuka the General Manager at Optiven Group on 7th October 2021 .

THROUGH THE OPTIVEN LENS| Inspiring Possibilities in October...

FurahiaNaOptiven CAMPAIGN CAPTURES THE ESSENCE OF CUSTOMER SERVICE REWARDS IN OCTOBER



ABOVE: Optiven Group General Manager, Mary Wacuka (*center*) at the launch of the #FurahiaNaOptiven campaign on 1st October 2021. With her is George Muteti (*far left*) and Racheal Nduge (*far right*), both Senior Sales and Marketing Managers at Optiven.



ABOVE: #TeamGLAM of Customer Service and Corporate Affairs, at Absa Towers suit up our third prize in the #FurahiaNaOptiven Campaign on 19th October 2021. Voila, the perfect Passo.



LEFT: #TeamFURAHIA of Edward Kasangi, Cecilia Ndegwa and Cathrine Khasoa at 28 Valley Road on 14/10/2021

RIGHT: #TeamFURAHIA at CITAM Karen to empower at CITAM CBF on 22/10/2021



THROUGH THE OPTIVEN LENS| Inspiring Possibilities in October...

FurahiaNaOptiven CAMPAIGN CAPTURES BEHIND THE SCENES WITH WINNERS OF PRIZES IN OCTOBER 2021



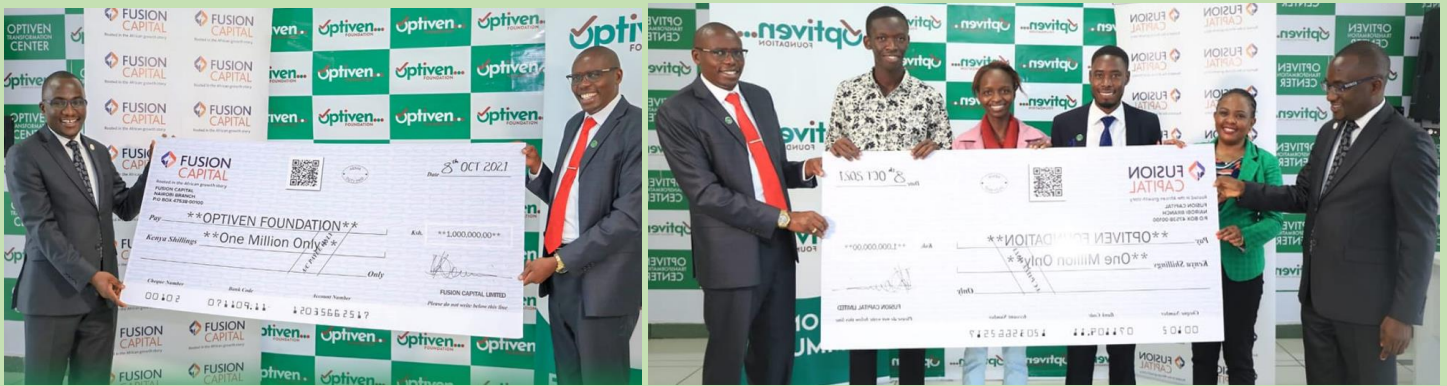
ABOVE: Martin Junior, hosts the show on 16/10/2021 to sensitize the public on the process of engagement in the FurahiaNaOptiven campaign



ABOVE: Kazungu Matano aka Captain Otos (left) leads the handover of the travel voucher by a Model to Optiven customer Anthony Karanja Gitau (center) at the Optiven Group head office on 27th October 2021.

THROUGH THE OPTIVEN LENS| Inspiring Possibilities in October...

OPTIVEN FOUNDATION HANDS OVER 1.5 MILLION PLOT TO JOSEPHINE LESHAN IN BADILISHA LIFE CAMPAIGN



OPTIVEN FOUNDATION HANDS OVER 1.5 MILLION PLOT TO JOSEPHINE LESHAN IN BADILISHA LIFE CAMPAIGN



ABOVE: Chairman and Trustee of the Optiven Foundation, Mr. George Wachiuri (left) hands over his autobiography and book to Madam Wamuratha (right). The two were at the Optiven Group Head Office where they signed a transformative mutual partnership between the two brands on 6/9/2021



ABOVE: Optiven Group Team Leaders from Customer Service, Foundation, Procurement and Corporate Affairs respectively, receive a cheque as part sponsorship for the GoGreen Awards from Madison Insurance Manager, Madam Pauline on 18th October 2021 at Finance House, Nairobi.

TULIVU LAUNCH FOR BUDGET INVESTORS | Optiven Presents Konza

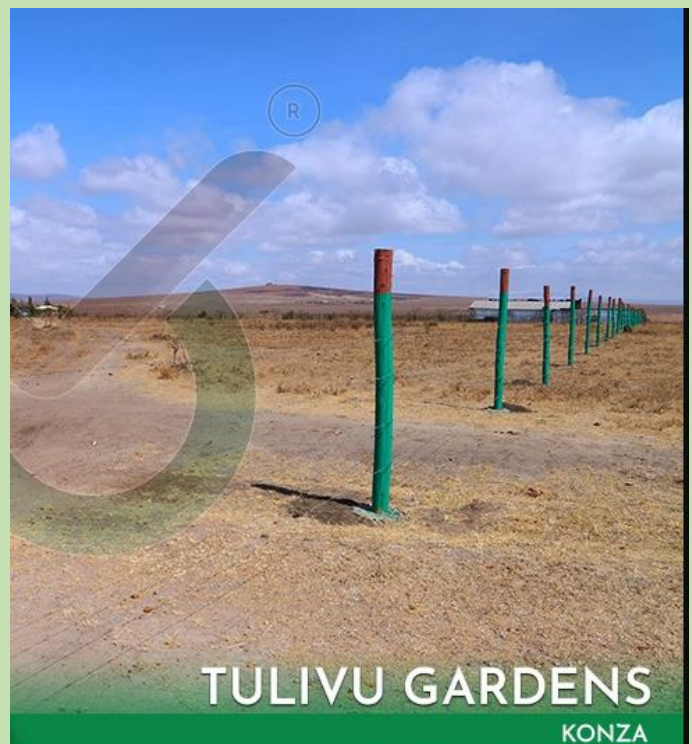
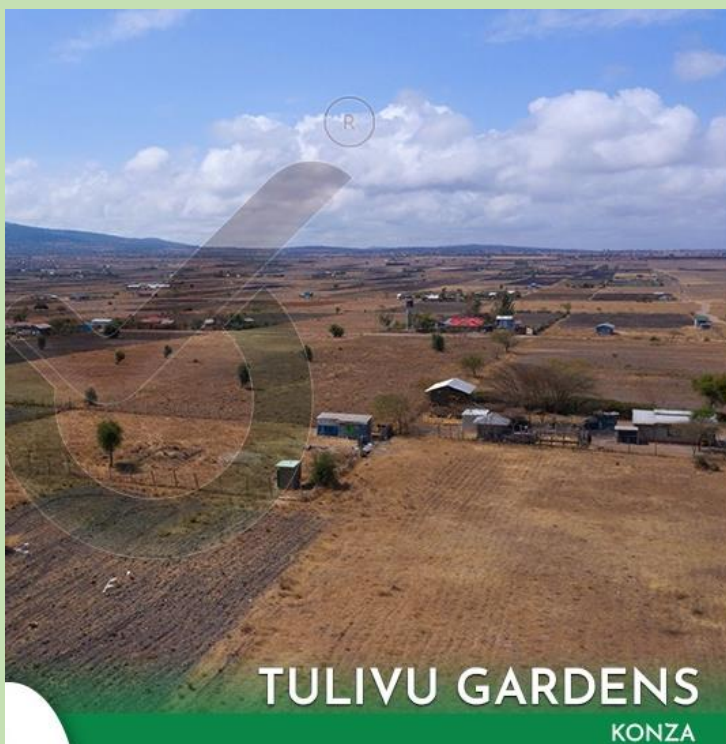
AFFORDABILITY & ACCESSIBILITY MARKS LAUNCH OF TULIVU GARDENS BY OPTIVEN IN KONZA ON 8TH OCTOBER 2021.

The launch of Tulivu Gardens by Optiven was held on 22nd of October 2021 in Konza. The event was graced by among others, the key partner with Optiven Real Estate Madam Wa Muratha. Speaking at the launch George Wachiuri, the Group Chief Executive at Optiven said the project though small in nature, had been singled out for its serenity. Tulivu Gardens is strategically nestled in the highly promising and fast growing area of Konza and its technopolis. Located only four kilo meteres from Malili Town, Tulivu Gardesn offers picturesque views as one drives on the expansive Mombasa Road.

But these are not the only features that make Tulivu Gardens an amazing project. On the ground are settlements and neighbours already living there. While Optiven has fenced off the project, the proximity to accessibility and value additions in the vicinity are a great point to consider for investors. Speaking at the launch, Wachiuri said, *“Tulivu Gardens is one the projects that I keep visiting to enjoy splendid views and I would recommend it for those seeking to buy, to do it now and wait.”*

Following the launch, Optiven is offering a special offer for those investing from 22/10/2021 for a period of 90 days. In this time, cash buyers of Tulivu Gardens will enjoy free title transfers which is included in the project’s launch costing. Wachiuri clarified that, *“customers wishing to take advantage of the launch offer are expected to pay 50% of the plot price and top it up within 30 days from the date of payment. However, for those willing to buy via installment payments, they will have a period of six months but will not benefit from the title transfer offers.”*

The project is priced favourably at 495,000 shillings as an introductory price. It has already been fenced with the access roads within the project already done. As a standard project, Tulivu Gardens by Optiven is ideal for first time investors looking to reap from the developments in the area and settle there in the future. Wachiuri says, *“this project is a great one for the customers who have been seeking to invest in affordable land within the Optiven portfolio. I would recommend it especially to the youth who are looking to build their wealth portfolio while at the same time work on saving for the future through investing in land.”*





WHERE IS YOUR TICKET TO GOGREEN AWARDS?

Grab the early bird offer from 1st October 2021 to 15th October 2021 of **1,000/-** per person. The later offer will be from 16th November 2021 to 30th November 2021 at **1,500/-** per person. To make your payment, **send 1,000/-** to Mpesa Paybill number **898630** TODAY



For more information log on to www.optivengogreen.com



Partner with us

GO GREEN AWARDS PARTNERSHIP

| 200K PLATINUM | 150K GOLD | 80K SILVER | 20K BRONZE |
|--|---|--|---|
| <ul style="list-style-type: none">• Mc Mentions x5• 10 min speech• Appear on public Media• Banners Logo• Table of 10 people• Appear on the website• Exhibition space (10k) | <ul style="list-style-type: none">• Mc Mentions x3• 5 min speech• Appear on social Media• Banners Logo• Table of 10 people• Exhibition space (10k) | <ul style="list-style-type: none">• Logo• Ticket for 4 people• Mc Mentions x2• Exhibition space (10k) | <ul style="list-style-type: none">• Logo• 1 Ticket to prime event• Exhibition space (10k) |