

THE POINT

TOP Issue 011/2021

INSPIRING POSSIBILITIES



**WORLD DAY
PARTICIPATION**
World Toilet Day 2021

**#FurahiaNaOptiven
PASSO & PLOT**
Goes to NEW JERSEY, USA

**GoGreen Initiative
PUBLIC INPUT**
Voting for Awards Begins

WORD FROM THE CEO | Evident Innovation Creates Concrete Transformation



K24
TV
CATCH UP WITH
George Wachiuri
OPTIVEN GROUP, CEO

TUESDAY, 2ND NOV. 2021
K24TV

TIME:
9:00AM

**TOPIC: PERSONAL FINANCES,
CHALLENGES AND
OPPORTUNITIES**

HOSTED BY
PAUL MBUVI

This November has provided exciting opportunities for me as the Team Leader at Optiven Group to share my journey and hopefully empower the masses through motivation. As a brand, Optiven has been at the forefront in sharing the lessons learnt along the 20 + years that we have been in business and the challenges we have faced in one area or another. However, the challenges notwithstanding, we have also taken the time to deliberately learn from others, benchmarking with the companies we look upto but mostly finding ways to innovate and do things differently. The biggest leap we have made recently is the engagement of a different gear in how we partner with our customers. As a brand we are known for rewards to our customers mainly in different ways including but not limited to holidays, electronic goods, and dinners or lunches in partnership with our various hotels under the Optiven Group.

In our innovating spirit, this quarter has seen Optiven take on a totally different trajectory by offering a draw based campaign to avail our customers the chance to win through a draw based system. This is what FurahiaNaOptiven campaign is all about. The strategy is to avail the same opportunity to all who meet the terms and conditions for investment which is a deposit of 500,000 shillings for a redemption of property already sourced or a new investment with Optiven. And the opportunity then to walk away with either a car, an extra plot, a holiday or airtime was availed to all customers in an open and transparent flow of events overseen by the Betting Control and Licencing Board. Am happy to say that the results has seen a notable transformation to our winning customers many of whom will enjoy holidays and the two winners for the plot and Toyota Passo in the USA are all smiles.

But what is it that makes the place of innovation so important in the entrepreneurial journey? It is innovation that has enabled dynasties to rule kingdoms of the world. It is this same innovation that has enabled solutions to be found especially amidst the challenges facing the world today including that of Covid 19 and the effects of climatic change. There are another myriad problems that face the world today and we should be cognizant of the important role played by Media which further enable a learning process especially for the masses that are now working from home or spending a considerable amount of time on media – both traditional and new.

It is these insights that I got an opportunity to share during my media interviews in November at Standard Digital with Brenda Kerubo and with Paul Mbuvi on K24 TV. In all instances, the challenge is to innovate and create a difference that is transformational and this is a call to all. What will you do about it?



ONLINE WEBINAR

Facebook live @StandardDigital
Twitter Spaces @StandardKenya

THUR. 4TH NOV 3.00 PM - 4.00 PM
MODERATOR - BRENDA KERUBO

TOPICS

- The importance of career path mapping
- A step by step guide to creating an effective career path roadmap
- Must have qualifications for a career in Accounting/Finance
- Emerging Careers in Accounting/Finance

RONALD BWOSI
CEO Ronalds LLP
Audit Firm

ROBERT GITAU
HR Practitioner at
KPMG

Brenda Kerubo
Moderator

GEORGE WACHIURI
CEO Optiven

MBITHE MUEMA
CEO Infalible Group

PASSO GOES TO NEW JERSEY | **First Vehicle goes to Kenyan in the United States**

The buzz on the FurahiaNaOptiven draw based campaign rose a notch higher on 5th November 2021 after the winners were announced. A brand new Toyota Passo which was the first car to be won in the FurahiaNAOptiven campaign was won by an Optiven Investor in New Jersey. The elated winner received the news after she was verified by the team from Betting and Licencing Control Board BCLB as the legit winner in the campaign. Speaking to the



ABOVE: Madam Serah stands beside the brand new Toyota Passo on 5/11/2021 outside Absa Towers, which hosts the Optiven Group offices

handover team of the vehicle from New Jersey, the Winner, Serah expressed her happiness noting that she was not sure she would win the car but is happy to have been the one driving it home. The vehicle was received on her behalf by her Sister Margaret at the Optiven Group Head Office on Absa Towers, shortly after it was handed over to her by George Wachiuri, Chief Executive at Optiven Group. Wachiuri noted that *“as Optiven we are happy to have partnered with the government in this campaign to ensure that it is not only transparent but also beneficial to our customers, giving as much opportunity as possible to all who participate under the terms and conditions stipulated in the campaign.”*

Speaking during the handover, George Wachiuri, the Chief Executive Officer at Optiven Group reiterated the process in the FurahiaNaOptiven campaign noting that the process is recognized by the government through the Betting Control and Licencing Board. He noted that *“as Optiven we are happy to have partnered with the government in this campaign to ensure that it is not only transparent but also beneficial to our customers, giving as much opportunity as possible to all who participate under the terms and conditions stipulated in the campaign.”* The FurahiaNaOptiven campaign is draw based and computerized by an independent company where winner selection is done independently. The campaign is open to current and new investors who can invest, or redeem to earn points and stand a chance to win Airtime daily, a Holiday weekly, a plot monthly or a car monthly.

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ABOVE: Influencer Captain Otoyo (right) together with William Nagilae (left) present the title deed to the winner located in the USA on 5/11/2021.

OPTIVEN DONATES TOILET BLOCK | Korompoi Primary Benefits on World Toilet Day

The World Toilet Day is celebrated on 19th of November every year. In recognition of the importance of these facilities and in line with the Sustainable Development Goal number 6, the Optiven Foundation partnered with Optiven Homes to build a block of toilets at Korompoi Primary School. The school located in Kajiado County had a limitation of toilets with the administration and pupils sharing one the same facilities. Speaking at the school, George Wachiuri, Chairman of the Optiven Foundation thanked the county government for allowing investors to invest in the wider Kajiado County while appreciating the school's management for nurturing the pupils to be leaders of tomorrow.



ABOVE: The ablution block built by Optiven Foundation and Optiven Homes at Korompoi Primary School.

Wachiuri added, *“the role of a teacher is very key not just to the pupils they teach but to the community for the benefit of future outcomes. Am glad to be a part of the Korompoi Primary School and making life better for the teachers too as they work hand in hand with the parents to nurture the children for posterity.”* The school through its Board of Management took the opportunity to thank the Optiven Foundation for the great donation that was done in record time and with great finesse. The board through its Chairman took the time to further request for support in terms of donation of desks for the students. Many of the students at the school have not desks in their classrooms. The few that are available are shared by over 5 pupils making it an uncomfortable. In response, Wachiuri thanked the investors in Optiven Real Estate who by virtue of buying properties, enable the company to donate 5% of the income to Optiven Foundation and by extension the society. Wachiuri noted that, *“the building of this ablution block here at Korompoi Primary School is a part of the funds to facilitate education across the county. For us at Optiven Foundation, we have received a great success all because of giving back to society.”*

Quoting the recent donation of land to a beneficiary in need, Wachiuri cited the case of Josephine Leshao as a way to give back to the community under the poverty eradication initiative of the Optiven Foundation. He added that for



LEFT: The Optiven Team poses for a group photo with Mr. George Wachiuri Chairman Optiven Foundation and the teachers at Korompoi Primary School

other interventions, Optiven Foundation had given massive support during the onset of Covid including a donation to the government. On greening and sanitation, Wachiuri noted that the time to go green is now and Optiven is leading by example through its GoGreen initiative. Wachiuri said, *“for schools and homes as well as institutions, it is important to harvest water so that children can drink naturally healthy water. For those building, remember to harvest water and store it for future use, meaning choose your roof carefully.”*

Through the Education Pillar, Wachiuri announced that the Optiven Foundation would support the education of five pupils at Korompoi Primary School in 2022 as well as donate 25 desks, calling well wishers to also donate desks.

INTERNATIONAL DAY FOR THE ELIMINATION OF VIOLENCE AGAINST WOMEN | OPTIVEN LEAVES A MARK IN THE LIVES OF WOMEN

Each year, to raise public awareness of gender-based violence across the world, the United Nations recognizes 25 November as the International Day for the Elimination of Violence against Women. The day also begins the 16 Days of Activism against Gender-Based Violence, which culminates with International Human Rights Day on 10 December. According to the United Nations, violence against women as, “any act of gender-based violence which can result to any sexual, early marriages, physical, mental and economic harm inflicted to women in public or in private. It also includes threats of violence, coercion and manipulation.” This year’s theme is “*Orange the World: End Violence against Women Now!*” Orange is the color to represent a brighter future free of violence against women and girls. The objective behind the celebration of the day is to prevent and eliminate violence against women and girls around the world, calling for global action to increase awareness, promote advocacy and create opportunities for discussion on challenges and solutions.

Optiven’s Foundation initiative is essential for its endeavors to arrive at youth specifically those from vulnerable backgrounds. We have donated sanitary towels to girls who are not able to afford to buy the towels every now and then. Some of the girls have been forced into sex with older men in exchange for sanitary products which sometime leads to teen pregnancies and early marriages. Our aim as the foundation is to stop this type of gender violence against women.

Optiven Foundation sponsors secondary and special education for needy students from 47 counties in Kenya so that they can positively contribute for the development of the society and people around them. Optiven Foundation, through the Soaring Eagles Sponsorship Program, offered education sponsorship to Agnes Muthoni, a girl who was on the verge of dropping out from school when she was in form three.



ABOVE: Mr. George Wachiuri left the Chairman of Optiven Foundation hands over the title deed for a plot worth 1.5 million to Josephine Leshao at Garden of Joy in October 2021.



ABOVE: Mama Nduko outside her new house built by Optiven while below is her old house before the intervention.

The foundation paid school fees for through high school, they are currently paying her university fees, and at the moment they are offering a mentorship program, where she is practicing her profession as a community developer under the foundation. By doing this, the foundation has prevented her from not getting quality education and a possibility of an early marriage. Optiven Foundation donated a land worth 1.5 million shillings at the Garden of Joy to Josephine Leshao, a woman who was sold off to her husband at the age of 13. Her husband went on to get 9 more wives and infected all of them with HIV/AIDS. The mother of three is also nursing cancer but is nonetheless determined to write a different script for her life and that of her children and so she started a fresh. At Optiven Foundation, we trust that further developing gender equality and building flexibility is critical to forestalling and halting gender based violence, and we stay focused on putting resources into the more long-term change of women’s status and their roles around the world.

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

FurahiaNaOptiven CAMPAIGN SCENES FROM THE HANDOVER OF THE TOYOTA PASSO ON 5/11/2021



ABOVE: Serah, winner who collected the top October prize – a brand new Toyota Passo (*third left*), receives the key from George Wachiuri, CEO Optiven Group (*third right*) celebrate the win with Kazungu Matano aka Captain Otos (*first right*), Model Marya Muema (*second left*), Jerusha Absalom, Manager for Diaspora Affairs (*second right*) and William Nagilae (*first right*).



ABOVE & LEFT: Winning smiles and celebrations galore as the winner Madam Serah receives the actual key to the Toyota Passo outside Absa Towers. With her (*left*) is Marya Mwema and Optiven Group CEO, George Wachiuri.



NEWS AND INFORMATION | Keeping you Updated in Time & Relevance

GLASGOW, SCOTLAND | KENYA TO SPEARHEAD FUNDS FOR CLIMATE CHANGE AFTER GLASGOW COP

President Uhuru Kenyatta is keen to make Africa's voice on climate finance heard even after the COP26 United Nations Climate Conference in Glasgow, Scotland. He noted that developing countries have been promised US\$100 billion per year but it has not yet been delivered. He called for detailed rules and procedures for implementing the Paris Agreement to ensure it is finalized, and a clear way forward for a climate resilient pathway set. Much of the COP26 focus is on the world's last, best chance to avoid the worst effects of climate change, and much of that focus is on the African continent. Africa's situation needs to be a global priority as the most vulnerable continent to the impacts of climate change. Countries are already experiencing loss and damage of an increasing magnitude and frequency. Reality is that climate impacts are a growing security concern.



ABOVE: President Uhuru Kenyatta addresses the COP26 conference nations of the world in Glasgow Scotland.

With the increasing effects of fossil fuels on environmental degradation, the move to renewable energy especially in the transport sector especially in Africa is welcome. Rwanda has this November launched electric motorbikes in a sector that is growing in leaps and bounds across Africa. In East Africa specifically, the use of motor bikes has grown with the increasing traffic jams in the central business districts. Through partnership with Ampersand, Rwanda has rolled out electric motor bikes in the capital Kigali. According to sources, the development will lead to efficiency in the sector and positive impact on the environment. As the world seeks solutions to the increasing challenges arising from environment degradation, the move by Rwanda will hopefully set a precedence to its neighbouring countries to go-green in terms of using renewable energy and find solutions to the perennial problems that bedevil the transport and infrastructure sectors of Africa's fastest growing economies.

KIGALI, RWANDA | RWANDA EMBRACES CLEAN ENERGY WITH INTRODUCTION OF LOCALLY ASSEMBLED BIKES



ABOVE: Motor cyclists in Kigali Rwanda in 2021

KeNHA has this November announced plans to expand the 25.0 Km Kiambu Road into a dual-carriage highway. This is with an aim to reduce traffic congestion on the busy road. The state owned body filed for Environmental and Social Impact Assessment with the National Environment Management Authority (NEMA) for approvals after a 2-year feasibility study by Apec Consortium and Span Engineers. The development is a welcome one especially for investors in the county such as Optiven Group which owns the jewel project in Kirigiti/Kamiti, AMANI RIDGE | The Place of Peace. Successful Infrastructure developments are expected to provide safe, efficient, accessible and sustainable transportation services aimed at stimulating the economic growth.

NAIROBI, KENYA | KeNHA EXPANDS INFRASTRUCTURE OF ROADS IN KIAMBU AND THIKA SUPERHIGHWAY.



ABOVE: The entry to AMANI RIDGE | The Place of Peace by Optiven Real Estate.

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GOGREEN PARTICIPATES ON POST COP26 | *WITH CLEANUP & ADVOCACY WALK* CALL FOR URGENT ACTION TO SAVE THE PLANET WITH INTERVENTIONS, POLICIES AND INDIVIDUAL ACTION POINTS



The GoGreen Initiative was represented at the post COP26 event coordinated by Friends of City Park and Youth Green Society on 6th November 2021. Different youth groups with a common desire to make our world better took time to walk from the Nairobi metropolis to the suburb of High Ridge where City Park is located. The sun and elements of the temperate climate notwithstanding, they were joined by a team from Optiven which was representing the Foundation under the Environment pillar. The beads of sweat in the sweltering heat, the curiosity of the onlookers wondering 'what is happening?' and the sheer determination of the police to escort the team which included the Kenya Forest Service, was all part of the efforts to make our world a better place. The team of walkers took the time to encourage the public to take action after the COP26. For some it was time to understand what the Glasgow conference was all about. The COP26 was held this November to set a precedence in the way forward with regard to the future of our planet. The event was an offshoot of the 2021 United Nations Climate Change Conference, otherwise known as COP26 - the 26th United Nations Climate Change conference, held in Glasgow, Scotland, United Kingdom. The conference was attended and represented well led by the Head of State President Uhuru Kenyatta who was hosted with other delegates between 31 October and 12 November 2021, under the co-presidency of the United Kingdom and Italy.

And a week after the Cop26 event which featured contributions from the heads of state, or their senior representatives, from all the Giants Club countries, the GoGreen Initiative and Youth Green Society took time to show how action can be done to help the climate crisis. The responsibility for the planet is on a day to day basis everyone's responsibility. From cleaning up after what we use, to taking care of waste disposal and planting trees to offer carbon sinks in our environment, that is the change that must happen. While the leaders have called for the need to preserve Africa's carbon sinks if we are to stand a chance of saving our planet, on the ground work must continue to achieve this goal. Together, African governments, the private sector and global community can help sustain Africa's natural habitat and combat climate change. It is these steps that will draw attention to the value of Africa's carbon sinks & launch a focused initiative to fast-track the development of carbon offset sectors across the continent through the launch of national investment processes.

ABOUT THE GOGREEN INITIATIVE | The GoGreen Initiative by Optiven is a stimulus under the Optiven Group Foundation which works on different pillars including environment. Through Optiven Group & its subsidiaries, they have engaged in activities & interventions towards a better planet. At the Real Estate company, trees have been planted in thousands on their projects while renewable energy interventions such as solar energy have been included on the projects. The company has also worked with communities on advocacy on cleaning the environment through proper waste management and planting trees. For more information log on to www.optivenfoundation.org

THROUGH THE FOUNDATION LENS| Inspiring Possibilities in

November...

GOGREEN INITIATIVE PARTICIPATES IN GREEN WALK TO ADVOCATE FOR ACTION TO SAVE OUR PLANET



ABOVE: (Left) Mr. George Wachiuri, Chairman and Mary Wacuka, Trustee of the Optiven Foundation donate foodstuffs to the Korrompoi Primary School family shortly after handing over an ablution block for the Teaching Staff. #WorldToiletDay



ABOVE: (Left and Right) Members of the Optiven Foundation join the different chapters of the Youth Green Society during a cleanup at City Park in November. The cleanup was preceded by a walk from the CBD to City park



ABOVE LEFT: Colleta Kanyili, Senior Sales Manager at Optiven Real Estate makes a donation to Agnes Muthoni and Ann Nyaga of Optiven Foundation on 17th November 2021. **ABOVE RIGHT:** Solomon Chege of Optiven Administration pillar with the November 2021 top prize in the FurahiaNaOptiven campaign a Toyota Vitz.

FURAHIA NA OPTIVEN

CARS, HOLIDAYS, PLOTS AND SO MUCH MORE
TO BE WON!

T&C APPLY



THIS PROMOTION IS LICENSED BY THE BETTING CONTROL AND LICENSING BOARD UNDER BCLB NO. 002644