

# THE **Optiven** POINT

TOP Issue 012/2021

INSPIRING POSSIBILITIES



Optiven Receives  
AWARDS

Optiven Bags Five Awards

#FurahiaNaOptiven  
VITZ & PLOT

Winners celebrate win

GoGreen Awards  
CHAMPIONS

Joy as Winners Celebrate

## WORD FROM THE CEO | **The Call to Leadership and Making of Other Leaders**

Allow me to take this opportunity to appreciate the different institutions that were of great tidings to the Optiven Group this month. As an organization we were privileged to received five out of nine awards that we participated in. A special thank you to National Business Leadership Awards – NaBla, the Women on Boards Network Awards – WOBN, the Utumishi Bora Awards and the Nairobi Legal Awards. What a win it was for the team and even one for me from the Utumishi Bora Awards – indeed humbling in every way. I was awarded for my role in mentorship of the youth through the Optiven Group Foundation as well as the George Wachiuri School of Mentorship. Sincerely and from my heart, a big thank you to the Kenya Christian Professionals Forum for the award - a great motivation to continue the journey to social and economic transformation.

Which brings me to the perspective that a good leader must always keep developing other leaders. I remain both humbled and excited to be bestowed as the winner in the Leadership Category, at the 7th Edition of Utumishi Bora Awards (UBA) 2021 under the Kenya Christian Professionals Forum (KCPF).

I would like to dedicate this award to all Optiven staff. You are the best leaders in all your different capacities as we continue to aspire and transform the society. Having been out of the country I want to thank my wife Mary and the staff from different departments for their gracious acceptance to receive the reward on my behalf.



The awarding ceremony was a melting pot of leaders from all walks of life who gathered for the 7th edition of the Utumishi Bora Awards. The awards ceremony was held to honor the distinguished servant leaders who had worked around obstacles to provide direction and create a difference in society. Addressing the guests at the Vincent Kimosop of the Kenya Christian Professional Forum (KCPF) congratulated the winners noting that leadership has evolved to be core in the operation of the world. The event whose theme was stand to be counted happened on a backdrop of growing interest in leadership and how to make it happen in a fulfilling manner.

Similarly, I was delighted to be recognised as a Business Leader of the Year in the National Business Leadership Awards – NaBla 2021. Allow me to take this opportunity to thank our Team Leader Peter Gitonga and the team for receiving the award on my behalf once again. Considering the impact of the other contestants in the leadership space, it goes to show that the impact I have had in the society is worthwhile. This award would not have been possible were it not for the dedication of the Board of Management, staff and other stakeholders who hold our hands and light our path to enable us lead. Am grateful too to my family for their great support and believing in me to steer this ship that is the Optiven Group and it's strategic business units to greater heights. To you all I am honored, humbled and indeed grateful for your support.



## A VITZ VURUMISHAD TO DIASPORA| 2<sup>nd</sup> Vehicle goes to US Customer in November

A brand new Toyota Vitz was the prime prize to be won during the month of November 2021 and was officially handed over on 6<sup>th</sup> December 2021. The vehicle was won by Winfred Nyamai an investor with Optiven to become the first vehicle to be won by a local investor in the Furahia Na Optiven that was launched on 1<sup>st</sup> October 2021. Winnie expressed her excitement at the win noting that it was the best gift coming way before Christmas this year. The vehicle was one of the prizes to be won in the 90 days with other prizes being a Toyota Paso won in October 2021 by an Optiven Investor residing in New Jersey USA and a Mercedes Benz C180 to be won in December but handed over in January 2022.



**ABOVE:** The Optiven Real Estate Team led by Senior Sales and Marketing Manager, Carol Kimani (left) hand over the Toyota Vitz to Winner Winfred Nyamai on 6<sup>th</sup> December 2021 outside the Optiven Group head office at Absa Towers.

Other prizes in the Furahia Na Optiven campaign include a plot each month from October to December, holidays to exciting destinations, and airtime. On the 6<sup>th</sup> of December 2021, Alex Omuse was also a happy winner to take home the title deed for a free plot at Love Gardens in Kajiado County. To receive the title deed at the Optiven Group head office was Omuse's wife, Florence Mumbua who expressed her joy at the great win of owning a free plot in the draw.



**ABOVE:** Winner of a free plot by Optiven in the Furahia Na Optiven campaign Florence Mumbua (left) receives a title deed on behalf of her husband who won the property on 6<sup>th</sup> December 2021. Mumbua received the award from Carol Kimani, Senior Sales and Marketing Manager at Optiven.

The campaign is draw based where investors with 50 points have an opportunity to get into the draw. Each point is 10,000 shillings and the minimum required to enter the draw is worth 500,000 shillings. The draw is also regulated by the Betting Control and Licencing Board – BCLB. George Wachiuri, CEO at Optiven Group says, "FurahiaNaOptiven is really an opportunity for us to be able to reward our customers in a special way. The launch of the campaign also coincided with the launch of the Customer Service month at Optiven Group which is one of our core areas of focus." The campaign is set to end on 31<sup>st</sup> December 2021 and is open to all customers including those redeeming payments for properties already purchased or purchasing new properties altogether.

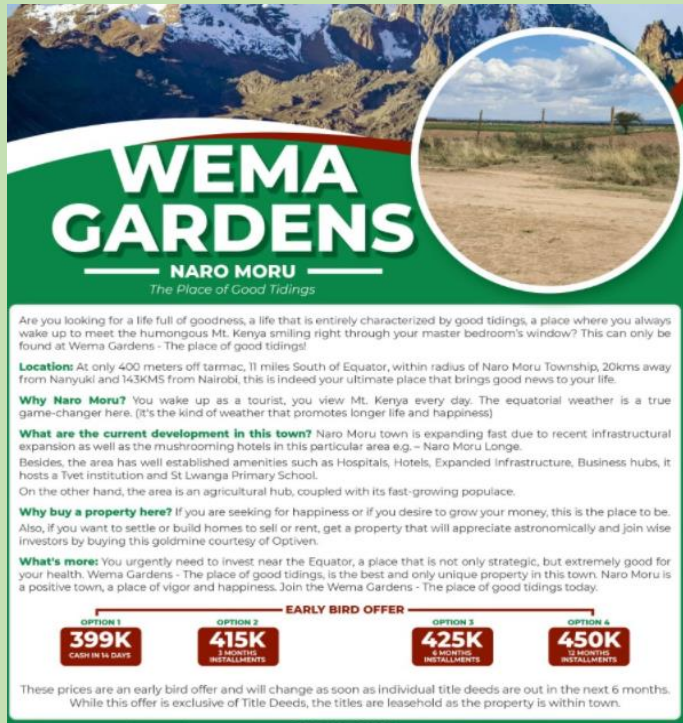




## OPTIVEN LAUNCHES WEMA GARDENS | Naro Moru Project Most Affordably Priced

Optiven Real Estate has launched an affordable property dubbed Wema Gardens. The project is currently the cheapest among the projects portfolio by Optiven. The project located in NaroMoru is also open to lovers of holiday homes as it is the ideal location based on the surrounding area. The project is 400 meters from the tarmac and in close proximity to the tarmac and other developments in the area. Surrounded by the Aberdare Ranges and Mount Kenya, the project is a sure investment for those looking to a dream destination to invest in.

The project also gives investors an amazing opportunity to invest at their pace with a low deposit payment of 200,000 shillings payable before the 28<sup>th</sup> of December 2021. Upon deposit, the investor will be afforded another 12 months period to pay for the project on interest free basis. And the launch afforded the Optiven army a reason to celebrate over and over as it was launched.



**WEMA GARDENS**  
NARO MORU  
The Place of Good Tidings

Are you looking for a life full of goodness, a life that is entirely characterized by good tidings, a place where you always wake up to meet the humongous Mt. Kenya smiling right through your master bedroom's window? This can only be found at Wema Gardens - The place of good tidings!

**Location:** At only 400 meters off tarmac, 11 miles South of Equator, within radius of Naro Moru Township, 20kms away from Nanyuki and 143KMS from Nairobi, this is indeed your ultimate place that brings good news to your life.

**Why Naro Moru?** You wake up as a tourist, you view Mt. Kenya every day. The equatorial weather is a true game-changer here. (It's the kind of weather that promotes longer life and happiness)

**What are the current development in this town?** Naro Moru town is expanding fast due to recent infrastructural expansion as well as the mushrooming hotels in this particular area e.g. - Naro Moru Lodge. Besides, the area has well established amenities such as Hospitals, Hotels, Expanded Infrastructure, Business hubs, it hosts a Tvet institution and St Lwanga Primary School.

On the other hand, the area is an agricultural hub, coupled with its fast-growing populace.

**Why buy a property here?** If you are seeking for happiness or if you desire to grow your money, this is the place to be. Also, if you want to settle or build homes to sell or rent, get a property that will appreciate astronomically and join wise investors by buying this goldmine courtesy of Optiven.

**What's more:** You urgently need to invest near the Equator, a place that is not only strategic, but extremely good for your health. Wema Gardens - The place of good tidings, is the best and only unique property in this town. Naro Moru is a positive town, a place of vigor and happiness. Join the Wema Gardens - The place of good tidings today.

**EARLY BIRD OFFER**

OPTION 1	OPTION 2	OPTION 3	OPTION 4
<b>399K</b> CASH IN 31 DAYS	<b>415K</b> 12 MONTHS INSTALLMENTS	<b>425K</b> 12 MONTHS INSTALLMENTS	<b>450K</b> 12 MONTHS INSTALLMENTS

These prices are an early bird offer and will change as soon as individual title deeds are out in the next 6 months. While this offer is exclusive of Title Deeds, the titles are leasehold as the property is within town.



**ABOVE:** Cecilia Ndegwa, a Property Advisor with Optiven Real Estate admires the sign at Wema Gardens at the launch of the project on 7/12/2021 in Naro Moru while on the right is information about the project.



**ABOVE:** Senior Sales and Marketing Managers Faith Murigu (center) and George Muteti (right) share a light moment with Social Media Influencer DJ Covenant at Wema Gardens launch on 7/12/2021 in Naro Moru.



## 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 December...

OPTIVEN MANAGEMENT AND STAFF JOINED HANDS TO CELEBRATE A WORTHWHILE WINS THIS DECEMBER



ABOVE: Management and staff representing Human Resources, CEO's Support, Customer Service and Marketing, joined Optiven Group General Manager, Madam Mary Wacuka (third left) to receive the Leadership Award 2021, during the 2021 Utumishi Bora Awards at Trademark Hotel Village Market on 4<sup>th</sup> December 2021.



ABOVE: Management and staff representing the Marketing Department at Optiven Real Estate, join the Optiven Group Foundation Coordinator, Ann Nyaga (second right), to receive the Organization Empowering Grassroot Women Award 2021, during the 2021 Women on Boards Awards at Movenpick Hotel and Residences in Westlands. To bestow the award was the Transformative Leader Ms. Eva Muraya (third left).



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

OPTIVEN FOUNDATION RECEIVES AWARDS AT NABLA AWARDS AND WOBN AWARDS HELD ON 16/12/2021





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

OPTIVEN FOUNDATION AWARDS ENVIRONMENT CHAMPIONS AT THE GOGREEN AWARDS ON 11/12/2021



ABOVE: LEFT – Judge Ruth Onkangi from the National Construction Authority (left) and Dr. Chris Kiptoo, Permanent Secretary in the Ministry of Environment and Forestry (right) hand over the winners trophy to Catherine Ndioo of Bamburi LaFarge for the Construction Sustainability category. ABOVE: RIGHT – Judge Rehema Kimulu from the International Leadership University (left) and Dr. Chris Kiptoo, Permanent Secretary in the Ministry of Environment and Forestry (right) hand over the winners trophy to Samson Memba of Roto Tanks for the Sustainable Water Harvesting category



ABOVE: LEFT – Judge Wilson Muriuki, CEO Agriskul (left) and Bishop Phillips Katutu of Destiny Life Chapel present the winners trophy to Dr. Chris Kiptoo Permanent Secretary in the Ministry of Environment and Forestry (center) for the Lifetime Achiever category. ABOVE: RIGHT – Judge Sharon Lumbasi of Shazonthemove (left) and Mr. George Wachiuri, Chairman Optiven Foundation (right) hand over the winners trophy to Team CITAM Kadolta for the Eco-Tourism Practice category.





## NEWS AND INFORMATION | Keeping you Updated in Time & Relevance

### KITENGELA, KAJIADO | OPTIVEN REAL ESTATE UPGRADES PROJECT ROAD NETWORK AT CELEBRATION GARDENS.



ABOVE: Road grading equipment being used to upgrade the road network at Celebration Gardens on 14<sup>th</sup> December 2021, in Kitengela.

The month of December 2021 provided a great opportunity for Optiven Real Estate to add value to one of their newest projects in Kitengela. The month has seen a beehive of activities on 11<sup>th</sup> and 14<sup>th</sup> of December at Celebration Gardens where murrum compacting took place mainly within the internal roads. The property is located only a few minutes away from the upcoming International Leadership University which saw a ground breaking ceremony done in November 2021. Within the periphery is the Acacia Main Feeder Road that has been proposed for tarmacking. George Wachiuri, CEO, Optiven Group says, “a plot of land is only 1.295 million, and you get to live in an estate that has murrumed roads, trees that will be planted along all internal roads, water on site, fencing, a gate and a care-taker for your security amongst other benefits.”

### NAIROBI, KENYA | REDUCED COST OF ENERGY COULD IMPROVE SOCIO-ECONOMIC STATUS OF THE COUNTRY

President Uhuru Kenyatta has announced that the cost of electricity will reduce by at least 15 percent before Christmas. The reduction will be implemented in two tranches of 15% each. The first 15%, is set to be achieved through initial actions focusing on system and commercial losses, and will be reflected in the December bills. A further 15% reduction will be implemented in the first quarter of next year. The President made the remarks during the 57<sup>th</sup> Jamhuri Day celebrations in Nairobi on 12<sup>th</sup> December 2021. Making his remarks following the announcement, Mr. George Wachiuri, Chairman of the Optiven Group Foundation noted that energy is a key component for social economic transformation. Wachiuri called for more action to embrace renewable energy with focus on readily available solar energy in the case of Kenya. He lauded the Ministry of Energy for initiating engagements with independent power producers aimed at renegotiation of power purchase agreements saying, “the Ministry has done well to engage independent power producers and the government is taking the right steps which we are confident will reduce the cost of electricity and increase the bottomline in terms of profits for all. Such partnerships especially with energy players in the private sector will make the energy sector a great catalyst for socio-economic development.”



ABOVE: George Wachiuri, CEO Optiven Group (left) and Charles Muraguri, Director of Projects (right) during the unveiling of the Solar Powered Fountain of Peace at Amani Ridge The Place of Peace in July 2020.

### KITENGELA, KAJIADO | INFRASTRUCTURE IMPROVED AT CELEBRATION GARDENS

Real estate makes a lot of sense when the bottomline has been looked into and improved. The Celebration Gardens project by Optiven has this December 2021 seen an increase in activity towards making the project ready to build. The engineers have been at the Kitengela-based project including on 11/12/2021 during which time the road network within the project was completed with all weather murrum roads.



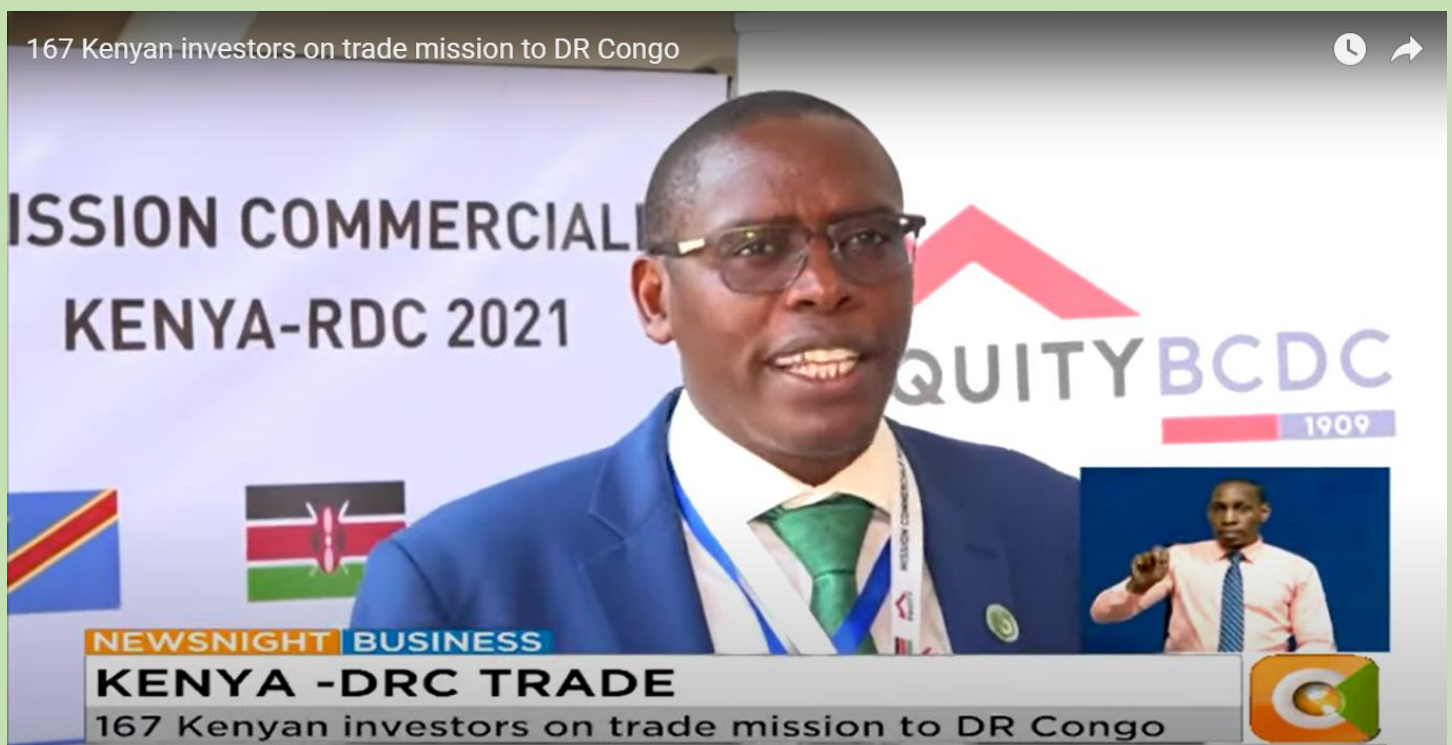


## DIRECTORS IN CONGO ON BUSINESS SCOUTING | *Strategy to Advise Expansion*

THE TEAM LED BY GEORGE WACHIURI CEO OPTIVEN GROUP WAS PART OF A DELEGATION OF KENYAN INVESTORS

A total of 167 Kenyan investors this December 2021 travelled to the Democratic Republic of Congo. The trip which begun at the tail end of November 2021 saw the investors visiting different cities that are key in matters trade. The Optiven Group was represented in the opportunity to explore the Democratic Republic of Congo as a destination for investment. The move to invite the 167 Kenyan investors was primarily to explore trade mission aimed at exploring business opportunities. Equity Bank has set aside 500 billion shillings to finance Kenyan Businesses investing in the Democratic Republic of Congo.

Through the visit the Democratic Republic of Congo is seeking to join the East African community as it's 7th member. Others already serving within the community are the Republics of Burundi, Kenya, Rwanda, South Sudan, the United Republic of Tanzania, and the Republic of Uganda. The Democratic Republic of Congo is one of the leading destinations for Kenya's manufacturing and finished products. The government of Kenya and the government of the Democratic Republic of Congo in partnership with the Equity group came together to organize and facilitate the 15-day trade mission to DRC from 29th November to 13th December. This was a part of sustained efforts to promote regional trade and business growth. The trade mission, was expected to attract over 200 investors and business participants from Kenya, and a similar number or more from Democratic Republic of Congo as well as the public. It will include trade exhibitions, business forums, and site visits in four of DRC's largest cities - Kinshasa, Lubumbashi, Goma, and Mbuji Mayi.



Optiven, which recently started its journey into the Nairobi Securities Exchange through the Ibuka Accelerator program is keen to tap into the regional and continental market. The group of companies which has been in operation in Kenya for the last 20+ years is keen to expand into the East African Community through investing in the strategic businesses including in the largest country in sub-Saharan Africa that is rich in natural resources and arable land. Speaking in Kinshasa, George Wachiuri, the Chief Executive Officer at the Optiven Group said, the over 100 million population in Congo will need solutions to matters of affordable housing. He added that this would provide a great opportunity in which Optiven can add value to the recipients. His sentiments echo the company's announcement to expand in terms of business following the entry to IBUKA on the 29th of April 2021.



## GOGREEN AWARDS HELD ON 11/12/2021 | *Environment Champions Celebrate Wins* SUSTAINABILITY WORKSHOP AND SPEAKERS AT AWARDS CALL FOR MORE ACTION TO COMBAT CLIMATE CHANGE

A number of participants in the GoGreen Awards 2021 were bestowed with different awards during the inaugural award ceremony held on Saturday 11th December 2021. The bestowment award was the culmination of the nomination, voting and verification of the winners in the different categories.

The awards was a part of the recognition of environment sustainability champions taking initiatives to make a difference in their lives and those that they serve. Among the winners who were feted during the day are champions leaving an impact at the grassroots level in different areas including in farming, construction, advocacy, energy, education, waste management and leadership among others.

Speaking at the event, Mr. George Wachiuri, the Chairman of the Optiven Foundation said, *“we at the Optiven Foundation are humbled to get the opportunity to learn from the different environment champions even as we recognize their important role towards making ou planet better. Indeed, we are cognizant of the reality that we are beneficiaries of their work and are privileged that the outcomes of what they do individually, institutionally and corporately, is impacting our planet in a positive way.”* He advised that the Optiven Foundation under it’s environment pillar has in the year 2021 partnered with different organizations and institutions to carry on it’s agenda of environment sustainability.



**ABOVE:** Mr. George Wachiuri, Chairman of the Optiven Group Foundation (left) addresses attendees at the GoGreen Awards at the Stanley Hotel on 11/12/2021



**ABOVE:** Mr. George Wachiuri Chairman of the Optiven Group Foundation (left), Dr. Chris Kiptoo Permanent Secretary in the Ministry of Environment and Forestry (center) and Professor Karanja Njoroge Executive Director at the Center for Environment Action (right) who was the guest of honor during the GoGreen Awards on 11/12/2021 held at the Stanley Hotel watch the narrative by the late Nobel Laureate Wangari Maathai’s *“The Humming Bird”*.

The foundation has also partnered with local governments and authorities in different activities to mark international days. Among the activities that were carried out successfully included a partnership with the County Government of Kajiado to clean up of Ngataek town during the World Environment Day on 5th June 2021, sensitization and advocacy among communities in informal settlements around Nairobi during the Menstrual Hygiene Day on 28th May 2021 as well as a tree planting drive at the Amani Ridge the Place of Peace in Kiambu County during the World Earth Day on April 22nd.

**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](http://www.optivenfoundation.org)





**CAR OF THE MONTH!**

**FURAHIA NA OPTIVEN**

INVEST TODAY AND YOU COULD WIN A  
**MERCEDES C-180**

T&C APPLY

The image features a white Mercedes C-180 sedan with a large red bow on the hood, set against a green circular background with a white inner ring and glowing lights. The background of the entire advertisement is a scenic view of a green landscape under a blue sky.



**25 DAYS OF Christmas**

A man in a red and black plaid shirt and a woman in a black top are standing on a staircase. The man is holding a black shopping bag. The scene is decorated with gold and red Christmas ornaments and a bell. A logo for '25 DAYS OF Christmas' is overlaid at the bottom.



**25 DAYS OF Christmas**

A woman in a black top is adjusting a red scarf on a man in a red and black plaid shirt. They are in a clothing store with racks of clothes visible. The scene is decorated with gold and red Christmas ornaments and a bell. A logo for '25 DAYS OF Christmas' is overlaid at the bottom.