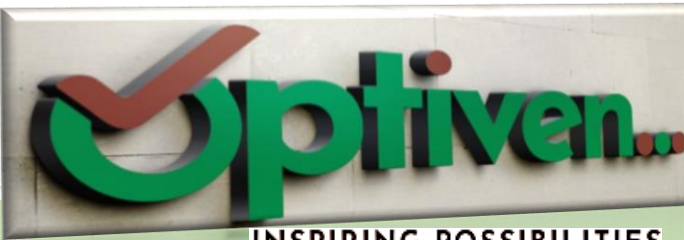


THE



POINT

TOP Issue 002/2022



**Naivasha & Malindi
NEW PROJECTS**
Exceeding Expectations

**#FurahiaNaOptiven
BENZ & PLOT**
Palpable Celebrations

**Staff Appreciation
MEGA SHIFTS**
Women Appointments

WORD FROM THE CEO | Starting Strong and Making it Successfully in 2022

It's always a happy new year as per the culture in Kenya upto and including the last day of January. 2022 is no different except for the need for all of us to start the year on a strong footing in order to make it to the end successfully. Think of it like a relay race where the start determines whether or not a team will finish. The team members must then be deliberate to start strong in terms of having a positive mindset and the push to be able to go beyond the call of duty to get extra ordinary results.

For the many that I have mentored I have found that the year provides a great opportunity to do things differently. It calls for discipline and a deliberate move to be able to do this. For some it will require a change of attitude, friends, location and in some extreme cases, therapy. But the core remains that in order to create a difference, you must be willing to go the extra mile and as my associates normally make fun of me, to 'tweek' what you do for the difference to be felt.

The most adaptable way to find difference is in the interview room. One of the key aspects that define Optiven is the impetus to provide employment opportunities within the real estate sector and even in the strategic business units that we have under the Optiven Group. As a Team Leader I find myself asking the candidates the all important question being, "what makes you different?". There are three ways for you to be different in 2022 in order to get your stake in the success that awaits. Start by accepting that you are different instead of comparing yourself to others. You can do this by selecting relevant qualities most important for the roles and responsibilities that you play. Next take a critical look of what you must do in order to get the results that you are looking for. This you can do by asking yourself a number of questions that will lead you to know what to do and what to avoid towards your journey to success. Finally, improve yourself by adding a mix of hard and soft skills you are most frequently rewarded or complimented for. By doing this, you are sure to be closer to achieving your success.



My call is to those mentoring others to see to it that those that look upto them have a positive attitude towards their own expectations and the expectations of those they serve. The month of January also marks the International Mentoring Day whose main agenda is to foster global understanding and support the mentoring movement worldwide. The day has been observed since 2017, and observed in January during National Mentoring Month to celebrate the birthday of boxing legend and global humanitarian Muhammad Ali. Under the Optiven Group Foundation we continue to mentor both the young and the old to nurture them to be their best in whatever they choose to do. We welcome you to join us for the next cohort of the George Wachiuri School of Mentorship which will kick off on 4th February 2022. To register please log on to <https://www.georgewachiuri.com/school-of-mentorship/>

We remain grateful for your wonderful support knowing that we shall scale it up this year in both business and philanthropy as we inspire possibilities. From the entire Optiven Family, may I take this opportunity to wish you a successful 2022.

PALPABLE CELEBRATIONS AS MERCEDES IS WON| Grand Prize Comes to Kenya

The grand prize in the #FurahiaNaOptiven Campaign, a brand new Mercedes Benz C180 has come to Kenya. The winner, 27-year-old Brian Wanjala was beyond himself with disbelief as he viewed the german machine before finally getting in and igniting the vehicle before driving it. At hand to handover the vehicle which was the grand prize in the three month long #FurahiaNaOptiven draw campaign was the Chief Executive at Optiven Group, Mr. George Wachiuri. But before the handover, which was done at the premier project AMANI RIDGE | The Place of Peace by Optiven, there was dance and celebration all before the eyes of top members of the fourth estate. On this 10th day of January 2022, legs were literally shaken as beautiful alongside handsome models strutted the podium, while music filled the air for a worthy win. The music rose a note higher to synchronise with the flames of the aplomb and sparks that announced the winner – making the atmosphere stirred with exhilaration. Wanjala an investor with Optiven at Happy Gardens in Kitengela became the owner to the first vehicle to be won by a local in the



ABOVE: Brian Wanjala (third left) winner for the Mercedes Benz C180 and Mr. George Wachiuri (second left) CEO Optiven Group, joins models during the official handover of the grand prize of the #FurahiaNaOptiven campaign at AMANI RIDGE | The Place of Peace on 10th January 2022.

#FurahiaNaOptiven that was launched on 1st October 2021. Wanjala in accepting the prize said, *“I am grateful for the prize. I had been looking to purchase land, and I set out to research with due diligence. I then settled on Optiven. To young people, life is not something to rush. Be patient, you do not have to achieve everything at 20. Do research and invest wisely.”* The vehicle was the grand prize in the 90 days long draw based campaign that included a Toyota Paso won in October 2021 and a Toyota Vitz in November 2021; plots, holidays and airtime. As the celebrations continued, Mr. Theophilus Karingi was at hand to receive his title deed as the third plot of land winner from Mr. Wachiuri and Mr. James Mugo, the Regional Manager for Congo.



ABOVE: Mr. George Wachiuri (far left) CEO Optiven Group hands over the title deed to it's new owners Mr. and Mrs. Theophilus Karingi who won in the #FurahiaNaOptiven

Addressing the fourth estate, Wachiuri congratulated the winners of a title deed for a plot that was part of the prizes in the #FurahiaNaOptiven campaign. On the issue of investing, Wachiuri advised that a majority of the youth who are living in apartments are also desiring to have their own homes though designed for millenials. He advised that Optiven had considered the plight of the youth who have no access finances to buy houses which according to the 2019 census only 15% own the homes they live in. Wachiuri said, *“youth can take advantage of the options offered by Optiven to invest at their own pace through installments. At Optiven we accept deposits and installment payments for upto two years.”*

OPTIVEN'S NAIVASHA PROJECT | South Lake Villas by Optiven Changes Nakuru City

On the landscape enveloping the serenity of mountains and valleys is the picturesque project. Nestled in this unadulterated environment is the South Lake Villas project by Optiven. The infrastructure necessary for the project to be a top notch investment is already in place and literally at that. South Lake Villas by Optiven is set to transform the lifestyles of investors bearing in mind that the project is located right on the tarmac on the resort dotted area of Naivasha. From the award winning Elsamere to the bespoke Kiangazi House and in between Sopa Lodges, The Naivasha Resort, Enashipai, Sawela Lodges and all these within driving



proximity from the Optiven project. For nature lovers, the project is just 7 minutes away from Lake Naivasha where the array of activities including fishing, bird watching, and a visit to Crescent Island are just some of the great outdoor activities you can partake of. According to Regional Manager for Nakuru City, Josephine Karumba, the project which is unique in terms of size and utility is one that is expected to sell out in no time. According to Karumba, "South Lake Villas is a project that encompasses properties in the size of 100 by 100, a departure from the usual 50 by 100 plots. The idea is to enable investors to enjoy the luxury of space in the comfort of their homes." The project already has infrastructure in place with access roads done all over the project. Investors can rest easy too because as the project stands this 2022, the title deeds are ready just awaiting transfers once the payment is done. An overview of the project shows investors already working on their dream homes with a number of developments already completed and ready for occupation. And there is more to the Naivasha area where there is simply unending potential especially with the entry of Optiven Real Estate in the city. George Wachiuri, Chief Executive at Optiven Group says, "South Lake Villas by Optiven is set to change the way real estate is done in Naivasha. We are happy to walk with our customers on their journey to own their dream homes or their investments in Airbnb. The project will enable investors to build however they want meaning their dreams will come to life right here".

<https://www.optiven.co.ke/newsblogs/optiven-launches-pristine-project-in-naivasha/>

OPTIVEN CUSTOMERS ENJOY CASHBACK | Exciting Campaign marks New Year!

The new year 2022 came with great surprises to Optiven customers. Christine Kasaya, Head of Customer Experience at Optiven says, "we are happy that our customers will enjoy a 10 thousand shillings cash back as Optiven launches exciting campaign in January. For every investment of 350,000 shillings as a redemption or new project, customers receive a cash back voucher of the amount". The 30 day campaign was open to payments for all projects under the Optiven Real Estate portfolio including the newly launched projects in Malindi, Naivasha and Naro Moru respectively. The campaign was designed to encourage as many investors as possible to invest in land as Optiven Real Estate seeks to fulfil its mission to socially and economically empower and transform the society through offering state of the art products and services.



OPTIVEN APPOINTS WOMEN TO PLUM POSITIONS | Conglomerate in Growth Strategy

The Optiven Group marked another milestone as it entered its 22nd year of service with the appointment of three women to top positions in the company this 2022. At an event to celebrate the move, staff in different departments gathered at Serena Hotel on 5th January 2021 at a thanksgiving service that was packed to capacity. Mr. George Wachiuri, Group Chief Executive says, “as Optiven we had in the last quarter of 2021 done massive restructuring to accommodate the projected growth which we are looking at cross-border expansion in 2022 beginning with the Democratic Republic of Congo.” On job creation, Wachiuri noted that the company is keen on creating 200+ opportunities in the period ending 2027 in addition to the current 400 staff and over 1,000 others working within the project sites. Announcing the new developments, Optiven will now have a Director of Strategy and Operations

as Mary Wacuka moves from her position as General Manager. Winnie Joseph moves from her previous position of Group Human Resource Manager to become the Associate Director for Human Resource and Talent Development. Racheal Ndunge was also appointed to be Head of Sales for Optiven Real Estate and she shall be in charge of Kenya and the Democratic Republic of Congo respectively. Other key appointments include Christine Kasaya as Head of Customer Experience and Josephine Karumba as one of the Regional Sales and Marketing Managers.

As the company embraces gender inclusivity, the place of men in the workplace was not forgotten. The company promoted a number of managers led by Lawrence Kesesi as Associate Director of Operations, Geoffrey Muturi as Associate Director for Accounting and Finance and John Kyalo as Associate Director for Registry and Special Assignment.

Others were Martin Waweru who served as Human Resource Officer now becomes Human Resources and Talent Manager, George Muteti, James Mugo and Peter Gitonga as Regional Sales and Marketing Managers. According to Wachiuri, there are plans to further re-organize the Optiven Group Foundation, a move that saw the appointment of Kevin Doyle an American citizen as a Special Advisor. Wachiuri adds that, “there are other numerous appointments that will allow the company to cope and plan with growth and succession planning. As a conglomerate we continue to improve on our structure to support growth and innovation as well as nurture ICT and improve our values of professionalism, honesty customer obsession and innovation”.



ABOVE: Newly appointed Directors from left to right, John Kyalo, Lawrence Kesesi, Mary Wacuka, Winnie Joseph, and Geoffrey Muturi pose with the Optiven Group CEO, Mr. George Wachiuri, shortly after their appointment.



ABOVE: Racheal Ndunge, the newly appointed Head of Sales for Optiven Real Estate and she shall be in charge of Kenya and the Democratic Republic of Congo. Mr. George Wachiuri, CEO, Optiven Group (left) presents an award to Christine Kasaya (center), the newly appointed Head of Customer Experience while Director for Projects at Optiven, Mr. Charles Muraguri (right) looks on.



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



ABOVE: Optiven Group Chairman Mr. George Wachiuri, (left) hosts Mr. Ragui McMillan at the Optiven Group Head Office on 6th January 2022. The duo discussed diaspora empowerment among other deliberations.



ABOVE LEFT: Regional Manager for Congo, on 28th January 2022 delivered a title deed & cheque to our client who invested in Furaha Farms.
ABOVE RIGHT: Naivasha empowered by the Optiven team pushing South Lake Villas Project, activates at Delamere and Buffalo Mall



LEFT: Mr. George Wachiuri, Group Chief Executive of Optiven Group (right with microphone), speaks to customers who attended the Open Day at the Garden of Joy in Machakos County on 29th January 2022

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

OPTIVEN TEAM LEADER HANDS OVER GRAND PRIZES AS #FURAHIANAOPTIVE CAMPAIGN ENDS ON A HIGH



ABOVE: Wamuyu Mwema (left) and Nancy Nyawira (right) pose in front of the Mercedes Benz C180 grand prize at AMANI RIDGE | The Place of Peace on 10th January 2022 ahead of the handover.



ABOVE LEFT: Brian Wanjala (left) ignites the Mercedes Benz C180 that he won in the #FurahiaNaOptiven campaign on 10th January 2022 as George Wachiuri, CEO, Optiven Group (right) looks on.



ABOVE RIGHT: Mr. Theophilus Karingi and his wife (second left and second right) receive the title deed from George Wachiuri, CEO, Optiven Group (left) as James Mugo, Sales Manager for Congo (right) looks on.



ABOVE LEFT: William Nagilae, PA to the CEO (*left*), Chantal Awuor, Sales and Marketing Manager (*second left*) and Martin Waweru, Human Resources and Talent Manager, (*right*) pose with the winner of the Mercedes Benz C180 Brian Wanjala (*second right*).

ABOVE RIGHT: Mr. Charles Muraguri, Director for Projects at the Optiven Group, (*left*), with Nancy Nyawira, Optiven ICT (*center*) and David Iteyo, CEO, Crowned Eagle Safaris (*right*) shortly after the handover of the Mercedes Benz C180 on 10th January 2022 at AMANI RIDGE | The Place of Peace



ABOVE: Mr. George Wachiuri, CEO, Optiven Group (*left*) moments before the handover of the Mercedes C180. With him is Sales Manager, Optiven Real Estate, Chantal Awuor (*front center*), Media Manager, Muchiri Muchoki (*second left front*) and Manager for Human Resource and Talent Management (*left*) Martin Waweru.

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

OPTIVEN REAL ESTATE CELEBRATES MERIT AT SPECIAL THANKS GIVING SERVICE AT NAIROBI SERENA HOTEL



THIS PAGE:

Staff representing different departments take a moment to pose with the Directors and colleagues during the Thanks Giving Service organized by Optiven Group at the Nairobi Serena Hotel on 5th January 2022. The event was graced by the Board of Directors for Optiven Limited and the Board of Trustees for the Optiven Group Foundation.

NEWS AND INFORMATION | Keeping you Updated in Time & Relevance

NAIROBI, KENYA | OPTIVEN REAL ESTATE HOSTS D.R.C. PARTNERS AT AMANI RIDGE AS IT STAMPS EXPANSION.



The month of December 2021 provided a great opportunity for Optiven Real Estate to expand its operations to the Democratic Republic of Congo. Optiven Group Chief Executive Mr. George Wachiuri and the Director for Projects, Mr. Charles Muraguri were among a consortium of business 167 entrepreneurs who 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. And on 19th January 2022, the Optiven Group hosted Mr Christian Illunga Nsenga and Mrs Kitwa Nkulu Ketsia, both of Groupe Resolution in the DRC. The duo were on an inaugural visit to Nairobi to vet the projects by Optiven ahead of a partnership on real estate in their home country.

LEFT: Mr. James Mugo (left) poses with Madam Nkulu Ketsia (center) and Mr. Christian Illunga (right) during their verification visit at Amani Ridge by Optiven in January 2022.

NARO MORU, LAIKIPIA | CUSTOMERS TAKE UP 70% OF WEMA GARDENS AS OPTIVEN HOSTS OPEN DAY AT PROJECT

The launch of the affordable property by Optiven in Naro Moru continues to receive acceptability and uptake from customers. The project launched in December sold out at 70% on the 22nd of January 2022 when an Open Day was held to give investors an opportunity to enjoy the divine atmosphere that will host their dream holiday homes. George Wachiuri, Optiven Group CEO says, *“the spectacular thing about Wema Gardens is its views and the fact that it is right on the path for climbers making it ideal for airbnb.”* The pricing of the project has endeared many of the investors to come on board and a good majority are first time owners. Regional Manager for the area, George Muteti says, *“we are happy that this property has the potential to change the fortunes of our investors and affordably at that.”*



ASANTENI CUSTOMERS WETU

The Optiven family is grateful for your time in making the WEMA GARDENS OPEN DAY a great success on January 22nd 2022. Wema Gardens is a one star project with immense potential to change your fortunes. With 40% only remaining, call us today to begin your journey to home ownership.
Together we are inspiring possibilities.

KOMA, MACHAKOS COUNTY | INVESTORS TAKE UP REMAINING PLOTS AT GARDEN OF JOY IN JANUARY 2022



Investors at the Garden of Joy continue to enjoy the great transformation that has happened at the Koma project since its launch. The green project is home to solar street lights, secure perimeter fencing, water and electricity on site among other great value additions.

Peter Gitonga, the Regional Manager for Eastern & Coast region confirmed that, *“our customers were happy to see that what Optiven had promised they had delivered to surpass their expectations. The Garden of Joy has truly been transformed to become a bespoke city that is developed ready to build.”* The uptake of the project has also grown with more investors now building their dream homes right in the heart of Machakos County.

NEWS AND INFORMATION | Keeping you Updated in Time & Relevance

NAIROBI, KENYA | SUCCESS GARDENS BY OPTIVEN GETS A GATE UPGRADE TRANSFORMING THE PROJECT MORE



Investors at Success Gardens by Optiven are now at liberty to enjoy the state of the art gate at the property. The project to erect the gate and wall at the project has seen a tremendous transformation in the outlook of the project which has attracted a lot of interest for investors looking to settle on Gatanga Road. The completion of the new gate is one of the value additions that had been promised by Optiven to be done in 2022. Among other value additions expected at the project is installation of solar street lights, water piping along the roads, and improved murram roads across the project among others. Optiven's Regional Manager, Josephine Karumba says, *"we are delighted to see the developments on Success Gardens as it is part of the promise we are keeping to our customers."* George Wachiuri, the Group CEO at Optiven Group adds, *"the very strategic property is right on tarmac and only 9 minutes drive from Thika Superhighway. But what makes it stand out is the fact that investors looking to settle here can access major towns within reach including Thika, Gatanga and Nairobi – complete with the accompanying amenities"*.



OPTIVEN ADDRESSES REAL ESTATE TRENDS | *CNBC African Hosts Optiven CEO*

GEORGE WACHIURI HOSTED ON CLOSING BELL LIVE FROM JOHANNESBURG ON 26TH JANUARY 2022 ON REAL ESTATE



Kenya's leading real estate company Optiven Limited was back to the silver screen this January 2022. George Wachiuri, the Chief Executive at Optiven Group was hosted on CNBC's Closing Bell live from its head quarters in Johannesburg and streaming in the world's leading cities. This comes as the company has made entry into the real estate sector in the Democratic Republic of Congo. In December 2021, the governments of Kenya and 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 and Optiven was represented by two Directors during the visit. Speaking in Kinshasa, Wachiuri said, *the over 100 million population in Congo will need solutions to matters of affordable housing.*

During the interview streamed live to San Jose, Chicago, Washington, Cairo and Bangkok, Wachiuri addressed different aspects on the topic : **"What's in store for Kenya's real estate sector in 2022?"** Below is the extract of the questions

How has the pandemic reshaped the real estate market in Kenya? Now more than ever, many have experienced the reality that having a home is a necessity. For those who'd invested in the pre-Covid period, the pandemic was an opportunity to build & settle. For those that lost jobs, the pandemic availed an opportunity to diversify into other businesses including farming on their plots, letting property to businesses such as car washes. Overall it's been a time to think & act differently, leveraging on Investment in stable assets such as Real Estate

Where are the opportunities in the sector in 2022? The opportunities are endless. From building homes & hotels, to schools & parks, it is a whole new ball game. And the use of space in terms of utility and design has also evolved tremendously. We're seeing a great shift from use of real estate where spaces such as hospitals are now in the same facilities with conference halls.

How can players in the market position themselves to take advantage of the opportunities? Initially, by embracing the market expectations & meeting them in advance. Investors want solutions & not the hustle of thinking. For example the millennial investor is looking for furnished open spaces, while older investors are looking for comfort and safety. By doing extensive research, working with think tanks, understanding new trends and once again extra ordinary thinking, will enable them harness the gains

Affordable housing's...what should we expect in this space in 2022? We're anticipating more uptake & interest among new homeowners or investors looking to rent. 2022 is a great opportunity to consider green building and all its benefits. The ideals of engaging biophilic designs & use of light will also advise trends on affordable housing. We've the location of the property where access, client portfolio & amenities will also play a key role. Overall affordable housing spaces are definitely going to expand.



OPTIVEN FOUNDATION CELEBRATES WORLD EDUCATION DAY | *Call For Scaled Up Efforts to Increase Opportunities.*



The World Education Day celebrated on 24th of January each year focusses on how to better education. The 2022 theme: *Changing Course, Transforming Education* seeks to revive education to normalcy amidst Covid 19 pandemic. At Optiven Foundation the team took time to look at the milestones in education at a meeting held at the head office to mark the 2022 World Education Day. The opportunity was a time to see what the organization had done towards facilitating, enabling and supporting education efforts in the country. Ann Nyaga, of the Optiven Foundation noted that the push to better education is one of the four pillars under

the Optiven Foundation and which advises much of the action plan for the last five years. Chairman of the Optiven Foundation Mr. George Wachiuri while commenting on the global observation of the World Education Day said, *“the Optiven Foundation is delighted to be a part of the globe, celebrating the important role played by education in improving the social economic sustainability of the community. Through our Soaring Eagles Scholarship Programme SESP we have continued to provide much needed support to students across the country and in particular those at the grassroot level.”* Interventions by Optiven Foundation have also provided psycho-social support to students in schools through offering counselling services and financial support under the SESP initiative. Wachiuri adds, *“the Optiven Foundation is aligned to the United Nations Sustainable Development Goals and in this case, we are working with partners to bring to fruition UN SDG Goal number 4 to Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all ”.* Optiven has since the year 2020 partnered with Fusion Capital who have donated towards the education pillar, making it possible to provide much needed support in schools. Speaking previously following the presentations of the 2021 accountability report of the key donations, Daniel Kamau, CEO at Fusion Capital and George Wachiuri, Chairman Optiven Foundation, both agreed that, *“Achieving inclusive and equitable quality education for all requires increasing efforts, especially for vulnerable populations, including persons with disabilities, and poor children in rural areas. Equity issues within countries are also a major challenge. This goal ensures that all girls and boys complete free primary and secondary schooling by 2030.”* Despite considerable gains in education enrolment over the years, many children do not acquire basic reading and mathematical skills at the end of their primary education. By observing the World Education Day, Optiven Foundation aims to provide equal access to affordable vocational training, to eliminate gender and wealth disparities, and achieve universal access to a quality higher education – all in line with the UN SDG Number 4 and the Education Pillar.



**PLOTS FOR
SALE**

**READY
TITLE
DEEDS**

**SO
PLOT**
- Extraordinary
- Magnificent
- Commercial Centre
- Conference Centre
- Recreational Centre

SOUTH LAKE VILLAS

NAIVASHA



**GATED COMMUNITY | MURRAM ROADS
WATER ON SITE | ELECTRICITY ON SITE
PERIMETER WALL | MAGNIFICENT GATE**