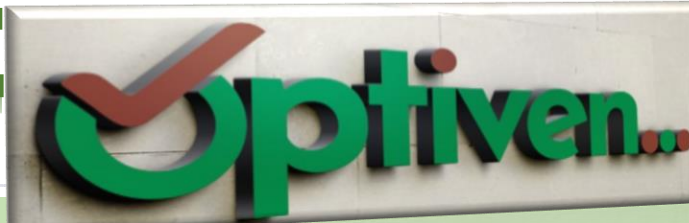


# THE



# POINT

TOP Issue 005/2022

INSPIRING POSSIBILITIES



**DANCE & GET A 1/2 ACRE FREEEEE!**

#OptivenDanceChallenge

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Dance for Land  
DANCE CHALLENGE  
Rewards for Happiness

## WORD FROM THE CEO | Note Developments as we Look at the Half of 2022.

How time flies and it is a reality that we are now staring at the second part of the year 2022. The month of May was a great opportunity for us to look back and see what steps we have made in terms of what we set out to do at the beginning of the year. My greatest hope however is that whatever it is that you set to do in January 2022, you have at least made a step towards achieving it. It is also worth noting that to achieve some of the dreams and aspirations that we have, we need people to be our destiny helpers, hold our hands through the process and guide us to where and when we are successful. Suffice to say, because people make it possible for us to move up or down, these same people that you allow in your inner circle should share in your vision, be loyal and be a people of integrity. Have you done a scorecard of your people? If not this is a good time to do just that.

People in your inner circle should **share your vision**, be **loyal** and be people of **integrity**.

*George Wachiuri*  
CEO, OPTIVEN GROUP



At Optiven Real Estate, we have had a wonderful month of May which was characterized by the introduction of our newest project in Malindi, Kilifi County. This is a response to our customers requests many of whom missed out on the fast selling Malindi City Breeze Phase I early in the year. The recently launched project has already elicited a lot of interest with 45% uptake at the launch from both local and diaspora investors making payments for the same. We also launched the Optiven Dance Challenge as part of giving back joy to our investors. This is one of the ways in which we share the joys of life through the simple act of dancing but because working with Optiven is a lot of fun we are doing this in a different and beneficial way which is by giving rewards of land parcels in Nanyuki, Laikipia County, Konza, Machakos County and Naro Moru.

We are also grateful to have had an impact in the society through engaging two of our pillars at the Optiven Foundation. By embracing SDG 17 which calls for a global partnership for sustainable development, the Optiven Foundation partnered with Fusion Capital who have been supporting the education pillar since the year 2020. Through the partnership we have been able to reach students in far and wide counties who are in dire need of support to access education.

Still on education we are humbled to have launched the expansion of engagement to benefit students attending Technical and Vocational Education and Training TVET. The launch was symbolic as it was held at Laburra Secondary School in Kieni but benefitted different students from different schools who are now on course to attend different trainings thanks to a partnership with the Upside Trust of the United Kingdom.

Under the environment pillar, I am grateful to have impacted sustainability enthusiasts at the Environmental Sustainability Summit held on 27<sup>th</sup> May 2022 at Westlands Nairobi, in line with this year's World Environment Day under the theme, **Only One Earth!** This was made possible by the Kenya Entrepreneurs' Conference on Trade & Development, KENCTAD which hosted SMEs from across Kenya for a conversation on #EnvironmentalSustainability under the theme **"The role of businesses in promoting environmental sustainability."**

All in all, I look forward to your achieving of what you set out to achieve but remember time waits for no man.

George Wachiuri,  
Chief Executive Officer  
Optiven Group

## OPTIVEN LAUNCHES DANCE CHALLENGE | WINNERS TAKE HOME PARCELS OF LAND

Days after Kenya was ranked with the lowest points in happiness during the World Happiness Day, Optiven this May chose to adapt the theme for the day literally. The theme for the World Happiness Day 2022 was “Build Back Happier” and was aimed at achieving global recovery from the COVID-19 pandemic. The Optiven strategy to create happiness took on an initiative to restore happiness to Kenyans by launching a dance challenge a mid of this busy period of campaigning for political seats. The challenge which will run for two months will seek to reward the most viewed dance teams or persons in the social media platforms.

With the International Dance Day 2022 having passed at the tail end of April, the theme was perfect to be a launch pad for the Optiven Dance Challenge 2022. The theme for International Dance Day was : Dance Your Way to Boost Physical and Mental Health, a key consideration for participation and engagement in the Optiven Dance Challenge too. Speaking during the launch, Optiven CEO George Wachiuri urged the young generation to take advantage of social media to earn plots worth 2.8 millions especially during this campaign period and hard economic times. According to Wachiuri, the challenge will also enable Kenyans to have fun and reduce stress as they dance and earn at the same time.

The organizers of the dance challenge confirm that winners will be unveiled in two months. So what are the rewards? The rewards are a ½ an acre plot (approximately 0.2 Ha) at The Great Oasis, an 1/8 of an acre plot (approximately 0.045 Ha) at Prosperity Gardens an 1/8 of an acre plot (approximately 0.045 Ha) at Wema Gardens. The challenge is open to any one and the decision of who will be considered a winner will be based on views on social media platforms. The challenge will be based on the specific Optiven song provided on the company’s website.

For more information log on to <https://www.optiven.co.ke/optiven-dance-challenge-2022/>

### KEY STEPS to follow in order to participate and qualify for the Optiven Dance Challenge

1. Watch the Optiven Dance video **ABOVE**.
2. Read the **Full Guidelines and Terms below**.
3. Record your dance videos , post them on social media then **SUBMIT ALL** the social media **LINKS** on the form below. You **MUST TAG @optivenlimited** and put the hashtag **#OptivenDanceChallenge** in all your videos
4. To be Awarded, we will do a **TOTAL NUMBER** of **VIEWS** on all your Optiven Dance Challenge videos on all platforms posted.
5. Progress on **VIEWS** achieved will be shared after every **2 WEEKS**
6. The **AWARDEES** will be **ANNOUNCED** on **19TH July 2022**
7. The **ANNOUNCED AWARDEES** will be Crowned and handed over their **TITLES** on **23rd July 2022**

**NB: You must REGISTER and SUBMIT YOUR VIDEOS for you to QUALIFY FOR A FREE PLOT**



## CUSTOMERS RECEIVE 10,000 CASH BACK | Kamata Ploti Na 349k Rules May Investments.

Leading real estate firm Optiven has this May launched a new campaign. Launching the campaign at the Optiven head office, Head of Sales, Rachael Ndunge advised that the campaign will reward investors with Ksh 10,000 as Cashback.

The KamataPlotiNa349k campaign will apply to both new sales as well as redemption on all projects. According to Ndunge, “our customers are free to invest in our properties by making this one-off payment as redemption for their property or for payment of any new properties. In both cases, we are ready to present the 10,000 shillings to all who Invest.”



The Head of Customer Experience at Optiven Group, Christine Kasaya says, “as we stamp our place with focus on the customer, we are also adding value on their journey towards investments. Through such campaigns our customers not only get value for the transformed properties that they buy, but also the rewards that come with joining the Optiven family.”

The campaign is part of the larger Corporate Strategy as Optiven fast tracks it’s vision to socially and economically empower the society. Already, Optiven has held other key campaigns all aimed at empowering customers as they Invest in the different properties available within the portfolio. Mr. George Wachiuri, Chief Executive Officer at Optiven Group says, “we are all about our customers and in

line with our vision of social economic transformation, our focus now is on the middle class whom we are giving opportunity far and wide to won a property through offering affordable transformed plots ideal for settlement.”

Among the projects that are affordable include the Great Oasis by Optiven, located only 12 minutes from the Nanyuki CBD. <https://www.optiven.co.ke/plots-in-nanyuki/> The company has also invested in the Naro Moru area where investors are taking advantage of the opportunities available including arbnb and holiday homes that can be built at Wema Gardens by Optiven. <https://www.optiven.co.ke/plots-in-naro-moru/>

To invest in the Optiven Projects available within our portfolio, log on to [www.optiven.co.ke](http://www.optiven.co.ke)





## OPTIVEN LAUNCHES MALINDI CITY BREZE PHASE 2 | 45% OF PROJECT SOLD OUT

It was all systems go as leading real estate company, Optiven Limited launched its second project in Kilifi County. The launch of Malindi II by Optiven on 30<sup>th</sup> May 2022 was met with great support with many investors taking a part of the premier project in Malindi. The project located in the Mambui area is located in a fully developed area including being located on the tarmac. In addition to having developments on the projects, the property has a gate, perimeter fence and beacons already erected. Malindi II is also endowed with transformational value additions including water both on the project and from the county water company MAWASCO. The project is also installed with electricity on site which makes it ideal for those seeking to buy and build. In addition to the value additions, the project is dotted with a variety of mango trees at different stages of growth while a number of activities are also being practiced on the project.



As is a part of the Optiven promise to their customers, George Wachiuri, Optiven Group Chief Executive Officer says, *“As Optiven we are already working on the beaconing of the project even as we receive our customers coming to view and buy Malindi II. As at the date of the launch we have the murraming of the internal roads on the project. As you could see on the launch date, the fencing is already done on the perimeter and this is with*

*concrete poles and mesh wire.”* Additional amenities in proximity to the project include Malindi International Airport and the Karen Blixen Restaurant as well as the Vasco Da Gama Tower.

The general area where the project is located is in proximity to restaurants, beach hotels, hospitals and a police station. The Malindi II project is only 1 kilometer from Mambui town, located on the outskirts of the larger Malindi town. The location of the Optiven project is located only 1.5 from the pristine beaches of Mambui including Kola Beach and only 11 kilometers from Malindi Town. The project as indicated is ideal for building of arbnbs, holiday homes as well as settlement. With an introductory cash price of 499,000 shillings, the project is a great investment for customers.

This is the second project in Malindi City after the successful sale and closure of Malindi City Breeze Phase I earlier in the year.

<https://www.optiven.co.ke/project-updates/22-02-2022-malindi-breeze-transformation/>

To invest in the Malindi City Breeze II Project by Optiven, please call, sms or whatsapp us on 0790300300 today.





## SIGHTS AND SOUNDS OF MALINDI CITY BREEZE II LAUNCH ON 30/5/2022



ABOVE: Influencer DJ Covenant, left, joins James Mugo, Regional Manager for Congo at Optiven Real Estate, center, and Mr. George Wachiuri, CEO Optiven Group during a visit at the Malindi City Breeze II project on 30/5/2022.



ABOVE: Bishop Phillips Katutu, in blue, joins the Optiven Real Estate family during the dedication of Malindi City Breeze II on 30-5-2022 at Mamburi. On the left is the Optiven Team members from Finance and Marketing respectively.



ABOVE: Members of the Optiven team at the Vasco Da Gama tower which is in the precincts of Malindi ahead of visiting the Malindi City Breeze II project. On the left, members of the team viewing the ocean and the environs in Malindi.



# SIGHTS AND SOUNDS OF THE FOUNDATION | MAY ACTIVITIES GALORE...



**ABOVE:** Celebrations mark the announcement of TVET launch at Labbura Secondary School. The celebration would not be complete without presentation of certificates and a tree planting session at the Kieni based school. Congratulations to all the beneficiaries.





Times and tides of the launch of the Optiven Dance Challenge at the Optiven Group head offices on 18<sup>th</sup> May 2022.



## SHARING GOGREEN INITIATIVE SCORE-CARD | **Wachiuri Talks Sustainability**

The Environmental Sustainability Summit was held on 27th May 2022 at Westlands Nairobi. The event saw the gathering of stakeholders involved in sustainability, scholars on matters environment and decision makers on ecosystem restoration attending. The keynote speaker at the event was Mr. George Wachiuri, in his capacity as Chairman and Trustee of the Optiven Group Foundation which is also involved in the sustainability and green advocacy agenda under the environment pillar of the Optiven Group Foundation.



Addressing the delegates, Wachiuri expressed gratitude to the organizers - Kenya Entrepreneurs' Conference on Trade & Development, KENCTAD. Speaking on the Optiven Foundation scorecard Wachiuri said, *"we are also grateful to have had an impact in the society through engaging two of our pillars at the Optiven Foundation. In environment, I am grateful to have impacted sustainability enthusiasts at the, in line with this year's World Environment Day under the theme, Only One Earth!"*. This was made possible by the stakeholders and supporters of planet earth to KENCTAD, which hosted owners of Small and Medium Enterprises from across Kenya for a conversation on

#EnvironmentalSustainability'. The event was held under the theme ***"The role of businesses in promoting environmental sustainability."***

Speaking on the role of companies in promotion of sustainability, Wachiuri recommended that the corporate sector embraces sustainability by recommending biodiversity in common areas of their operations. He noted that the time is now for real estate to contribute towards healthier living, more productive and connected lives of the communities where they operate in. Quoting the specific action points at Optiven Real Estate, Wachiuri said, *"at Optiven, we are offering jogging tracks, meditation parks and green spaces on our projects to ensure that investors environmental and physical needs are taken care of futuristically"*. Optiven Real Estate has been awarded for it's role in sustainably planning it's projects to cover both environmental and social sustainability.

The Environmental Sustainability Summit featured three panels which covered topics of sustainable finance, business adaptation of sustainability as a concept and #OnlyOneEarth which is the impending theme for this year's World Environment Day. At the conclusion of the summit, KENCTAD also launched the #WomenInSustainabilityPodcast a conversation with women leaders and experts in the sustainability space.





## FOUNDATION LAUNCHES TVET INTERVENTION| **Upside Trust Onboard Plan**

Beneficiaries of the Optiven Foundation's Soaring Eagles Scholarship Program SESP were among the first candidates to benefit under a partnership with the Upside Trust of the United Kingdom this May. The beneficiaries will take Technical and Vocational Education and Training TVET training with support from the Optiven Foundation. The new development was launched on 11th May 2022 in Laburra, Kieni County led by the Foundation Chairman, George Wachiuri. Speaking at the event, Wachiuri lauded the recent announcement by the government that will see massive investment in modernization and expansion of technical education and training TVET institutions. Speaking on the partnership, Wachiuri said, *"we are humbled to have launched the expansion of engagement to benefit students attending Technical and Vocational Education and Training TVET. Optiven through it's foundation joins the government efforts to enhance opportunities for students leaving secondary and high schools respectively under the soaring eagles scholarship programme SESP. We are starting the TVET engagement programme in Laburra, Kieni county and are keen to expand to support students all over the country to attain technical skills training."*



Wachiuri noted the increment of enrolled students to TVET institutions from 55,000 in 2013 to over 288,000 currently as a testimony that Kenya is ready to reap the benefits of technical training. He added that, *"the Optiven Foundation together with its partners, are keen to realize sustainable development goal 4 on quality education to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all"*. The end result is for graduates to sharpen their skills in readiness for the local, regional and global market. This ties very well with the opportunity to gain employment as the Optiven Group Foundation embraces SDG goal number 8, that seeks to bring to life the key role of decent work for all in achieving sustainable development with the aim to "promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all".



Moreover, the Optiven Foundation will offer support towards TVET training in an all round plan that will seek to be all-inclusive to impact individuals with skills in areas such as sports, music, and games. The Optiven Group Foundation has been selected as a local partner with the Upside Trust for the inaugural phase of the TVET training program in the country. Through the support of the Upside Trust, the students leaving secondary school education programmes will be able to join vocation and technical institutions to sharpen their skills. The development is especially welcome as efforts are being sort to reduce the ever ballooning space of unemployment among the youth. To partner with the Optiven Foundation, send your contribution of any amount to paybill number **898630**.



## FUSION CAPITAL DONATES TO EDUCATION| **SESP Beneficiaries Set to Profit**

Fusion Capital Limited increased its philanthropic contribution to Optiven Foundation through the Soaring Eagles Scholarship Programme SESP. The contribution worth One Million Kenya Shillings to Optiven Foundation will be a great addition to the already existing interventions under the Education pillar. Speaking during the signing ceremony to hand over the contribution at the Optiven Group Foundation offices, Daniel Kamau, CEO Fusion Capital said, *"we at Fusion believe in being responsible members of the communities in which we invest and that is the reason we are here today. To play our role as members of the community in educating the child."* His sentiments come as Fusion Capital Limited through its operational office in Nairobi provided financial support towards education to the Optiven Group Foundation. The support was a key stimulus to the education pillar that saw more students absorbed under the Soaring Eagles Scholarship Programme SESP in the year 2020/2021.

Acknowledging the donation, Optiven Group Foundation Chairman and Trustee, George Wachiuri said, *" we are also grateful to have had an impact in the society through engaging two of our pillars at the Optiven Foundation. By embracing SDG 17 which calls for a global partnership for sustainable development, the Optiven Foundation partnered with Fusion Capital who have been supporting the education pillar since the year 2020. Through the partnership we have been able to reach students in far and wide counties who are in dire need of support to access education."*



**ABOVE:** Beneficiaries of the Soaring Eagles Scholarship Programme – SESP of the Optiven Foundation pose with a cheque of one million shillings which was donated by Fusion Capital to the Optiven Foundation on 20<sup>th</sup> May 2022. With the beneficiaries is Mr. Daniel Kamau, CEO Fusion Capital (*far left*) and Mr. George Wachiuri, CEO, Optiven Group (*far right*).

Through partnership as a Sustainable Development Goal, the Optiven Group Foundation has also highlighted the importance of global macroeconomic stability and the need to mobilise financial resources for developing countries from international sources, as well as through strengthened domestic capacities for revenue collection. Through such collaborations, societies are also able to benefit through learning and empowerment of youth in the community. The focus for the Optiven Group Foundation on education is to include day schools at county levels in the program to enable them benefit the students, families and communities they live in.



Have you Participated in the Optiven Dance Challenge?

# #OptivenDanceChallenge

**Optiven...**  
INSPIRING POSSIBILITIES

**Optiven...**  
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1. Watch the Optiven Dance video on our social media platforms. Use the audio of the Optiven Dance video to record your version of the dance.
2. Read the Full Guidelines and Terms on the website.
3. **POST** across all your social media platforms. **REMEMBER** to **TAG** @optivenlimited with the hashtag #OptivenDanceChallenge.
4. If you have recorded the videos and posted them online, **SUBMIT ALL** the social media **LINKS** on the website.
5. To be rewarded, we will do a **TOTAL NUMBER** of **VEWS** on all your Optiven Dance Challenge videos on all platforms posted.
6. Updates on **VEWS** achieved will be shared after every **2 WEEKS**.
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#OptivenDanceChallenge

#DanceforOptivenLand