

THE



POINT

TOP Issue 006/2022



#ChangamkiaPloti
EMPOWERED BUYERS
Take Home Coffee Maker

Entrepreneurs
HOSTED
Cohort to Graduate

Dance for Land
CHALLENGE
Gains Momentum

WORD FROM THE CEO | Of Legacy and Celebrations for What You Must Do.

When you think about the time, think as you act because it is not just moving fast but it is almost like an effervescent tablet. Welcome to the tail end of the first half of the year 2022 and now we are facing the second half squarely this July. It is during this month that we as the Optiven family were able to launch an exciting campaign for our customers during which investors did not only walk away with transformed properties, but also with brand new coffee makers to celebrate their investments. It is in June that we have also seen an increased interest for participation and engagement in the #OptivenDanceChallenge which was launched in May 2022 and where the top three performances are to be rewarded with land in Nanyuki, Naromoru and Konza respectively. Through the month of the June, we are happy to have upscaled our various value additions across the projects. This is part of our promise to our customers on the different levels of their investments as well as the value additions per project depending on the star level that our customers choose to invest in. Projects such as Happy Gardens in Kitengela received a brand new gate which was completed in June. The month of June was also an opportunity to celebrate our customers during the get together held at Celebration Gardens in Kitengela as well as at the Garden of Joy in Koma. But the



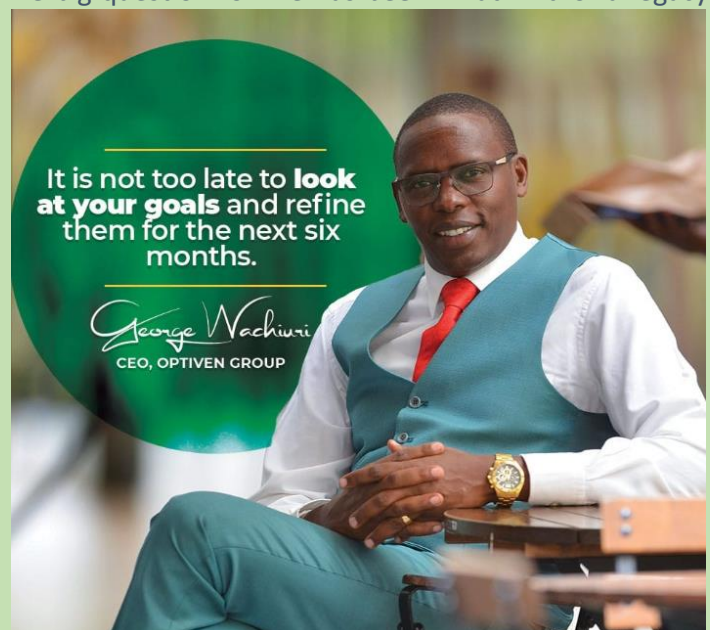
icing on the cake also came in the form of celebration of Father's Day which was on 19th June 2022. I found it special because society seldom recognizes the role of fathers.

The celebration got me thinking about legacy and what it means to leave a legacy that is worthwhile for posterity. Many of us are yet to look at the different opportunities available and decide distinctly where one should focus on in terms of investments. It is therefore not a wonder that the many resolutions we may have had at the beginning of the year are yet to be met but worse is for those of us who just wrote down the resolutions and did not take the step to actualize them through embracing the action step. In my training at the George Wachiuri School of Mentorship, I have been consistent

in calling on all to ensure that their decision making skills is above board. The power to make a decision is the power that propels us from the idea stage to the action stage and finally to the achievement stage. With the current reality of inflation, investors who made decisions to invest in our projects for example Victory Gardens in Kitengela, are reaping the benefits of their investments. As our properties value additions get completed, the advantage of the earlier investor means they are able to save in terms of acquisition costs. This reflection is what has been on my mind during celebrations marking Fathers Day this year. The big question for me has been what kind of a legacy should a father leave considering that the decisions they make daily, weekly, monthly and yearly affect their families from generation to generation? What legacy are you as an individual leaving every day as you live and work for your future?

In a nutshell am confident that the Fathers – both actual and aspiring – will make tangible decisions this third quarter. My hope is that these decisions will be a catapult for the Fathers and a soothing encouragement for their families, in realizing that the legacy the fathers are working on is one worthy to be associated with in posterity. Happy second half of 2022.

George Wachiuri,
Chief Executive Officer
Optiven Group



OPTIVEN CARAVAN LIGHTS UP KITENGELA | Public Empowered on Projects in the Cosmos

Friday the 17th of June 2022 was a one of a kind kind of day as the residents of Kitengela came face to face with the team from Optiven Real Estate. This time the team was on the ground to take the information that the public needs in order for them to make informed decisions about investing in real estate. The day was a unique road show that kicked off spectacularly from Mlolongo, making its way through Athi River and ending it's travel at Kitengela. Most of members of the public that were part of the caravan were grateful for the opportunity to learn more about the Optiven real estate portfolio. The Optiven team that joined the caravan also shared goodies with the public including branded merchandise and promotional materials much to the delight of the current and potential customers. George Wachiuri, CEO at Optiven Group said, "the main objective of the road show was to share advise on the importance of land investment and why investors need to settle in their own homes. We as Optiven have invested in the Kitengela area where we have Celebration, Happy and Victory Gardens all of which have excellent value additions like water on-site, trees along well-done internal roads, solar street lighting and many more". For more information click on this link <https://www.optiven.co.ke/plots-in-kitengela/>



OPTIVEN CARAVAN LIGHTS UP KITENGELA | Public Empowered on Projects in the Cosmos

The end of the property ownership journey is either marked with tears of joy because of the powerful document that is the title deed. Optiven real estate was this June in the diaspora to deliver title deeds to investors who had bought land across the Optiven Real Estate portfolio. Leading the delegation was James Mugo, the Regional Manager for Congo who begun the exercise in the blossoming city of Vienna Austria. Mugo was the host of different investors who attended the handover session at the prestigious Holiday Inn Vienna City at Maratenstrasse 53, Vienna 1050 Street. The tour also took the team to Germany where Kenyans living in the country were happy to receive their title deeds thus stamping their ownership of plots with Optiven. The tour would not have been complete without the usual Optiven hospitality which was covered by a special dinner in the city of Koln on 18/6/2022.



OPTIVEN LAUNCHES NEW CAMPAIGN IN JUNE | Customers Rewarded Coffee Makers

As the year turned to its middle side, this June 2022, Optiven was at it again, this time rewarding its customers with coffee makers for their investment. Customers were given the opportune time to make new investments or redeem their payments for investments already done. The new campaign

dubbed #ChangamkiaPlotinaOptiven will reward all investors redeeming or investing a lump sum payment of 699,000 shillings. And for every investment of each investor will walk away with the coffee maker. The campaign targets investments in the vast portfolio of the Optiven properties including Celebrations Gardens in Kitengela, Kajiado County <https://www.optiven.co.ke/properties/celebrations-gardens-kitengela/>; the Great Oasis Gardens in Nanyuki Laikipia County <https://www.optiven.co.ke/properties/the-great-oasis-gardens-nanyuki/>, South Lake Villas in Naivasha, Nakuru County <https://www.optiven.co.ke/plots-in-naivasha/> and Peace Breeze Gardens in Konza, Machakos County <https://www.optiven.co.ke/properties/peace-breeze-gardens-konza-technopolis/> among others.



The # ChangamkiaPlotinaOptiven comes soon after the #KamataPlotNaOptiven which ran through the month of May and rewarded customers with a cash back payment of 10,000 shillings for every investment of 349,000 shillings. Optiven Real Estate has continued to catalyse the investment in real estate by its customers to better their options of investment while at the same time providing state of the art products and services to champion social economic transformation across the board. For more information about your investment options under the Optiven portfolio, call, sms or whatsapp us on 0790300300 or log on to <https://www.optiven.co.ke/properties/>

Optiven...
INSPIRING POSSIBILITIES

#ChangamkiaPloti

Changamkia Ploti na Optiven

For every 699K that you place as deposit or installment towards ANY of Optiven's Plot of Land, we gift you a Brand new Coffee Maker to make you feel Warm!

Help protect the environment, Please don't print this email unless you absolutely need to. Thank You

PUBLIC JOINS OPTIVEN DANCE CHALLENGE | Diverse Participants Take Part in Challenge

The launch of the Optiven Dance Challenge was done in May this year and in the month of June, more and more public engagement was witnessed. The diversity of the participants saw groups and individuals taking a chance to win the one of a kind dance challenge that will see them become land owners at the end of the challenge. Speaking to members of the public as the challenge moved to the streets, majority of those who spoke to Optiven termed the dance as an opportunity to share a good dance with friends while others saw it as a uniting factor amidst the hullabaloo of the campaigns that have intensified in June 2022.

Rewards in the challenge will be bestowed upon the individual or group with the most views across the social media spaces. Speaking during an announcement for the status of the participants in the challenge, Optiven's Joan Anyango noted that the criteria for the three groups or persons to be given the rewards will be based on the views strictly as per the presentations of dances on social media spaces. Among the rewards are a half acre piece of land at the Nanyuki based, Great Oasis Gardens by Optiven, an eighth piece of land in Konza and another eighth plot in Naromoru. The challenge is open to all people of all races and backgrounds and is to be shared with the Optiven anthem in the background. So who are some of the participants?



Steppup Dance Crew



Dance Republik



Its-tonioh



k-unit



Newbylden dance crew

OPTIVEN HOSTS CLERGY FOR EMPOWERMENT BREAKFAST | Clergy to Partner in 2022



Religious leaders from different denominations and sects were on 23rd June 2022 hosted to a breakfast meeting by Optiven Real Estate. The event was an opportunity for the clergy to understand the Optiven brand in a deeper manner and to plug into the numerous prospects available for transformation. Group Chief Executive George Wachiuri addressed the clergy advising them of the important role they play in moulding and mentoring the society. Wachiuri urged the clergy to cease the opportunities to invest not just for themselves but for the generations to come. He noted that the future lay in the hands of the clergy and their decisions have a far more reaching impact in the community apart from their role in spiritual matters. The Optiven team then shared the possibilities in terms of investments for the pastors and their congregations with focus on the portfolio available. Bishop Phillips Katutu, of Destiny Life Church, who presented a sermonette during the event encouraged the clergy to invest with Optiven as it had proven over time to be a brand that is tried, tested and trusted. He shared his experience with the Optiven genesis over the two decades it has been in operation and lauded the directors for their resilience in building one of the most admired brands in the real estate sector. Katutu advised that the clergy had a key role to play in empowering themselves and their congregations by offering the right guidance and mentorship. He noted that a majority of church congregations are not empowered owing to the limited direction that stems from the leadership as stewards to the brethren.



SIGHTS AND SOUNDS OF OPTIVEN IN THE DIASPORA | PROMISE DELIVERY

Optiven Real Estate has made true its engagement with investors in the diaspora by delivering thousands of title deeds. The team which has been on the ground in different countries has been able to keep its promise to investors who invested with Optiven across the portfolio. Customers were filled with emotion some even with disbelief at the gesture which saw them receive the important document that confirmed their investment as legit. Leading the initiative in the Schengen countries was Regional Manager for Congo, James Mugo.



ABOVE LEFT: Optiven Limited Regional Manager for Congo, James Mugo (left) delivers a title deed to Optiven Investor at the Kenyan Embassy in France on 24/6/2022 while he presents Faith Kaburia with her title deed in Paris on 28/6/2022.



ABOVE: Optiven Ambassador in Sweden, Joseph Munene talks with Michelle Achira of Optiven Real Estate on Gatanga Road on 10th June 2022 before visiting Success Gardens by Optiven



RIGHT: Optiven Ambassador in Sweden, Joseph Munene arrives in Stockholm on 4th June 2022 after a great engagement tour with Optiven in Kenya

OPTIVEN EMPOWERS CONGREGANTS IN NAKURU | Investors Happy to Invest in 2022

The Optiven Real Estate team was in the newest county of Nakuru, this time at the JCC Nakuru West Church in Nakuru on 25th June 2022. Mr. George Wachiuri, Group CEO at Optiven Group was at hand to empower the business community of the congregation. The team was privileged to make the lives of the attendants better even as they were impacted with information on how to move their businesses and enterprises to the next level.



The team was hosted by Pastor Andrew Mwangi who shared his takeout points noting that it is important to have a clear vision and mission, but making money is not a vision. Have clear values. Keep your word. Dont promise if you cant deliver. Have the owner's mindset. Talk big about what you do. Listen to your passion. Passion is what you can do for free. Do a business that is in your heart.



Optiven has this year invested in the Nakuru area with the launch of the luxurious South Lake Villas located right on Moi South Lake Road in Naivasha. The unique project is selling out plots in quarter acres with a big percentage of the value additions already in place. Customers have expressed satisfaction at the decision to invest at this project noting it's proximity to key amenities and sites including holiday areas and malls among

others. To invest in any of the vast portfolio projects available at Optiven Limited, call, sms or whatsapp us today on 0790300300 or log on to www.optiven.co.ke or email us today on admin@optiven.co.ke

SIGHTS AND SOUNDS OF EVENTS | **ACTIVATIONS AT THROUGH JUNE 2022**



Tom Kibet & Alex Ngacha of Team Lions pose with staff of ACE after empowering at the Charter breakfast on 9/6/2022



Ngugi Muya, Joslin Kioko and Francis Kipngeno of Team Elephants readying to empower at Ardhi House on 23rd June 2022



Odede and Chelagat of Team Rhinos activation at KenGen Head Office in Nairobi on 9th June 2022



ABOVE: Dorcas Chelagat and John Ngare of Team Rhinos in Nanyuki during the Realtors Expo on 24th June 2022



ABOVE: Eunice Wikunza empowers at the CITAM Worship experience at Valley Road on 9/6/2022

SIGHTS & SOUNDS OF CLERGY BREAKFAST | **Massive Turnout at The Stanley**



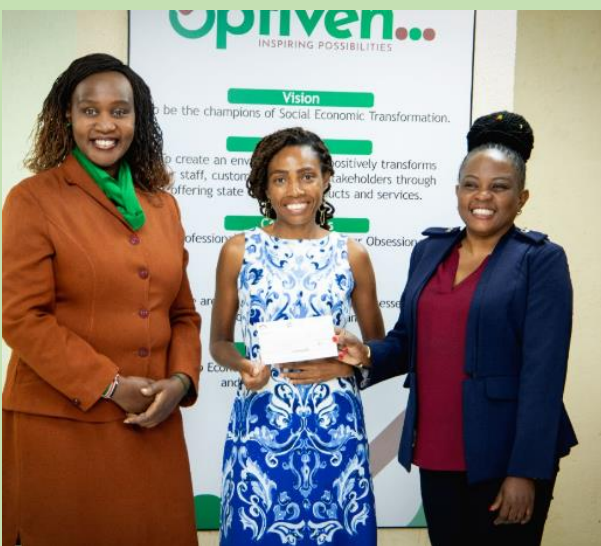
FOUNDATION UP & ABOUT BY EMPOWERING | June 2022 Happenings

The Optiven Foundation was this June a hive of activity as the team brought to life a number of pillars that guide the foundation. The team hosted different delegations at their offices located on Absa Plaza, Loita Street in Nairobi.

Among the pillars that were activated include the pillar on Education through empowerment of entrepreneurs and business people under the George Wachiuri School of Mentorship. The next pillar to be activated was the environment pillar which saw a partnership in the Malindi Area courtesy of Optiven Real Estate team in Mamburi Malindi, recognition from Nature Kenya and a donation presentation to the Greenkids Initiative. To be a part of the Optiven Foundation please send your donation of any amount to Paybill 898630 Account: Support.



ABOVE: Members of the 8th Cohort of the George Wachiuri School of Mentorship at an in-person training on Building Capacity by George Wachiuri, held on 24-6-2022 at Absa Towers in Nairobi. The cohort will graduate on 5/8/2022.



Optiven Foundation presents a cheque of 100,000 shillings to Madam Tina Lughano the Chairlady of the Greenkids Initiative on 20/6/2022



Optiven Foundation under its environment pillar receives a certificate for their role in sustainability from Nature Kenya officials on 6/6/2022.

FOUNDATION EMPOWERS MALINDI **As World Observes Day of African Child**

The 2022 observation of the international day of the African child was another opportunity to benefit the children of Malindi. The Optiven Foundation which was represented by the Optiven Real Estate staff serving in Malindi, joined the Talal Community initiative in a tree planting exercise before engaging the public in matters key to sustainability. Liason Officer for the Coast Region, Damaris Mbalu was on the ground to participate in the exercise which was preceded with a donation of trees towards the afforestation exercise. The event coincided with the observation of the World Day of the African Child celebrated annually on 16th of June each year. The theme for this year's observation was "Eliminating Harmful Practices Affecting Children: Progress on Policy & Practice since 2013". One of the practices that has been highlighted as harmful and which affects children in environmental degradation including forest destruction, improper waste management, lack of natural resources that support life as well as a lack of knowledge with regard to sustainable living.

Speaking during the event, Mbalu who represented both Optiven Foundation and Optiven Real Estate noted that there is need to invest in our environment and protect it because it makes our lives better. She noted that the Optiven Foundation through it's environment pillar has been working with communities to encourage, advocate and support initiatives towards sustainability and greening in the society. During the event, the Optiven Foundation donated trees to be planted by the members of the community including members and friends of the Malindi based Talal Community.



ABOVE LEFT: Damaris Mbalu (second left) representing Optiven Group Foundation on 15/6/2022 during the donation of tree seedlings to be planted on the Day of the African Child held on 16/6/2022. With her are officials from the Talal Community
ABOVE RIGHT: Members of the organizing committee and local authorities pose with the Optiven Foundation team at the start of activities to market the Day of the African Child on 16/6/2022

The Optiven Group through it's GoGreen Initiative has partnered with different stakeholders to add value to the sustainability agenda by participating and donating trees, including sustainability agenda's in their engagement with the community and working with customers under Optiven Real Estate to bring to life the sustainable living agenda on it's projects. Through embracing different sustainable development goals of the United Nations, the Foundation has been able to impact the community through education, environmental support, partnership and advocacy. To be a part of the GoGreen Initiative, join us today by clicking on this link <https://www.facebook.com/groups/gogreenaoptiven>



FOUNDATION DONATES TO KIOTA HOME KAMULU| Partners with GMC Place

As part of activities that marked the International observation of the Day of the African Child, the Optiven Foundation partnered with staff of GMC Place Kitengela for a noble cause. The partnership saw the team paying a courtesy visit to Kiota Children's Home in Kamulu of Machakos County on 21st June 2022. The event also offered an opportunity for the visitors to engage with children at the home as well as donate much needed assistance in the form of food, clothing and sustenance items.

The Optiven Foundation through its poverty alleviation and education pillars have been working with stakeholders, philanthropists and partners to make a change in society. The involvement with the communities has seen the foundation supporting different children's homes where they made donations of different items and also provided support. Among the homes that Optiven Foundation has supported to a great extent is the Soweto Children's Home in Kayole, Nairobi. Through partnerships with Optiven Real Estate customers, donors such as Astral Aviation, and philanthropists from all walks of life, the home was able to be transformed through buildings, furnishings, fittings, and other support to the community of Soweto Children's Home.

Ann Nyagah the Cordinator at the Optiven Foundation says that the requests for help from the different children's homes are massive beyond what the foundation can support. According to Nyagah, the foundation receives 5% of all income from plot purchases at Optiven Real Estate which goes towards the four pillars of the foundation which are poverty alleviation, environment, health and education. Nyagah notes that the Foundation has also been able to visit different children's homes in the last three years including Flomina Children's Home, Teule Childrens Home, Agape Children's Home and the Little Angels Children's Home. She has called on more donors, sponsors and philanthropists to come on board and partner with the Optiven Foundation, in order to continue impacting the society through giving a helping hand. She lauded the initiative by GMC Place Kitengela to impact the society saying it is the right thing to do and sets the pace for players in the hotel industry to follow suit.

For more information on how you can partner with the Optiven Foundation log on to www.optivenfoundation.org

For more information about GMC Place Kitengela please log on to www.funplace.co.ke



ABOVE: Members of the Optiven Group Foundation together with staff from GMC Place Kitengela donate foodstuff, clothing and sanitary items to the community of Kiota Children's Home in Kamulu, Machakos County on 21st June 2022.

Have you Participated in the Optiven Dance Challenge?

#OptivenDanceChallenge

Optiven...
INSPIRING POSSIBILITIES

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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**.
7. The **AWARDEES** will be **ANNOUNCED** on **19TH** July 2022
8. The **ANNOUNCED AWARDEES** will be Crowned and handed over their **TITLES** on **23rd** July 2022.

#OptivenDanceChallenge

#DanceforOptivenLand