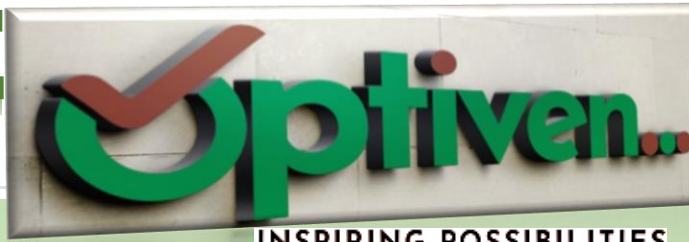


THE



POINT

TOP Issue 007/2022



**Donations to Society
FOUNDATION GIVES
Children Homes & Society**

**Partnership With
KARURA SACCO
To Empower Members**

**#OptivenDance
LAND REWARDS
Lives Transformed**

WORD FROM THE CEO | Of Legacy and What You Want to be Remembered For.



ABOVE: The Optiven Foundation visited beneficiaries of SESP on 28th July 2022 at Mahutia Secondary School in Murang'a under its Education Pillar.

July began with a unique meeting celebrating a living legend in Bishop William Tuimising. The celebration which was attended by clergy and laymen alike from all walks of life was manifest that Tuimising's 60 years for service this 2022 were not a mirage that fades but instead a clear legacy worth of emulation and celebration. My address to the attendants of that celebration on 5th July 2022 became an inspiration to me as I thought of legacy and what it would take to have a good one. It brought to mind the joy of being celebrated not just when you are gone but when you are alive and for being a part of the value to society. A legacy is not just the words you say but also the impact of your actions on the generations that come after you. As an entrepreneur, it is the investment you put into the lives of those that trust you with their hard earned money. As a worker, it is the remnant of your income over the years that goes to better your life and those that depend on you. As a parent, it is who your children attribute to you for the impact you have had in their lives. Whichever way you choose to be remembered just make sure it will not be a reason for your turning in the grave or putting tears in the eyes of those who look up to you.

Thinking of Bishop Tuimising, he led a great example of a church leader starting with the handover of the Deliverance Church International after 22 years when he just 58 years to Bishop Mark Kariuki. His ministry of 60 years is a testament that he touches lives locally, regionally and internationally. It was humbling to be seated in this gathering as we listened to tributes to the Bishop including words of great encouragement by Mama Rachel Ruto. The same celebration can happen to the best of us if we choose to do the right thing, focussing our efforts on bettering ourselves and being of value to the family, society, nation and the world as a whole. This July is an excellent time for you to take stock of what your legacy could be. Whatever you desire to be your legacy, you are contributing o everyday bt it daily by the things, decisions, networks, connections and much more, that you do on a daily basis. What would you want to be remembered for? What are you doing about it? That is what your legacy is.



ABOVE: From left to right, Bishop William Tuimising and his wife, Rev. Rebecca Tuimising listen to Mr. George Wachiuri, CEO, Optiven Group on 5/7/2022 at KICC Nairobi during the 60 years celebrations.

George Wachiuri,
Chief Executive Officer | Optiven Group

OPTIVEN DELIGHTS CUSTOMERS IN JULY | Investors Get 3K Cashback on Purchases of Land

Customers continue to be the focus of campaigns and investments with Optiven Real Estate. This July the customers who made investments or redemptions for their properties were smiling all the way to the bank as they received 3,000/- in a cashback campaign that lasted the whole month. The campaign dubbed #ShikaPlotiTeketeke was launched on 1st July 2022 rewarded investors depositing 149,000/- with 3,000/- cash back.

The campaign also came on the heels of the launch of one of the most affordable projects by Optiven Real Estate – Malindi Gardens Phase 3 in Baolala. According to Mr. George Wachiuri, the CEO at Optiven Group, the campaign was aimed at providing investors with an opportunity to expand their portfolio especially for new buyers. Wachiuri noted that the campaign which is applicable for both new sales and redemption of existing sales is also part of the larger corporate strategy to empower Kenyans to be land owners.

To invest in Malindi Gardens Phase 3, log on to <https://www.optiven.co.ke/properties/malindi-city-breeze-gardens-phase-3/>



SHIKA PLOTI TEKETEKE

Invest in **Malindi Gardens Phase 3 - Baolala** going for only **149K** for **1/4 Acre**.

WHAT'S MORE?

- ✓ A fully paid return ticket per investor.
- ✓ Malindi tour
- ✓ Pickup courtesy of Optiven
- ✓ Lunch

For every **149K** you invest in any of our projects, you get **3K cashback!**

OPTIVEN CUSTOMERS COLLECT TITLE DEEDS | CEO Hosts Customers at Optiven Offices



TEA WITH OPTIVEN

WITH **GEORGE WACHIURI**
CEO, OPTIVEN GROUP

VENUE: OTC, ABSA TOWERS
TIME: 4:00PM

Investors with Optiven met on 22nd July 2022 as they took the time to celebrate their investments at a special event. The investors were the guests at a tea meeting with Mr. George Wachiuri, the CEO at the Optiven group. The meeting was held at the Optiven Group head office at Absa Towers and was an opportunity for the investors to also tour the offices while collecting their title deeds for their various investments across the Optiven portfolio. The event which was dubbed as a Customer Appreciation Ceremony #OptivenDelivers is among the many other similar events that have been held by Optiven to hand over title deeds to customers, as part of the company's promise.

Already two teams are in the diaspora to deliver title deeds to Optiven customers who have completed their payments for land and transfer of the same. The customers who have benefitted from the title deeds delivery promise by Optiven include those living in the Schengen countries, the United Kingdom and the United States of America respectively. Apart from collecting their title deeds, the customers were bequeathed with gifts courtesy of Optiven Real Estate and empowered by the Head of Sales, Rachael Ndunge, on the current portfolio, project developments and the company's future plans among other deliberations. As the celebrations continued at the end of the session, customers expressed their joy at finally being able to hold their title deeds, a true indication of the legitimacy of their investment with Optiven Real Estate. You too can become a property owner today by calling, smsing or whatsapping us today on 0790 300 300 or log on to www.optiven.co.ke

OPTIVEN PARTNERS WITH KARURA SACCO | Members To Benefit from Real Estate Portfolio

Optiven Limited entered into a one of a kind partnership with Karura Community Sacco this month. The official memorandum of understanding between the two entities was done on 5th July 2022 at the Optiven Group head office on Absa Plaza. The event was graced by Mr. George Wachiuri, the CEO at Optiven Group and attended by top management from Karura Community Sacco led by Mr. Gitonga Kigo, the Chief Executive. This is part of Optiven's strategy to rope into the loop as many Kenyans as possible and enable them to invest and own property in an easy way. The company is keen to settle at least 40,000 Kenyans in their own homes by the year 2030 and is on course to achieve this. Optiven which is also an adherent to the UN Sustainable Development Goals has adopted UN SDG goal number 17 to embrace inclusive partnerships built upon principles and values, a shared vision, and shared goals that place people and the planet at the centre, are needed at the global, regional, national and local level. Optiven has been in partnerships with Sacco's including having memorandums of understanding with the Kenya USA Diaspora Sacco KUDS and the Kenya North America Diaspora Sacco KNADS under which members of both saccos have been empowered to own land in transparent and easy ways.



Above: (Seated) Left: Mr. George Wachiuri, CEO, Optiven Group and Right: Mr. Simon Nyagah, Chairman, Kenya USA Diaspora Sacco with representatives from both organizations shortly after signing the agreement at the Optiven Group Head Office on 14th Floor Barclays Plaza on 10th December 2018

Speaking at the signing ceremony, Mr. Wachiuri advised that the partnership would elevate investors to be self-reliant in matters of home ownership. Under the MoU the members of Karura Community Sacco will be able to take up ownership of their preferred properties under the vast portfolio that Optiven offers. He said the projects will further cater for the needs of investors who are to buy property for speculation,

settlement or wealth creation. On his part, Mr. Gitonga expressed confidence in the new partnership saying it signaled a solution for members of the sacco who had been asking about land. He termed Optiven as a reliable partner to buy land and ultimately own a home. Representing the Karura Community Sacco at the signing ceremony were Epainito Chahale – the Chairman, Reuben Kimani – the Head of Business Development, and Jennifer Mwangangi – Supervisory Committee. Karura community Sacco is a Kenyan deposit-taking, savings, and credit cooperative society with the primary purpose of improving the social and economic well-being of its members. It continuously educates and supports members in business and aspiring business owners, with entrepreneurial knowledge and also help them own property such as land and houses.



ABOVE: From left to right, Rachael Kimaili Optiven Head of Sales, Mr. George Wachiuri, CEO, Optiven Group and his counterpart from Karura Community Sacco Mr. Gikonyo Kigo, together with SACCO officials after signing a partnership at Optiven Offices at Absa Towers , on 5/7/2022.

OPTIVEN REAL ESTATE EVENTS IN JULY 2022 | What Happened Across the Portfolio?



6/7/2022 : WEMA GARDENS RECEIVES TITLES & WATER

The mountain jewel that stands out on the ranges is Wema Gardens by Optiven. Located in the pristine Naro Moru, the project is best for holiday homes, Airbnb or for speculation. But there's more! This July, the project has received its title deeds ready for investors collection. Yes, the project which was launched in 2021 is also set to be installed with water. <https://www.optiven.co.ke/project-updates/whats-happening-at-wema-gardens/>



12/7/2022 : GARDEN OF JOY GETS MORE STREET LIGHTS

The Garden of Joy by Optiven is the latest project to install more solar street lights. The project which was the launch pad for the greening initiative across Optiven, has continued to receive immense interest from investors some of whom have collected their title deeds and are building their dream homes. At Garden of Joy, Optiven has put in place measures to make it a ready to build project. <https://www.optiven.co.ke/properties/garden-of-joy-machakos/>

YOU ARE INVITED FOR

OPTIVEN

Investment Dinner

BOSTON MASSACHAUSSETES

VENUE
Olympia restaurant 453 Market street
Lowell, MA 01854

DATE :
23RD JULY 2022

TIME :
5 PM

GEORGE MUTETI
Regional Manager Diaspora

George Wachiuri
CEO, Optiven

23/7/2022 : OPTIVEN DELIVERS DIASPORA TITLE DEEDS

This July was the turn of Optiven Investors residing and living in Europe and America to receive their Title Deeds. The Optiven Team lead by top managers Josephine Karumba and George Muteti were in the two continents to empower Kenyans about the products available in the Optiven portfolio as well as present investors with their title deeds for various projects. Following the east of Covid across the world, Optiven has now fast tracked not just its diaspora engagement but also strategies to keep its promise through delivery of title deeds. In June, Optiven was in the Schengen Countries to deliver title deeds.



13/7/2022 : HAPPY GARDENS GATE ENTRANCE PAVED

At Happy Gardens the entry is complete with cabro paving now done. The gate stands majestically ready to welcome home investors at the jewel of Kitengela. The area is fully developed with families now settled in their own homes. Optiven is on course to ensure that the value additions are done in order to transform the project to a ready-to-build investment.

OPTIVEN REAL ESTATE EVENTS IN JULY 2022 | What Happened All Across the Board.



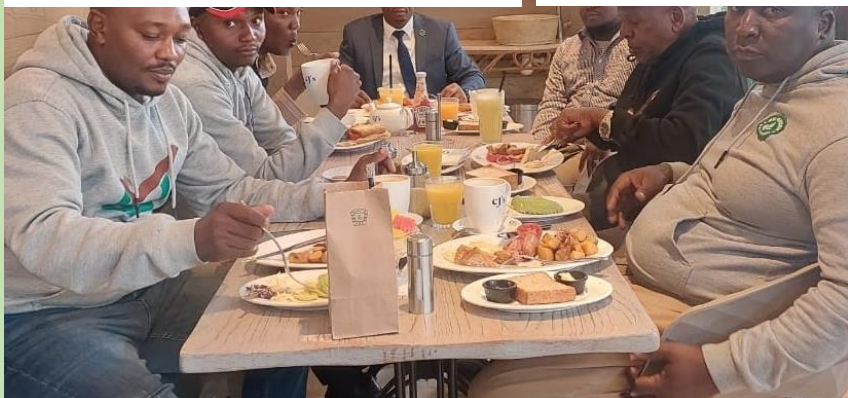
A part of the crowd that attended the 60th Anniversary of Bishop William Tuimising at KICC on 5/7/2022 listen to Mr. George Wachiuri's address.



Mr. George Wachiuri, Optiven Group CEO (left) when he met with Mr. David Tanki, a strategy expert for business on 8/7/2022 at OPTIVEN.



Mr. George Wachiuri (second left) & Mr. Gitonga Kigo (second right) look on as the Optiven Real Estate Head of Sales Madam Rachael Ndung'e (seated) signs the partnership memorandum of understanding with Karura Community Sacco on 5/7/2022.



LEFT: As part of continuous engagement with the internal teams, Optiven Group HR, Martin Waweru (center), hosts chauffeurs coming in different regions



OPTIVEN REAL ESTATE EVENTS IN JULY 2022 | What Happened All Across the Board.



ABOVE: Mr. George Wachiuri, Optiven Group CEO, addresses attendants at the 60th Anniversary Celebrations of Bishop William Tuimising at the KICC Nairobi on 5/7/2022.



ABOVE: Bishop of Deliverance Church Umoja Dr. J B Masinde visits the Optiven tent during the Days of Refreshing Event at the church on 8th July 2022.



ABOVE: Tom Kibet, Regional Manager at Optiven Real Estate (left) & Kate Khasoa-Kole, Head of PR & Communication are joined by Mr. Kinyua Ileri, Dean of Students at the University of Nairobi during the launch of the University of Nairobi Foundation



RIGHT: Optiven Team after attending an event by Kenya Property Developers Association at the Raddison BLU Nairobi on 26th July 2022. The representatives from Public Relations, Customer Service, Property Management and Legal learnt about the Sectional Properties Act (1987). Left to right, Kate Khasoa-Kole, Lilian Waka, Peter Kariuki and Ethel Kipoto.

OPTIVEN WELCOMES MANAGEMENT TRAINEES | Company on Course to Mentor Youth



The doors at the Optiven Group head office were swinging in a different rhythm on 18th July 2022. This was in welcome of new management trainees who joined the Optiven family as they seek to sharpen their skills and fast track their experience as trainees in Kenya's leading real estate company. The management trainees were welcomed to the Optiven family by the Optiven Group Chief Executive Officer Mr. George Wachiuri and the Group Human Resource & Talent Acquisition Manager, Mr. Martin Waweru. The team of 18 management trainees joined the Optiven team as part of the company's mission on social economic transformation.

In his welcome note to the trainees, Mr. Wachiuri noted that the company would work with the trainees to empower them in their fields of expertise. Wachiuri who is the Chief Mentor at the George Wachiuri School of Mentorship noted that a number of those leaving universities are in need of opportunities to gain experience which the corporate sector must provide. *"At Optiven we are giving the management trainees an opportunity to be ready for their next level engagement."* Wachiuri further called on entrepreneurs and business people to consider giving the young graduates such opportunities in their organizations. The trainees will be exposed to different departments for a period of three months beginning July to September 2022.

Under its mentorship programmes, the Optiven Group has been providing opportunities to new graduates and adapting them into their systems as part of their mandate to empower the community. Already three cohorts have graduated after a six month training programme at the George Wachiuri School of Mentorship. The company through its foundation has also adapted a new approach to youth empowerment by upscaling its involvement in education. The foundation has in 2022 begun providing training opportunities for beneficiaries of the Soaring Eagles Scholarship Programme and upscaling their enrolment to technical and vocational education training. Wachiuri, in his capacity at the Chairman of the Optiven Group Foundation says, *"the opportunities we are providing to our youth will go a long way in enabling them to take up opportunities that are available in the community as well as provide a launch pad for those who are able to be self employed, courtesy of their skills and experience."*

For more information on what Optiven Group is doing with regard to mentorship log on to www.optivenfoundation.org www.georgewachiuri.com www.optiven.co.ke

Together inspiring possibilities.

PARTICIPANTS IN THE OPTIVEN DANCE CHALLENGE | Top Performers Rewarded

Some 100 participants who made it to the finale of the Optiven Dance Challenge were the guests of the Optiven Group on 27th July 2022. The event was to celebrate the top performers in the online challenge that was officially launched by Optiven Group Chief Executive Officer, Mr. George Wachiuri on 19th May 2022. Speaking at the launch ceremony, Wachiuri advised that the move to introduce a unique dance challenge by Optiven was to improve the well being of Kenyans and create happiness amidst the campaigns for political seats. Wachiuri urged the young generation to take advantage of social media to earn plots worth 2.8 million especially during the current 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. <https://www.optiven.co.ke/newsblogs/the-optiven-dance-challenge-2022/>

The launch of the challenge came just days after 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.

Speaking at the final event that marked the signing of documents, Dennis Mwangi a Senior Property Advisor at the Optiven Real Estate advised those in attendance to take the challenge and invest in their projects in good time. He advised that the reality of land banking is one of the differentiators for those creating wealth for the future. Mwangi also invited the participants to join hands with the Optiven Foundation in order to make a difference in the society. It was officially closed on 19th of July 2022, followed by the unveiling of the top three on 23rd July 2022 at the Great Oasis Gardens by Optiven in Nanyuki, Laikipia County. The final bow on the challenge was made on 27th July 2022 with the formal presentation of certificates to the participants as well as the signing of the documents to transfer the land by the top three participants. The top rewards were half an acre of land at the Great Oasis Gardens in Nanyuki, an eighth of a plot at Wema Gardens in Naro Moru and an eighth of a plot at P in Konza respectively. The top rewards were based on the top views of the different dances across the social media spaces of the participants. https://www.facebook.com/watch/live/?ref=watch_permalink&v=5771565006234480



LEFT: Reward recipients for the different pieces of land that were promised in the Optiven Dance Challenge pose with Mr. George Wachiu, Group CEO at Optiven. This was at the Great Oasis Gardens by Optiven in Nanyuki. From left to right are John Maina, Mr. George Wachiuri, Ruth Waithera, and Manuh Dance.

OPTIVEN FOUNDATION IN FOOD DRIVE | Health Pillar Activation in Counties



ABOVE: Mr. George Wachiuri, Optiven Group Foundation Chairman, (left) hands over a food donation package to Monica Mutembei at the Kakululo Destiny Life Church on 2nd July 2022.

capability.” He noted that through the Poverty Eradication Pillar of the Optiven Group Foundation, there has been food drive activations before but this 2022 the situation has been dire based on the requests received through the Foundation. Over 300 families were at the event held in collaboration with the Kakululo Destiny Life Church where they received generous food rations of maize, beans, salt, sugar, rice and lentils.

Speaking in Kakululo where he also issued TVET Scholarships to needy tertiary students, Wachiuri advised that the Optiven Foundation has been in the food donation space before and during Covid 19 upsurge, the foundation launched a new initiative with the aim of empowering the less fortunate in the community. The initiative dubbed #SpreadTheHOPE was activated in informal settlements within the greater Nairobi where the Optiven Foundation offered food support and stipends to families in need. Wachiuri thanked the customers who invested with Optiven Real Estate noting that their investment is what made it possible for the most needy in the society to get much needed support. The Optiven Group Foundation has also partnered with the Jubilee Christian Church via a donation of 100,000 /= towards drought intervention in Marsabit and Moyale respectively.

<https://www.optivenfoundation.org/news-and-blogs/optiven-intervenes-in-drought-mitigation-for-marsabit-with-donation/>

The Optiven Group Foundation will continue to support and welcomes partners to donate. To be a part of this transformative initiative, please send your donation or any amount to MPESA Paybill **898630** Account name **Food**.

The second of July 2022 marked the continuation of a food donation drive by the Optiven Foundation in Kakululo, Kitui County. The Foundation had donated tonnes of food to five children homes in the Nairobi County metropolis. Leading the donation drive was the Chairman of the Optiven Foundation Mr. George Wachiuri and Trustees Madam Mary Wachuka and Bishop Phillips Katutu. Dubbed #FeedOneMore, the donation drive was aimed at cushioning families in need of food support to survive the harsh times. According to Wachiuri, *“the current economic situation has made it difficult for majority of people to afford a minimum of three meals a day owing to unemployment, unreproductive agriculture or a lack of economic*



ABOVE: Over 300 families line up to receive food donations from Mr. George Wachiuri, Optiven Group Foundation Chairman (left in pink) and Madam Mary Wachuka (second left in blue), a Trustee of the Optiven Group Foundation. The event was held at the Kakululo Destiny Life Chapel.

SIGHTS & SOUNDS OF DANCE CHALLENGE | Dancers Meet in Nanyuki & Absa



FOUNDATION UP & ABOUT BY EMPOWERING | July 2022 Happenings



ABOVE: Optiven Group Foundation donated 100 desks pledged to Korrompoi Primary School on 14th July 2022 under the Education Pillar.



ABOVE: Optiven Foundation team receives a cheque of 150,000/- from Mimshak Spares at Absa Towers on 21st July 2022 under the Education Pillar.



ABOVE: Optiven Foundation donates food to 5 different children's homes under the Poverty Eradication and Health Pillars on July 1st 2022.



ABOVE: Optiven Foundation donates two wheelchairs to PCEA Charity Church Endarasha on Brothers Keepers Sunday on 17th July 2022. This is under the Health Pillar.

FOUNDATION EMPOWERS YOUTH **As World Observes World Youth Skills Day**



Optiven Foundation joined the rest of the world to mark the World Youth Skills Day. The global observation is held on the 15th of July yearly to consider the developments towards making youth skills valuable to the society. The theme for this year is 'transforming youth skills for the future .' The observation of the day came at a time when the Optiven Group Foundation has upscaled it's engagement under it's education intervention to include support for youth to attend technical and vocational training TVET. Through its social media platforms, the foundation hosted one of the youth who is currently on internship training under the Optiven Foundation, to discuss opportunities available through embracing TVET in Kenya.

Separately, Mr. George Wachiuri, Chairman of the Optiven Foundation says the move is aimed at empowering youth to become self dependent in terms of employment opportunities. He added that the

move to upscale to TVET support from the Optiven Foundation education support under SESP for secondary education was made possible through a unique partnership with the Upside Trust of the United Kingdom. Wachiuri says, "we are keen to provide opportunities to youth who have graduated from the Soaring Eagles Scholarship Programme so as to empower them to be valuable members of the society." He called on parents and guardians to encourage the youth to embrace opportunities under TVET noting that not all the youth will get opportunities to join the universities, yet as graduates of TVET their role is very key in the community. Wachiuri noted that there is need for a shift in thinking where youth should see opportunities even in technical work as opposed to blue collar jobs. He made the remarks during a handover ceremony for the donation of 100 desks by the Optiven Group Foundation to Korrompoi Primary School in Kajiado.

Ahead of the celebration, the Optiven Group Foundation was on the ground in Kieni and Kakululo where it offered various scholarships to students keen on joining TVET in Machakos and Nyeri counties respectively. The different events were also an opportunity to provide a score card on what the TVET intervention is expected to achieve in terms of meeting education needs under the education pillar as well as offering a way out of poverty by creating employers under the poverty eradication pillar. So far 30 students have received their certification to attend TVET training which will upscale their skills and enable them to be employed or to be employers.

And as the World Celebrates Youth Skills Day, there is need to continuously highlight the ongoing focus on skills training for life, work and sustainable development. These will be the focus areas to be discussed at the Transforming Education Summit that will be held in September 2022 courtesy of the International Labour Organization ILO, and UNESCO. For the youth the time is now to adapt to the demands of an ever changing world in need of new skills and technology. Happy World Youth Skills Day from the Optiven Foundation.

To be a part of the Optiven Group Foundation or to support the education pillar, partner with us today by sending your contribution of any amount to Paybill Number 898630, Account name Education. For more information about the Optiven Foundation, log on to www.optivenfoundation.org today.

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