

THE



POINT

TOP Issue 009/2022



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Famine Relief in Laikipia

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PORTFOLIO GIVEN
All Round Project Rewards

WORD FROM THE CEO | Gleaning from Forbearers and Impacting Society...

This month I was privileged to be among the top leaders of the Kenya Private Sector Alliance KEPSA to celebrate industrialist and leading philanthropist Manu Chandaria. The magnet of entrepreneurship as I prefer to refer to Manu was celebrating his ninety third birthday on 20th September 2022. For me this was a great inspiration at a time when reaching even the age of 70 is a mirage for our generation today. As an alumni of the University of Nairobi, I schooled in Kabete but the footprint that Manu left especially during my years of study, was felt not just at the main campus but across our university and of course other learning institutions. It is common knowledge that Manu – famous as The Industrialist – is also a living legend who is the true example of a philanthropy icon. As the Optiven Group Foundation Chairman it was indeed humbling for me even as we look forward to emulate the great work done by Manu. He has been a great mentor not just to me but to millions around the globe – one of the challenges that I have personally embraced by setting up the George Wachiuri School of Mentorship, to empower small and medium enterprises. www.georgewachiuri.com



It is the lives and times spent in greatness as was the case during this celebration of Manu that I reminisced on Kenya as a country. Coming soon after the inauguration of the country's fifth president signals change not just of the president but also of the country, it's people and those that support Kenya. As a people, there are many expectations on the new government – many of them about moving to the next level – but even more on the changes that are expected with the government of President Dr. William Samoei Ruto. The changes notwithstanding, each of us is at a threshold where the betterment of this country is dependent on the input of each Kenyan for the benefit of all. This is one philosophy that holds true for both my mentor Manu and the new president, Dr. Ruto.

At the end of the day it will all be measured by the impact we have in the society. That is why through the Optiven Group Foundation, this September 2022, we continued to impact families in both Kenya and Rwanda. In Kenya, we held a food donation drive in Nanyuki, Laikipia County while in Rwanda, we donated health insurance to over 85 beneficiaries in Ruhuha, Begesera District in the east. My challenge to us all is, what are you doing to impact the society? After all as a country it is our unity that will be our greatest strength, locally, regionally and even globally.

George Wachiuri,
Chief Executive Officer
The Optiven Group



OPTIVEN FLAVOURS INVESTMENT IN NEW CAMPAIGN | Utamu Halisi in September 2022

The #UtamuHalisi campaign by Optiven was launched at the beginning of September 2022. The innovative campaign provided investors with an opportunity to make a pick of any investment and make a payment of 298,000 shillings for a reward of 5,000 shillings. The offer for the reward was available for those who prefer cash or for those open to receive a blender worth the same amount. The campaign has been well received with majority of investors lauding it as a timely one.

The campaign which borrowed from the creativity of culinary art and skill of making a pizza. The different parts of the pizza were a representation of the different projects offered in the Optiven real estate portfolio. The concept mimicked a collection of dishes which are almost if not always available within hotels or restaurants.

And the opportunity to invest is open to all investors, new and those redeeming for their properties. To take your portion of the Utamu Halisi, call us today on 0790300300 or www.optiven.co.ke.



Optiven... REAL ESTATE INVESTMENT

Utamu HALISI

MENU

- APPETIZER**
 - Malindi Gardens KSH.149K (Baolala)
 - Hekima Gardens Phase 3 KSH.495K (Nyeri)
 - Wema Gardens KSH.399K (Naro Moru)
- MAIN DISHES**
 - Happy Gardens KSH.1.795M (Kitengela)
 - South Lake Villas KSH.5.995M (Naivasha)
 - Success Gardens KSH.2.695M (Gatanga Rd)
 - Garden of Joy KSH.1.495M (Machakos)
- DESSERTS**
 - Celebration Gardens KSH.1.295M (Kitengela)
 - Peace breeze Gardens KSH.695K (Konza)
- BEVERAGES**
 - Shalom Gardens KSH.1.295M (Kangundo)
 - Love Gardens KSH.950K (Kajiado)
 - Abundance Gardens KSH.995K (Konza)
 - Heshima Gardens KSH.899K (Namanga Highway)
- CHEF'S SPECIAL**
 - The Great Oasis Gardens **FROM 349K** (Nanyuki)

Get 1/8th, 1/4, 1/2, 1 acre and 5 acres & above



Utamu HALISI

For every **298K** you invest/deposit in any of our projects this September, get **GET A BLENDER OR 5K CASHBACK**

*T&C Apply

OPTIVEN REACHES OUT TO AFRICA DIASPORA | Teams Empower Rwanda and Botswana

Optiven has brought to the fore its footprint in the African continent this September 2022. The company which announced its intent to engage the diaspora in June 2021 via a media interview with Johannesburg office of NCBA Africa network, had announced its expansion plans to the continent in 2021 during its rebrand in April 2020. According to George Wachiuri, CEO, Optiven Group, the



company is looking to be in 20 African countries by the year 2041. The roll out of visit series to Africa kicked off on the tail end of team visits to the United Kingdom, the USA and Germany between May 2022 to September 2022. This is also part of the companies strategy to realize its corporate vision as champions of social economic transformation as well as being listed as a company to inspire Africa by the London Stock Exchange Group LSEG.

Wachiuri notes that as a leader, it is his job not to see Optiven as it is in 2022 but as it should be in 50 years or more, thus the expansion roll out of the strategy. While in Africa between September to December 2022, the teams which will continue to empower Kenyans living and working in the diaspora have the mandate to also advise the investors on the need to invest home as well as the projects available within the larger Optiven Real Estate portfolio.

A scorecard on Optiven's Africa diaspora engagement has seen the country make business trips in 2017 to Ghana and Nigeria in the western part of the continent. Wachiuri says the opportunity opened up great engagement with the customers in terms of what avenues are available for them to invest back at home. <https://www.optiven.co.ke/newsblogs/optiven-in-west-africa-ghana-and-nigeria-2/>. The team was also in South Africa in November of 2016 as part of its strategy to reach out to Kenyans living and working in the rainbow nation. <https://www.facebook.com/Optivenlimited/posts/team-optiven-is-in-south-africa-to-our-fellow-kenyans-in-sa-please-join-us-at-th/669552386553891/>.



Angela Marindich, Diaspora Manager in charge of Africa at the Optiven Group says, "we are intent on taking the message to invest back home across the continent. Of course we are starting with about five countries but as our CEO said in June 2021, we are keen to see Optiven stable and functional in 20 African countries by the year 2041." The big question then becomes, is Africa ready for Optiven and its massive expansion strategy? With the emerging interest in engaging the different African countries, Kenyans can be confident that Optiven will deliver its promise by inspiring possibilities.

OPTIVEN STIRS UP NANYUKI & OPENS NEW OFFICE | Upgrade for Convenience & Style

Optiven Limited continues to make a difference and inspire possibilities in Laikipia County. This September, the company was here to open its new offices to serve customers interested in investing at its grandeur project, The Great Oasis Gardens by Optiven. The new offices are located on the second floor at UBII Plaza on the Nyeri Nanyuki Road. The office is a welcome development and will remain open to serve Optiven Customers with ease considering that customer service is at the core of the Optiven's purpose.

September was also an opportunity for Optiven to reach out to their customers from the ground. In this case, the team of marketers congregated in Nanyuki from the 14th of September 2022 to 17th September 2022. Under the theme **#OptivenYatetemeshaNanyuki**, the teams were on the ground throughout this period to meet face to face with customers and understand how they can add value to them. And for the four day period, Nanyuki was empowered with regard to the investment opportunities available from the vast Optiven Real Estate portfolio. It was also an opportunity to share the payment options available, as well as the value additions and types of projects that Optiven deals with.



Optiven invested in one of its largest projects yet in Nanyuki with the launch of the Great Oasis Gardens. Through the **#BiggerisBetter** campaign, the project offers a variety of investment opportunities where customers can invest in bigger parcels of land ranging up to 10 acres or more – and which comes with a superb discount based on the terms of payment. Already the project has received massive attention for its value additions and location seeing that it is only 12 minutes drive from Nanyuki Central Business District and right on the Nanyuki-Rumuruti Road where works are ongoing for tarmacking. The project has already been fitted with the beacons as well as compacting of the marram road network within the project. And the value additions were on a high gear this month as the project was

able to drill water for the Great Oasis Gardens borehole. This brings to mind the importance of water for any viable investment especially in real estate and Optiven is currently installing a borehole on the project. The project has also continued to install beacons on the plots in the different phases. The benefit for investors provides them with quick access and identification of their properties at the vast project. The unique proposition for this project is however its variety for investors to choose in the **#BiggerisBetter** mantra. From eighths of an acre to over ten acres of land, investors are free to choose in terms of what to buy as well as what to develop on their property.

For more information, log on to <https://www.optiven.co.ke/properties/the-great-oasis-gardens-nanyuki/>

Optiven...
INSPIRING POSSIBILITIES

NANYUKI
Tupo Site!

14TH-17TH SEP. 2022

#UtamuHalisi
For every **298k** you invest / deposit in any of our projects this September, get **GET A BLENDER OR 5K CASHBACK**
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#BiggerIsBetter
Invest in **BIG ACRES**, **GET GREAT DEALS** and set up your businesses around Nanyuki

Value For Money
Your investment comes with Water, Murrum roads and more, which are perfect as you start setting up your businesses, homes and more!

#OptivenYatetemeshaNanyuki

OPTIVEN LAUNCHES HEKIMA GARDENS | Nyeri Project to Offer Versatile Property Utility

Optiven Limited launched Hekima Gardens on the 21st of September 2022. The new project within the Lachuta area has elicited a great sigh and celebration from investors, many of whom have been looking forward to investing in Nyeri County. The property which nestles itself on a scenic landscape, has impeccable views of the majestic Mount Kenya and the world famous Aberdare Ranges. On it's side is the Kiawara Township which is growing in leaps and bounds as testified by the nearby amenities including Giraffe Ark Game Lodge. The project is ideal for a number of developments ranging from Airbnb, residential homes, holiday or get away homes and much more.

Speaking at the launch of the project held on 21st September 2022, George Wachiuri, Group Chief Executive at Optiven said, "Hekima Gardens by Optiven is a versatile project that will provide immense opportunities for investors looking to invest in Nyeri County." The versatility is based on the different utilities of the project with the varied uses available for investors. The project is suitable for get-away residential homes, retirement homes, land banking and many more. According to Wachiuri, "the project is composed on quarter acres which will be available at an affordable price to ensure that the bracket of owners expands to include as many as possible." The project will have internal murramed roads while water and electricity are already on the vicinity. The affordability of the project and the large sizes of the plots will offer great value.

To invest at Hekima Gardens by Optiven, call, sms or Whatsapp us today on 0790300300. For more information, log on to <https://www.optiven.co.ke/properties/hekima-gardens-phase-3-nyeri/>



**HEKIMA GARDENS
PHASE 3 (NYERI)**

This property is right in between Mt. Kenya and the Aberdare Ranges and neighbors the fast-growing **Kiawara Township & next to Giraffe Ark Game Lodge.**

The property is offered as 1/4 acre plots at 495K suitable for:

- ✓ Get-away residential homes
- ✓ Building a retirement home for your parents
- ✓ Land banking
- ✓ Future overflow of the nearby Giraffe Ark Hotel.

GETAWAY / HOLIDAY HOMES

RETIREMENT HOMES



GROUNDBREAKING OF GMC BUSH CAMP | Exciting Development at Love Gardens Kajiado

Love Gardens by Optiven was the lucky project to host the groundbreaking of Kajiado's largest entertainment center – the GMC Bush Camp. The event which was graced by Kajiado County Deputy Governor was held on 3rd September 2022. The complex which is one of it's kind is a game changer for hospitality in the county and becomes the second in the GMC Place establishments in Kenya. The project will feature a number of facilities which include meeting rooms, swimming pools, restaurants, accommodation, patios and numerous green spaces. George Wachiuri, CEO, Optiven Group says the move is to ensure that the recreational needs for the community living within Love Gardens by Optiven are met. To invest at Love Gardens call us today on 0790300300.



For more information log on to <https://www.optiven.co.ke/properties/love-gardens-kajiado-township/>

OPTIVEN PROJECT UPDATES IN SEPTEMBER 2022 | What Happened Across the Portfolio?



12/9/2022: CULVERT CONSTRUCTION AT GREAT OASIS

For the comfort of its customers, Optiven has this September 2022 continued to construct culverts across the Great Oasis Gardens by Optiven. The move comes a month after water was drilled on the project and only two months after announcing the arrival of the title deeds for phase one. The Nanyuki-based project continues to receive massive interest from investors seeking to build holiday homes, arbnbs, getaway homes as well as residential houses within the project under the #BiggerIsBetter campaign. For more information log on to, <https://www.optiven.co.ke/.../the-great-oasis-gardens>



13/9/2022: TRENCH BUILDING AT HAPPY GARDENS

Investors at Happy Gardens by Optiven can rest assured that their plots will not be water logged. This September 2022, Optiven has continued to build trenches throughout the Kitengela-based project. The move will ensure that all rain run-off water is directed to a particular path and the project is kept clean. The project has also seen an increase in uptake from investors with 80% of it now already sold. For more information, log on to <https://www.optiven.co.ke/properties/happy-gardens-kitengela/>



14/9/2022: GATE ERECTION AT CELEBRATION GARDENS

Value additions are key for any project that will be home to our investors. At Celebration Gardens by Optiven the beacons are now easily accessible after being redone. This project at the heart of Kitengela is also home to a second gate which is currently under construction. These are just a few reasons why you should invest in Celebration Gardens by Optiven. For more information, log on to <https://www.optiven.co.ke/properties/garden-of-joy-machakos/>



15/9/2022: GREENING UPGRADE AT AMANI RIDGE, KIAMBU

AMANI RIDGE | The Place of Peace, the premier project of Kiambu County continues to transform the landscape with topnotch value additions. It is here that the internal road network is being improved. The team is working on installation of road kerbs and upgrading the water drainage network across the project. This is in addition to the ongoing paving of the larger than usual roads as well as greening of the common gardens and green zone. For more information, log on to <https://www.optiven.co.ke/properties/amani-ridge-the-place-of-peace-kiambu/>

OPTIVEN EVENTS IN NANYUKI THIS SEPTEMBER 2022 | What Happened All Across the



#OptivenYatetemeshaNanyuki

ABOVE: Optiven Team Members engage with members of the public during an activation at Nanyuki CBD on 15th September 2022.



#OptivenYatetemeshaNanyuki

ABOVE: Kilonzo Mbuvi of Optiven empowers potential customers in Nanyuki on 16th September 2022.



ABOVE: Regional Manager at Optiven, Peter Gitonga empowers staff at Family Bank on 16/9/ 2022 during the #OptivenYatetemeshaNanyuki



ABOVE: Regional Manager at Optiven, Peter Gitonga empowers St Christophers School Nanyuki on 14/9/ 2022



LEFT: Optiven Group CEO, Mr. George Wachiuri (left) hands over a hamper to a lucky customer in Nanyuki on 15th September 2022 during the #OptivenYatetemeshaNanyuki

RIGHT: Optiven Conversion team members scout for customers outside Cedar Mall Nanyuki on 16th September 2022.



#OptivenYatetemeshaNanyuki

OPTIVEN EMPOWERS CORPORATES IN SEPTMBER | What Happened Across the Board



ABOVE: Optiven Sales & Marketing Manager, Violet Mumbi (standing), gives a pitch to members of Women In Business Association on 16/9/2022



LEFT: Optiven Sales & Marketing Manager, Eunice Kinyanjui (standing right) leads members of the Conversion Teams during a pitch to staff of Equity Bank, Tom Mboya branch on 21/9/2022.



RIGHT: Members of the Conversion Team at RGC Ruiru during the Sunday Service on 25/9/2022.



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OPTIVEN EMPOWERS CHURCHES IN SEPTEMBER 2022 | What Happened Across the Board



ABOVE: Mr. George Wachiuri, met Reverend Kathy Kyuna of Jubilee Christian Church on the sidelines of the DOZ 2022 Convention that ended on 2/9/2022. With them is Margaret Wambugu, Senior Sales and Marketing Manager, Optiven Real Estate. During the conference, Mr. Wachiuri spoke 2 key topics *"How to dominate the business world as a Christian"* & *"Christian entrepreneur tithing, ministry & community support."*



ABOVE: Members of various Conversion Teams ready to empower delegates at the CITAM Springboard Convention from 21/9/2022 - 22/9/2022.



ABOVE: Members of various Conversion teams ready to empower attendees of the Svokimau Business Exno at Destiny 1 life Church on 18/9/2022.



OPTIVEN COMES TO ETHIOPIA

Meet the Optiven Team in Addis Ababa,
from 6th October 2022 to 16th October 2022
at the Grand Palace Hotel.

Inspiring Possibilities | +254703450450

OPTIVEN EMPOWERS AFRICA IN SEPTEMBER | **What Happened Across the Board**



#TEAMAFRICA celebrate Ubuntu shortly after a shoot for all countries in the Africa circuit.



#TeamRwanda led by Optiven Group CEO, Mr. George Wachiuri (*fourth left*) attended the Anglican Church of Rwanda, St. Peters Remera during their engagement.

OPTIVEN EMPOWERS AFRICA IN SEPTEMBER | What Happened Across the Board



ABOVE & LEFT: Kenyans in Rwanda await to hear from the Optiven Group CEO, Mr. George Wachiuri, (*front right*). Mr. Wachiuri addressed the team (*far right*) on 18th September 2022 before taking a group photo with all the attendees.



ABOVE & LEFT: Mr. George Wachiuri, CEO, Optiven Group poses with His Excellency the Ambassador of Kenya to Botswana, Mohammed Shidiye on 24th September 2022 at the monument of the Three Kings in Gaborone. Optiven's #TeamBotswana shares a moment with the CEO and Balozzi



ABOVE: Mr. George Wachiuri, CEO, Optiven Group poses with Kenyans living and working in Botswana and the SADC region, shortly after empowering them about Optiven products in Gaborone. Kenya's Ambassador to Botswana, H.E. Mohammed Shidiye pitches about Optiven



ABOVE: Regional Manager Tom Kibet (*first left*) with the panelists during the Jenga Clinic at CTM on 24th September 2022, where he empowered stakeholders on real estate and investments.



WHERE TO FIND OPTIVEN

Karen | Ruai | Kitengela | Thika | Nanyuki

FOUNDATION ENDOWS COMMUNITIES| **Ruhuha Rwanda & Laikipia benefit**

The Optiven Group Foundation, on 10th of September 2022, joined hands with Kenyans living in Rwanda in a bid to transform lives. The foundation was represented by members of the Conversion Team from Optiven Real Estate led by Dennis Mwangi and Chris Njau. The duo who were in Kigali, Rwanda for a number of engagements on real estate took time to bring cheer to young mothers who were having challenges meeting their basic needs. The visitors to the young mothers included the Optiven Team as well as Kenyans living and working in Rwanda. The visit to Ruhuha, in Nyanza Province, Rusegera District is on the Southern side of Rwanda was one that would change the lives of over 85 mothers. Dennis Mwangi, Senior Property Advisor at Optiven Limited says, "It was an excellent privilege to represent the Optiven



ABOVE: #TeamRwanda represented by Chris Njau and Dennis Mwangi join Kenyans Living in Rwanda for a CSV Project on 10/9/2022. During the event, Optiven donated food worth 200,000 Rwandese francs.

Foundation in Rwanda by transforming lives in Ruhuha. Under the Health and Poverty Alleviation pillars, we donated 200,000 Rwandese francs which went a long way in providing much needed food donations to the over 25 families in Ruhuha. "

Through the Optiven Foundation, over 500 households in Kenya have been fed in the last two

months. On the 16th of September 2022, the Optiven Foundation team was in Nanyuki, Laikipia County where they provided relief food to over 100 families. The donations were part of the many feeding initiatives that have seen families in different parts of the country benefit from food donations. Among the counties that have benefitted include Oltaraja Community in Kajiado County and Kakululo Community in Machakos County. Other beneficiaries have been different children homes in Kitengela, and Kayole areas.

The intervention has been especially welcome with the current famine and drought conditions across the country. Chairman of the Optiven Group Foundation, Mr. George Wachiuri says, "as a Foundation we continue to encourage all stakeholders to engage in tree planting in order to save our planet and redeem the drought situation. Climate change has a big role to play in the current situation and without intervention, it is bound to recur and lives lost." According to Mr. Wachiuri, now is the time for environmental restoration as we all work towards vision 2030.



ABOVE: #TeamFoundation was at the Great Oasis Gardens this September 2022 where they donated food to members of the community.

The Optiven Group Foundation continues to be a source of hope for the many that are not able to find means for survival as well as live a fulfilling life. Through interventions under education, health, poverty eradication and environment, the Optiven Foundation and it's partners continue to be the eyes of the society. This is by participating in different events which enable the foundation to be of benefit to the community. The Foundation also welcomes well wishers and partners to be a part of this transformational agenda. To send your contribution of any amount, send it to paybill 898630 today.

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