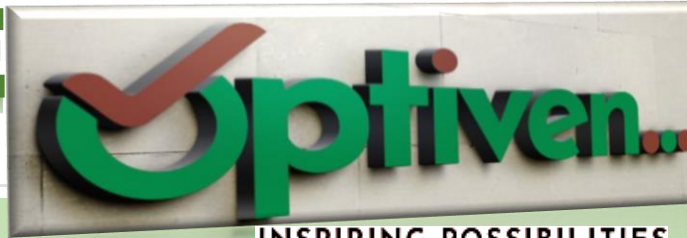


THE OPTIVEN... POINT

TOP Issue 012/2022



Retreat at Mombasa
STAFF REWARD
North Coast Galore

New Project Launched
USHINDI GARDENS
Nakuru New Destination

Philanthropy Core
SPECIAL CAMPAIGN
Benefits to Society

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WORD FROM THE CEO | A New Approach to Conquering 2023 in Mandatory...

One of the most interesting things that I have observed is that time seems to be on the run. Why? Look at us all already welcoming the month of February 2023! Was it not just the other day when we were all celebrating the festivities and of course ushering in the newest year ever 2023? That is what happens to time, it rushes and if you are not careful it overtakes and leaves us behind.

It is this reality that got me thinking recently about why 2023 will need new approaches in order to get different results from the previous year. It is about the mindset, this is where it all starts and ends! I like to borrow too from the good book which is the word of God – the Bible which says in Proverbs 4 verse 3, be careful what you think for your life is formed by your thoughts. I like to say that what you think you become and this is especially so if you are thinking positively. So to conquer 2023 adapt positive thinking as one of the strategies to take you to the next level. <https://youtu.be/Ur1Ga7vSYfk>

But looking back to look forward, I must say 2023 is on a fast roll. The month of January 2023 provided an great opportunity for Optiven to launch a new project in Nakuru County. The onboarding of Ushindi Gardens by Optiven is a much cherished step especially because as a company, we work with our customers to meet their needs in terms of real estate investment. Nakuru in this case, was one of the most admired cities in which investors are looking to invest in real estate and for Optiven we are glad to offer Ushindi Gardens.

Community engagement especially in areas where corporate shared value is needed is another key area of focus that will propel us to meet our goals. The Kamba Community in Kakululo this January 2023 adapted me into their community as an elder. I have for a long time worked with the people of Kakululo mainly through the Optiven Foundation where we have given scholarships for students, donated much needed food to the drought stricken population as well as offered employment opportunities for youth in the area. The humble move to make me an Elder now means that I shall remain at the disposal of the community to mentor, advise, support, represent, participate and pray for the people of Kakululo – a daunting task but one that I take with great delight.

And as the world celebrated the Global Mentorship Day 2023, the Optiven Foundation took time to look back at what we have been able to achieve in the past. The Optiven Foundation has held different sessions with the youth, students, pupils as well as upcoming businesses to empower and mentor them in their vocation. Indeed we appreciate all those that have attended the different forums where we seek to be agents of transformation through the George Wachiuri School of Mentorship. For 2023, let us keep the focus sharp.

George Wachiuri
Chief Executive Officer
Optiven Group



OPTIVEN CEO BECOMES KAMBA ELDER | Wachiuri Pledges Transformation in Kakululo...

The Kamba community honored the engagement by Optiven Group Chief Executive in their community by conferring him the eldership title. At an event held at Kakululo Market on 5th January 2023 the church members of Destiny Life Church, community leaders and members of the local administration joined villagers and members of the community in the special event. Community leaders highlighted the different initiatives initiated by Mr. Wachiuri that had benefitted the community at large.



Wachiuri, who is the Chairman of the Optiven Group Foundation accepted his new role and noted that the appointment to be an elder of the Kamba community in Kakululo Kitui, is a great honor. He pledged to serve the community by playing his role to provide leadership, advise and support. Wachiuri said that through the Optiven Group Foundation, the community had benefitted by receiving bursaries, food donations as well as continued liaison with the local leaders on how to improve and transform lives in the community.

Through the Optiven Group Foundation, the community in Kakululo has over the last ten years benefitted in different ways. Wachiuri's intervention has seen over 50 pupils and students receiving education support including payment of fees and school meals in different schools under the Soaring Eagles Scholarship Programmes - SESP. Moreover, over 30 students were granted scholarships to attend different vocational colleges in order to enhance their skills in different TVET institutions. Both these interventions were under the Education pillar of the Optiven Group Foundation. To address the Health Pillar, the Optiven Group Foundation has been involved in food donations in Kakululo as well as holding a medical camp in the area targeting the locals.



INVESTMENT FOR PHILANTHROPY IN JANUARY | 100,000/- GIVES 1,000/- TO A CAUSE...



BEGIN YOUR YEAR *In style*

FOR EVERY 100K YOU INVEST, KSH.1,000 GOES TO A WORTHY CAUSE

A new year begun with a brand new marketing campaign but this time the returns were to the philanthropic activities that Optiven Foundation is known for. The January 2023 campaign focused on giving back and giving forward to the society where investors making new purchases or redeeming their payment were able to also pitch in to add value to the society. The beginning of the year is especially engaging for the Optiven Foundation as many requests for support are received during this time. It is also during this time that schools and colleges reopen when hundreds of beneficiaries under the Soaring Eagles Scholarship Programme SESP are able to go back to school and earn an education. While Optiven Foundation continues to be of impact in the initiatives it takes, the dire needs and requests for assistance continue to grow year in year out.

It is for this reason that we remain open to work with like minded individuals and different partners for the purpose of adding value to the lives of those in need and the less fortunate. As the biggest supporter of the Optiven Foundation, Optiven Limited commits a percentage of it's profits to the initiatives of the foundation with focus on health, education, poverty eradication and the environment.

Invest 100,000 shillings in any of the projects, either as redemption for your property or a new purchase, and join your fellow philanthropists at Optiven Foundation where we are the eyes of the community. To invest today call 0790300300 and for more information log on to www.optiven.co.ke



BEGIN YOUR YEAR *In style*

BEGIN YOUR INVESTMENT JOURNEY TODAY

FOR EVERY 100K YOU INVEST IN USHINDI GARDENS - NAKURU, THIS JANUARY, KSH.1,000 GOES TO A WORTHY CAUSE.

PROJECT UPDATES ACROSS THE OPTIVEN PORTFOLIO | Transformation Across the Board

LAIKIPIA COUNTY 8/1/2023 : NANYUKI RUMURUTI ROAD TO BE TARMACKED REITERATES GOVERNMENT

The government has affirmed its intent to construct the Nanyuki-Rumuruti Road which is earmarked for tarmacking. This is especially welcome news for investors at the Great Oasis Gardens by Optiven in Nanyuki as the project is strategically located right on the path of the said infrastructural development. President Dr. William Ruto has at the same time assured residents of Laikipia county that his government would construct the Nanyuki Bulk Water Dam as well as mega markets in Nanyuki, Rumuruti and Nyahururu towns in the county. Speaking shortly after the announcement, Optiven Group CEO, Mr. George Wachiuri lauded the move terming it as timely news as the area is rapidly developing.



Wachiuri noted that Nanyuki in particular is quickly becomes a choice destination that is sought after for investors in hospitality, property development and large scale business development. <https://youtu.be/WjMuXvqTYQA>. To invest at the Great Oasis Gardens, call, sms or WhatsApp us today on 0790300300. For more information log on to <https://www.optiven.co.ke/properties/the-great-oasis-gardens-nanyuki/>

OPTIVEN KEEPS TITLE DEED PROMISE | Customers Get Authentic Document for Investment



OPTIVEN FOUNDATION OBSERVES WORLD EDUCATION DAY | Scorecard on Education

Theme: To invest in people; prioritize education.

The International day of education is an annual observance day designated by the United Nations to recognize the importance of education and to encourage international cooperation in improving global education. It is celebrated on January 24th every year as the day aims to generate debate around how to strengthen education as a public endeavour and common good to unlock the potential in every person to contribute to collective well being. The Optiven Foundation understands that without inclusive and equitable quality education, countries will struggle to achieve gender equality and break the cycle of poverty. That is why Optiven marked this occasion by dressing up in school uniform and conducting interviews raising awareness on the importance of education.

Education transforms lives and is at the heart of the United Nations Educational, Scientific and Cultural Organisation(UNESCO) mission to build peace, eradicate poverty and drive sustainable development. In recognition of world education day, The Foundation has various initiatives to support and promote education in their communities. One of the initiatives has been providing scholarships to deserving students. The Foundation has set out the 'Soaring Eagles Scholarship Program' for students from underprivileged backgrounds to help them to pursue higher education. Through this program, Optiven Foundation is providing financial assistance to students who may not have the means to pay for their education, helping to break the cycle of poverty and providing them with an opportunity to achieve their full potential.

Another initiative that the Optiven Foundation has adopted is the 'Day Schools Interventions'. As such, the Foundation has been working to empower learning institutions and students either directly or indirectly. This has been done through building libraries and other educational infrastructure like computer labs in these schools, in addition to the provision of academic materials like mathematical sets, books, uniforms and other examination materials. This is important to ensure that all children have access to a safe, comfortable and appropriate learning environment.

The Optiven Foundation is committed to promoting education and empowering individuals through education and training programs. The company's initiatives demonstrate that quality education and lifelong learning opportunities are crucial for the development of individuals and communities and is committed to providing education to all in need.



OPTIVEN LAUNCHES NAKURU PROJECT | Ushindi Gardens Spurs Client Interest & Uptake

Optiven has landed in Nakuru and landed in a big way by launching one of its largest projects in Nakuru County. The move that set the pace for engagement in Nakuru in 2023 was long awaited for with at least 43.75% of our customers having sought information on investment in the county.

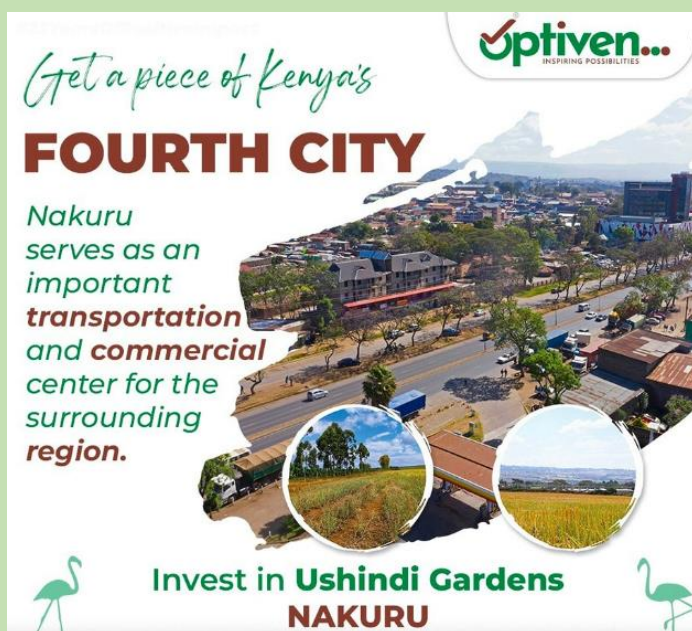
Dubbed Ushindi Gardens by Optiven, the project is the second project to be launched in the County. In 2022, Optiven launched its inaugural project in Naivasha, the South Lake Villas with the project selling out within months of its launch. And with the success of engagement in Nakuru County, the development of the county to City Status and the preference of investors to settle in the area, Optiven is on course to leave a positive transformation in the region. Speaking on the development, Mr. George Wachiuri, Group Chief Executive at Optiven group says, *“as Optiven we are humbled at the turn of events as our customers have embraced our footprint and arrival in Nakuru. We are also hearkening to what our customers have asked for which is to have ready to build real estate as well as development of real estate. To this end we are intentional about providing support and offering top notch services for those looking to buy land and homes.”*

Optiven has further opened its latest office at Golden Life Mall in Nakuru. Ushindi Gardens by Optiven, is just 18 minutes from the convenient accessibility and proximity to Nakuru City. The smooth Nakuru-Eldoret highway also adds to the ease of reaching this strategically located project. It is a gated community with a variety of value additions to enhance your lifestyle.

George Karanja, the Liaison Manager for Nakuru says, *“we are dedicated to redefining Nakuru city's real estate landscape. This is because Ushindi Gardens is bespoke as it has a flat with a slight gradient, the neighborhood is developed, security is top-notch, and a borehole will be done to supplement county water. We are open to serve you and are ready to settle you right here in Nakuru”*.

Tom Kibet, the Regional Manager in charge of Nakuru says, *“We have factored in different investment preferences and while we are selling land and building, we also have commercial properties. For those looking for commercial plots, Ushindi Town, a commercial center within the Ushindi Gardens offers huge parking and roads as wide as 12 meters for easy parking. These commercial plots are available, starting at only 1.95 million shillings.”*

To be a part of the Ushindi Gardens community, call us today on 0790300300 or log on to <https://www.optiven.co.ke/properties/ushindi-gardens-nakuru/>



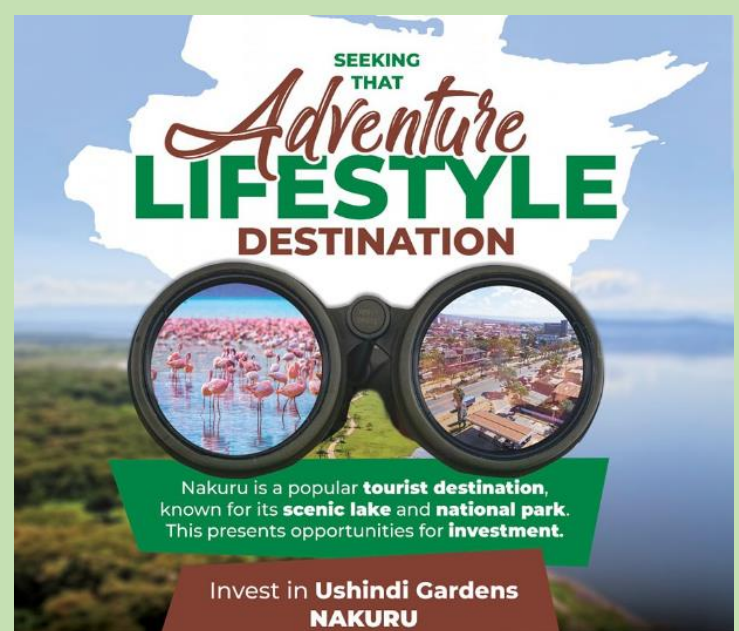
Get a piece of Kenya's

FOURTH CITY

Nakuru serves as an important **transportation** and **commercial** center for the surrounding region.

Optiven...
INSPIRING POSSIBILITIES

Invest in **Ushindi Gardens**
NAKURU



SEEKING THAT

Adventure LIFESTYLE DESTINATION

Nakuru is a popular **tourist destination**, known for its **scenic lake** and **national park**. This presents opportunities for **investment**.

Invest in **Ushindi Gardens**
NAKURU

OPTIVEN STAFF RETREAT TO THE COAST | A Time to Bond and Relax with Colleagues.

The chatter and banter of the staff was just but a topping of the cake as the entire team headed to Mombasa on 19th January 2023. The excitement was as palpable as the team headed to the coast for a four day visit courtesy of Optiven Limited. From the grounds people of Ngatataek to the regional managers representing different parts of the country, the trip was a well deserved break for a whole year of working at Optiven.



Staff arrived early to take the first train out of the Nairobi standard gauge railway in Syokimau before being chauffeured to the resort city of the North Coast. Right from arrival, the staff were able to enjoy different services including food, fun and exquisite relaxation. The trip was an opportunity to rejuvenate and refresh before kickstarting the new year 2023 with vigour and clarity of purpose.



Speaking shortly before the trip, the Manager in charge of Human Resource and Talent Acquisition, Mr. Martin Waweru noted that the trip was a part of balancing staff work and fun while still maintaining the focus on engaging the company goals and objectives. According to Waweru, the staff were in high spirits and ready to proceed with focus towards meeting their goals in 2023. Waweru says, *"2023 has started on a great note for our team and we are sure the months ahead are going to be enjoyable to work at Optiven. As a brand we are keen to see that there is a balance of life and work that is why we are happy with our slogan of inspiring possibilities. Why? Because happy staff means happy customers."* Optiven Limited is committed to provide a suitable environment for it's staff in order to meet it's objective to socially and economically empower and transform the society.



WHAT HAPPENED IN JANUARY 2023? | Moments & Flashes on 6/1/2023 at GMC Place



OPTIVEN PROMOTES STAFF | Part of Strategy to Improve & Expand Corporate Operations.

Optiven has been in the business of settling Kenyans for 23 years now and part of their vision is to create over 30,000 direct employees by 2030. This feat is only achievable through expansion and diversification of our portfolio and that was the reason for new positions including Head of Global Market and Affiliate Marketing Manager. George Wachiuri, the Chief Executive at Optiven has been a strong symbol of advocacy for employment opportunities. He says, "it is important for the government and corporates to create favourable conditions for job creation and economic growth as this can help reduce unemployment and improve the standards of living." He has reiterated the importance of generating employment for vulnerable groups, unemployed rural labour and university graduate students. This is in line with the United Nations sustainable development goal number 8 which aims to *promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.*

Christine Kasaya, who has been with Optiven for over 8 years was promoted from Head of Customer Experience to Head of Global Markets. In this capacity she will coordinate diaspora activities, grow revenue for diaspora and tackle new diaspora markets.

Mercy Wechuli who was serving as the Head of Telemarketing was promoted to Head of Customer Experience in charge of Customer Service at Optiven Limited.

Affiliate marketing is a new niche that Optiven has ventured into in 2023. John Odede, a former Sales Executive was entrusted to lead this department which involves agency employment on a contractual basis. It is an extension of employment to the public to engage in marketing and so far over 7 people have been recruited.

At Optiven, promotions are not only at the top level as former chauffeur John Kaguamba and Simon Kimotho were elevated to Supervisors for Special Assignments. The move to higher ranks in position is a key initiative to open up more employment responsibilities to give individuals a chance to improve their standards of living and also be champions of social economic transformation.

LEFT: *Christine Kasaya, Head of Global Markets, Mercy Wechuli, Head of Customer Service*

BELOW: *Left to right, John Kagwamba & Simon Kimotho, Supervisor for Special Assignments. John Odede, Manager, Affiliate Marketing.*



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#23YearsOfPositiveImpact



PROPOSED VALUE ADDITIONS



Compacted
Murram roads



Electricity
on ground



Beautiful
Entry gate



Water tower



Solar street
lights

Why You Need To Invest In Ushindi Gardens.