

# THE OPTIVEN POINT

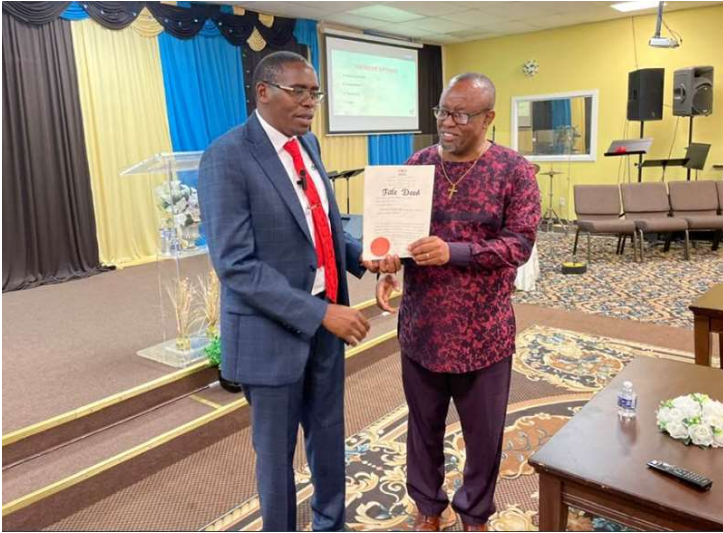
***“We are grateful for all those who made time to start their investment journey with Optiven this May”***

**GEORGE WACHIURI**

- Ocean View Ridge Vipingo
- Tree planting at Kimuka, Ngong
- Shangilia Madaraka na Optiven
- Optiven Returns to America



## WORD FROM THE CEO | Optiven Empowers Schengen Countries in May 2023...



**ABOVE:** Bishop Paul Kiilu receives his title deed in Newark Delaware from Optiven Group CEO Mr. George Wachiuri on 8<sup>th</sup> May 2022 in the USA

May 2023 marked the empowerment of investors in Schengen countries where hundreds of investors were able to receive the promise. Optiven Europe team was on ground throughout the month, meeting customers, providing updates and working with investors to give them the best solutions for their real estate needs. This May 2023, it was also the turn of customers in various states of the United States of America where I led the team in presenting title deeds to Optiven investors. The move is a part of our vision of socially and economically empowering the society through offering state of the art products and services. The best part about engaging customers living and working in the Diaspora, is the smiles and satisfaction they exhude once the important title deed lands into their hands.

As the company empowers the masses, it was also the turn of clergy serving in the larger Karen area. Optiven opened it's space for clergy at a one of a kind breakfast that was held on Monday 15<sup>th</sup> May 2023 at the KCB Leadership Center in Karen. As Optiven we remain humbled by the gracious turnout of Clergy many of whom are now literally family after they chose to invest. As part of our accountability, we took the opportunity to also engage the Clergy at a personal level and afford them a unique tour of our project at Achievers Paradise in Kimuka Ngong. We are grateful to all those who made the time and even more for those who chose to start their investment journey with Optiven.



**ABOVE:** Optiven Group CEO, George Wachiuri (standing left) addresses clergy serving different congregations in the Karen area at the KCB Training Center Karen on 15<sup>th</sup> May 2023.

Finally, we also had the privilege of launching our luxury project which is our newest project, Ocean View Ridge in Vipingo. The project has been on the search trail for a while with majority of our customers asking us to find them this project. We are glad that as from the launch, the uptake has been amazing with a total of 34.7% already sold. Overallly we are keen to keep on transforming lives knowing that together, we inspire possibilities.

**George Wachiuri**  
**CHIEF EXECUTIVE OFFICER**  
**Optiven Group**



## SHANGILIA MADARAKA CAMPAIGN FOR MAY | 4,000/- Cashback for every 379,000/- ...

The month of May 2023 was an opportunity for investors at Optiven to celebrate their independence. In deed there is nothing like being free when you rest easy knowing your investment is not only safe but secure and sure as is the case with Optiven. So this May the Shangilia Madaraka Na Optiven campaign was launched to benefit current and potential customers with a unique cash back.

The Head of Sales at Optiven, Rachael Nduge noted that for Optiven customers, the true definition of being independent is owning your property. She recommended that customers take on the different investments available across the Optiven portfolio noting that there is a selection of value-added projects for residential or commercial purposes. With excellent value additions and prime locations with well-developed neighbor hoods, Optiven projects are ready to fulfil their dreams. And what's more, for every 379,000 shillings you pay as a deposit or instalment in any of our projects, you'll receive a cashback of 4,000 shillings to continue celebrating your Madaraka.



**KES.379K**

**SHANGILIA MADARAKA NA OPTIVEN**

For every **379K** you invest / deposit this **May** in **Great Oasis - Nanyuki** you get **Ksh.4,000** cash back!

T&C Apply #23YearsOfPositiveImpact

Optiven is the leading real estate company in the East and Central African region. The company has been in existence for 24 years during which they continue to provide solutions for real estate investors across the country. With a portfolio of properties available from as little as 169,000 shillings, Optiven is most preferred for provision of transformed and value added properties that are ready to build.

To invest in any of the Optiven projects, call, SMS or WhatsApp us today on 0790300300. For more information log on to [www.optiven.co.ke](http://www.optiven.co.ke)



**KES.1.995M**

**SHANGILIA MADARAKA NA OPTIVEN**

For every **379K** you invest / deposit this **May** in **Achievers Paradise Gardens - Kimuka, Ngong** you get **Ksh.4,000** cash back!

T&C Apply #23YearsOfPositiveImpact



**KES. 1.5M**

**SHANGILIA MADARAKA NA OPTIVEN**

For every **379K** you invest/deposit this **May** in **Kithimani Springs - Machakos**, you get **Ksh.4,000** cash back!

T&C Apply #23YearsOfPositiveImpact



## OPTIVEN MASSIVE TREE PLANTING IN KIMUKA | Achievers Paradise Hosts Customers

Optiven Limited captained by Chief Executive George Wachiuri led a team of investors to their premier project at Ngong in line with the GoGreen Initiative. The Optiven Foundation under its Environmental Protection pillar pursues environmental sustainability which involves making decisions and taking action that are in the interests of protecting the natural world, with particular emphasis on preserving the capabilities of the environment to support human life. During the event held at Achiever's Paradise, Wachiuri shared the importance of the activity adding that *"I encourage green building. Don't build on the whole project and use of gutters to tap water."*



**ABOVE:** Optiven Group CEO Mr. George Wachiuri (far right) with a client and staff during the tree planting on 15/5/2023.



**ABOVE:** Joe Alando, Optiven Global General Manager (centre) together with staff help investors at Achievers Paradise to plant trees on their plot on 15/5/2023.

Optiven in June 2020 officially launched its GoGreen Initiative that aims at incorporating sustainability in its operations across all the projects. The main thematic areas incorporated in the projects focuses on waste management, renewable energy and sustainable ecosystem restoration.

In 2023 Optiven was recognized under the Environmental Protection pillar for its Economic Social Governance blueprint and were recognized as the **"Green Tech Company of the Year 2022"**. The award was bestowed by The Kenya Professional Realtors Association KPRA and came as Optiven is looking to further sustainably manage its projects with emphasis on value additions that embrace circular economy, renewable energy and sustainable waste management.

<https://www.georgewachiuri.com/optiven-ceo-and-gogreen-feted-by-kpra/>



**ABOVE:** Optiven's Munene Migwi of Global Office together with his customers plant a tree at Achievers Paradise by Optiven on 15/5/2023

The government of Kenya on 21st April 2022 launched a tree planting restoration program at Ngong hills forest. This is an effort to kick start a plan of planting 15 billion trees by 2032. The government initiative will help address environmental concerns such as deforestation, degradation and climate change all in partnership with the private sector stakeholders such as Optiven. Climate change is increasing the frequency and intensity of extreme weather and thus interpreting the provision of basic services. With emphasis on reforestation, afforestation and tree planting, the initiative also promotes of indigenous tree species to enhance biodiversity and support ecosystem restoration.



## OPTIVEN FETED IN WASHINGTON DC FOR DIASPORA WORK | GDDC Awards in May...

Optiven bagged its third award of 2023 in Washington DC. This was at an event held on Saturday 6th May 2023. The event was a culmination of a three-day conference by the Global Diaspora One Voice Consortium. The conference further hosted stakeholders at a panel discussion under the theme, **“Bridging Business Opportunities in -Africa & US Global.”**

Mr. George Wachiuri, Optiven Group CEO while participating in the panel discussions advised that Optiven would continue to serve the interests of Kenyans living and working in the diaspora. He noted that the opportunities available for work in diaspora are a stepping stone towards building wealth back at home. Wachiuri added that Optiven’s footprint will continue to grow even as the company expands its presence.

Speaking shortly after receiving the awards, George Wachiuri, Group CEO at Optiven dedicated the award to the company’s customers. He noted that the award was a recognition of over 23 years of innovation, customer service and relentless dedication. His sentiments were echoed by Mary Wachuka, the Optiven Director for Strategy and Operations, and George Muteti, the USA Regional Manager for Optiven – both of whom are in the USA this May.

The receipt of the award coincided with the arrival of the Optiven team in the USA where they are delivering the promise of title deeds to investors in different states. The team is hosting investment dinners, meeting customers and discussing with partners on matters philanthropy throughout the months of April to July of 2023.

Already customers who bought land with Optiven and had completed their payments continue to receive their title deeds as well as invest back home mainly in the new projects. <https://www.optiven.co.ke/newsblogs/why-invest-in-the-coastal-region/>



**LEFT:** Optiven Group CEO, Mr. George Wachiuri (in blue) in the company of Director for Strategy and Operations, Mary Wachuka (in white) receive the GDDF OVC Award in Delaware USA.



**OPTIVEN ABSA ACTIVATES | Keeping the Promise of Title Deeds both Locally and Globally 2023**



**ABOVE: #TeamAbsa** keeping the promise led by Colleta Kanyili who presented a title deed to our customer on 16<sup>th</sup> May 2023



**ABOVE: #TeamAbsa** providing solutions by ensuring customers have title deeds led by Dennis Muya on 17<sup>th</sup> May 2023



**ABOVE: #TeamAbsa** giving confidence to our customers by delivering their title deed led by John Ngare on 19<sup>th</sup> May 2023



**ABOVE: #TeamAbsa** ensures our customers are smiling with their title deeds led by Lucy Muriuki on 11/5/2023



**ABOVE: #TeamABSA** hands over a title deed to a happy customer represented by Stella Wambua on 15<sup>th</sup> May 2023.



**ABOVE: #TeamABSA** Popsy-Marie shares the promise on 18<sup>th</sup> May 2023.



**ABOVE: #TeamABSA** Francis Kipngeno makes a customer smile on 23/5/2023.



**UPGRADES ACROSS THE OPTIVEN PORTFOLIO | #TeamGlobal Events in MAY 2023 ...**



**ABOVE:** A happy customer for a promise fulfilled courtesy of #TeamGlobal Eunice Nyambura on 24/5/2023.



**ABOVE:** #TeamGlobal represented by Dickson at an activation held at the Kenya Meteorological offices on 24<sup>th</sup> May 2023.



**ABOVE:** Empowering medics at Mater Hospital, Development Hse #TeamGlobal Lydia & George 24/5/2023



**ABOVE:** Partnering with Goodlife Limited, at their offices is #TeamGlobal Muthama on 23/5/2023 .



**LEFT:** Empowering mothers is #TeamGlobal Eric Gachara and Nicole Mukami at the Supamama's Event at Pridelnn Hotel on 13/5/2023





**UPGRADES ACROSS THE OPTIVEN PORTFOLIO | #TeamCoast Events in MAY 2023 ...**



**ABOVE:** #TeamCoast host investors at the Ocean View Ridge – Vipingo by Optiven on 20<sup>th</sup> May 2023 to view the project



**ABOVE:** Customers enjoy tides & times of the coast after visiting Malindi Breeze on 16/5/2023 courtesy of #TeamCoast led by Damaris Mbalu.



**ABOVE:** Customers arrive at the Malindi Airport ready to visit Malindi Breeze by Optiven, and were received by Damaris Mbalu on 25/5/2023.



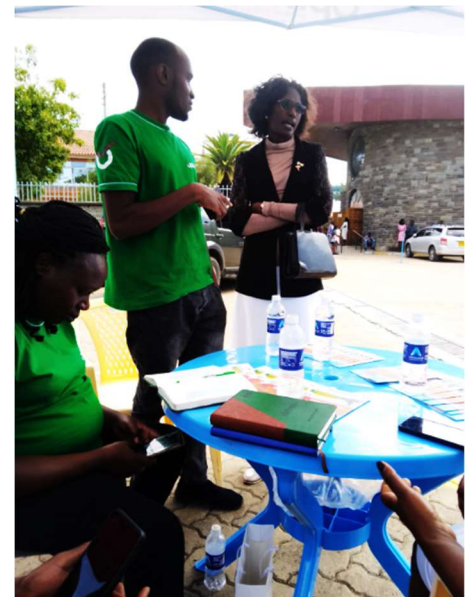
**ABOVE:** Customers select their plots at Malindi Breeze Phase 5 assisted by Damaris Mbalu on 22/5/2023



**UPGRADES ACROSS THE OPTIVEN PORTFOLIO | #TeamNakuru Events in MAY 2023...**



**ABOVE:** #TeamNakuru was transforming lives at the Transformational Business Network meeting at Waterbuck Hotel Nakuru on 18/5/2023



**ABOVE:** #TeamNakuru representing at Christ the King Cathedral on 14/5/2023



**ABOVE:** #TeamNakuru was transforming lives at the Catholic Men's Conference at Subukia Shrine on 20/5/2023.



**ABOVE:** #TeamNakuru represented by Anne at Ushindi Gardens empowering land ownership on 12/5/2023



**ABOVE:** #TeamNakuru represented by Felix at Ushindi Gardens empowering land ownership on 25/5/2023



**ABOVE:** #TeamNakuru represented by Simon at Ushindi Gardens inspiring on 24/5/2023



**ABOVE:** #TeamNakuru represented at Public Works Office on 22/5/2023



**UPGRADES ACROSS THE OPTIVEN PORTFOLIO | #TeamNanyuki Events in May 2023...**



**ABOVE:** #TeamNanyuki represented by Anne Maina were inspiring possibilities at Touchwood Hotel on 16/5/2023.



**ABOVE:** #TeamNanyuki represented by Alice Wambui who was speaking on the Ujuzi Breakfast Radio Show on 25/5/2023



**ABOVE:** #TeamNanyuki hosting different investors at the Great Oasis Gardens by Optiven in the month of May 2023, and inspiring possibilities.

**Looking for OPTIVEN in NANYUKI?**

**Find us at UBII PLAZA, on the Main Nanyuki Road.**

**To invest at the Great Oasis Gardens Nanyuki**

**Call, SMS or WhatsApp today on 0790300300**





## OPTIVEN OPENS VIPINGO PROJECT | Customers Grab 53% Offer on Project Opening

Factories, road infrastructure and other industries are increasing the demand for housing in Kilifi county, real estate developers in the region have said. Investors in the county said the majority of factories that have been set up in the region have provided employment to thousands of people. Therefore, the demand for housing is also going up in the area, making Mtwapa, Kikambala, Vipingo and Kilifi towns some of the rapidly growing regions of the county.

The 40.4-kilometre Mtwapa - Kwa Kadzengo - Kilifi Road whose construction was launched by President William Ruto last November 19, is also taking shape, gradually opening up the region. According to the 2019 census, Kilifi county had a population of 1.5 million people, coming closely after Mombasa's two million people. However, the population is rapidly increasing because of the many companies, factories and investment coming up in the region. One of the ventures that has come up is the Mtwapa Business Park, which consists of 42 warehouses sitting on a 10.5-acre parcel of land.

The ambitious project has been undertaken by the Milli Group of Companies, a leading manufacturer of food items and beverages in the country. Another Mega Development that has opened and up Vipingo area is the Ocean Ridge View by Optiven which is estimated to create over One Thousand Jobs to the locals. Other brands that have set up in Kilifi county include Pwani Oil Limited, Revital Healthcare, Mzuri Sweets, Vipingo Ridge, Vipingo Oils, Centum Investment and a number of Export Processing Zones.

Land prices in Kilifi have increased by 50 percent driven by the construction of residential and commercial projects by real estate firms in the area. According to the County Government, the price of an acre of land has increased from Sh10 million to Sh20 million as demand rises from developers attracted by improved support infrastructure. Affordable land and construction material, coupled with increased attraction to the area by the middle class, have helped attract developers away from Mombasa, the traditional hub of investments in the coastal area. The association officially launched on 18<sup>th</sup> April 2023, draws members from new and seasoned players in the real estate sector unanimously agreed to have Mr. George Wachiuri, Optiven Group Chief Executive as the Chairman of the association. Wachiuri says, "Real estate companies that are part of the association will vet companies & weed out rogue ones. For years, the sector has been accused of exacerbating corruption while defrauding Kenyans millions of shillings in non-existent land deals or double allocations." Dubbed, '**Association of Real Estate Stakeholders**', the



platform has also been backed to deliberate on ethical ways of doing business. About 200 realtors have so far signed up to the association with further plans to push up the numbers up to 500 by end of this month.

To invest at Ocean View Ridge Vipingo, call, sms or WhatsApp us today on 0790300300.

[www.optiven.co.ke](http://www.optiven.co.ke)



## OPTIVEN HOSTS CLERGY IN KAREN | Clergy Get An Opportunity to Tour Achievers Paradise ...

Optiven Limited on 15<sup>th</sup> of May 2022 held a special gathering of Clergy serving in the Karen area. The Clergy who were from different churches came together to better plug in on opportunities available for them and their congregants at the one of a kind event held at the KCB Training Center in Karen. The event also hosted Dr. Daniel Muvengi, who serves with World Vision International as Regional Director for Faith and Development in East Africa. Dr. Muvengi started off the meeting with a powerful presentation that expounded on the biblical basis for church leaders empowering their congregations. Among the other guests were NETFUND Director General Mr. Mwaure Waihiga who lauded Optiven for its role in the greening of its projects. According to Mwaure Optiven had stamped its place in the real estate sector especially when it comes to tree planting on its projects, advocacy for proper waste management and stakeholder capacity building towards a circular economy where environmental sustainability is core. Mentioning the milestones made under the GoGreen Initiative, Mwaure further urged other corporates to get in line where sustainability initiatives were concerned as this will better the planet for the future generations.

The Clergy were later treated to a hearty breakfast and later had an opportunity to make a tour of Achievers Paradise by Optiven. The project located in Kimuka Ngong has been a favorite investment for many of the communities residing in the Karen, Ngong and Rongai areas. The project which was launched in April this year has so far had a number of value additions done including internal murrum roads, water installation as well as a perimeter mesh fence.

**To invest at Achievers Paradise by Optiven, call, sms or WhatsApp today on 0790300300**





**OPTIVEN ACTIVATES DIASPORA | Keeping the Promise of Title Deeds Locally & Globally in May**



**ABOVE:** Optiven's Director for Strategy and Operations Mary Wachuka inspires possibilities in the United States of America on 10/5/2023



**ABOVE:** Optiven's Faith Esther empowers Nigeria on 20/5/2023



**ABOVE:** Optiven's Top Converters pay a courtesy call to the Kenyan High Commission in Kuala Lumpur, Malaysia on 5/5/2023.



**ABOVE:** Optiven's SOE in Rwanda Engineer Wanderi and team represent in Kigali on 11/5/2023.



**ABOVE:** Optiven Diaspora Relationship Managers for Europe, Africa and Asia host representatives of the Ministry of Foreign Affairs at Absa on 11/5/2023

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INFORMATION ON  
DIASPORA?**

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**Visit us at ABSA Towers,**

**2<sup>ND</sup> Flr. Right Wing**

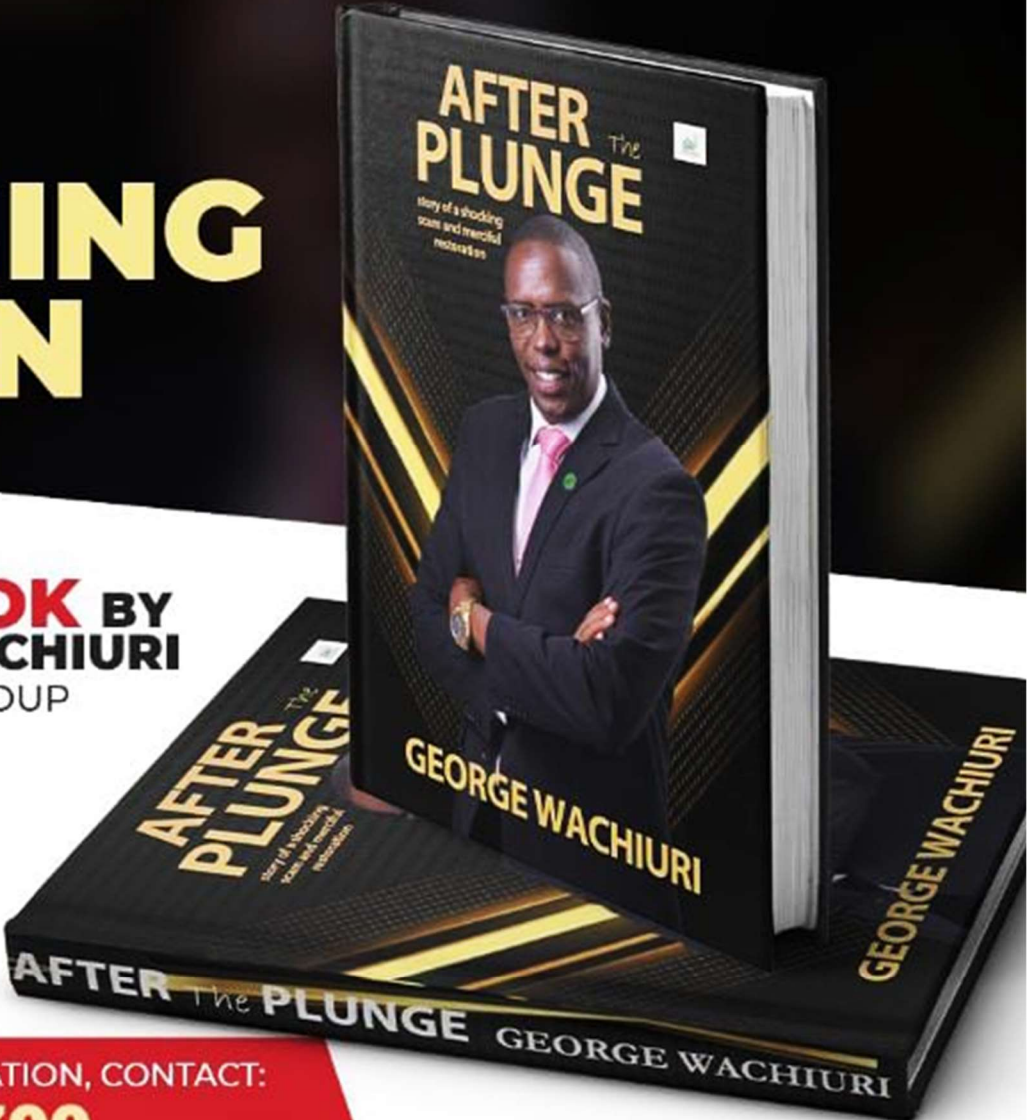
**Facebook: Optiven Diaspora**



GEORGE WACHIURI'S NEW BOOK IS OUT | His Third Book Now Available on AMAZON...

The hiatus is now over with the new book by  
**GEORGE WACHIURI, OPTIVEN GROUP CEO.**

The launch of "**AFTER THE PLUNGE**" is open for ALL  
To attend please register today on <https://bit.ly/AfterThePlunge-Launch>

The image shows a 3D rendering of the book 'After The Plunge' by George Wachiuri. The book is standing upright, with its cover featuring a portrait of George Wachiuri in a suit and glasses. The title 'AFTER THE PLUNGE' is written in large, bold, yellow letters, with 'The' in smaller text above 'PLUNGE'. Below the title, it says 'story of a shocking scam and merciful restoration'. The author's name 'GEORGE WACHIURI' is printed at the bottom of the cover. The book is set against a black background with yellow diagonal stripes. To the left of the book, the text 'COMING SOON' is written in large, bold, yellow letters. Below this, the text 'NEW BOOK BY GEORGE WACHIURI CEO, OPTIVEN GROUP' is written in red and black. At the bottom left, a red banner contains the text 'FOR MORE INFORMATION, CONTACT: 0790 300 300 data@optiven.co.ke'.

**COMING SOON**

**NEW BOOK BY  
GEORGE WACHIURI**  
CEO, OPTIVEN GROUP

FOR MORE INFORMATION, CONTACT:  
**0790 300 300**  
data@optiven.co.ke

**ALL PROCEEDS GO TO CHARITY**

0790300300 | OPTIVEN : *Inspiring Possibilities*