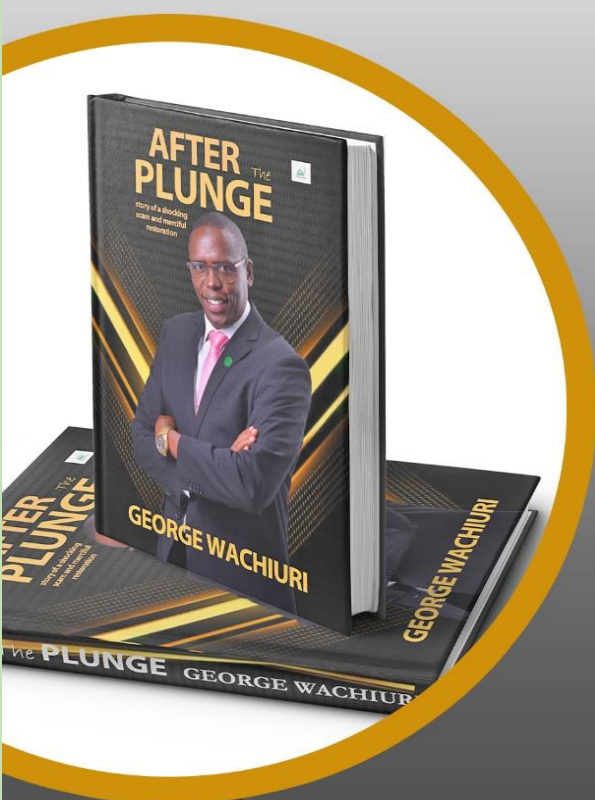


JULY 2023
JULY 2023

THE OPTIVEN POINT

**+ "After the Plunge"
Launch
+ Clergy Breakfast in
Mtwapa**



**+ "Success Gardens
Phase 2 Uptake
+ Jijenge Na Optiven**

**"PRAYER HAS BECOME A KEY
TO OUR BUSINESS- FROM
WHICH WE **DEPEND AND**
DRAW OUR STRENGTH"**

WORD FROM THE CEO | Optiven Empowers Investors in Counties this July...

The cold to usher in Kenya's winter notwithstanding, July was a great month for us as the Optiven family. We have a galore of activities many of which were aimed at either celebrating the milestones we have had or inspiring possibilities within our sphere of operation. To kickstart the month we hosted clergy in Mombasa for an investment breakfast that also offered empowerment advise to the men and women of God. We also launched a superb campaign dubbed #JijiengeNaOptiven still within the corporate vision to empower our investors across the portfolio. We also paid tribute to our county roots by engaging at that level where we visited Nyamira and Nakuru Counties to empower the publics there with our vision of socially and economically empowering the society through real estate. To further stamp our engagement, we rolled out massive value additions at Ushindi Gardens in Nakuru and plans are underway to open new offices both in Nyamira and across the borders in neighbouring Uganda. All these are exciting to us as the Optiven family.

We were at the same time blessed to have received another cheque from our partners at Fusion Capital to



ABOVE: Mr. George Wachiuri, Optiven CEO (*second left*) empowering investors in Nyamira County on 15/7/2023



ABOVE: Mr. George Wachiuri, Optiven CEO (*second left*) when he was invited by Nakuru Pastors Conference on 21/7/2023 in Nakuru County.

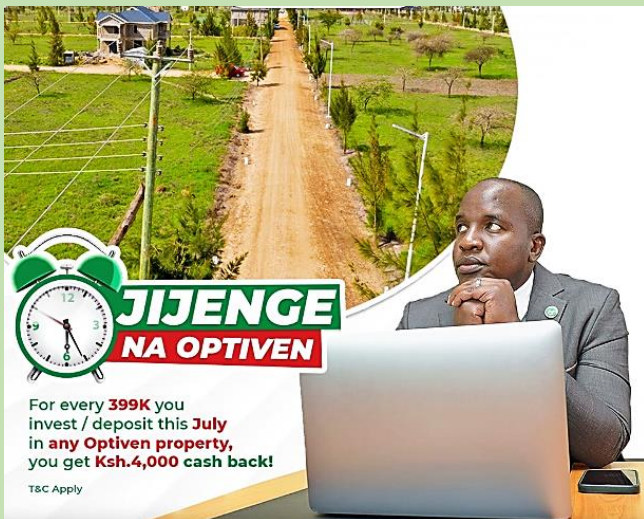


the tune of 1.5 million Kenya shillings towards the Optiven Foundation philanthropy activities. This will go a long way to make a difference in the communities we serve. As advised earlier, we were humbled indeed to finally be able to hand over the house at Garden of Joy by Optiven to Mama Leshao. The house completion including the furnishings and documentation cost us 8 million shillings in total. We remain grateful to all our partners who made this possible.

In conclusion, it was a cherry worth eating when my third book titled "AFTER THE PLUNGE" was finally availed to the public via a grand launch on 28/7/2023. The book is an intrigue and an enigma both for your reading and mainly because by purchasing it you are supporting the activities of the Optiven Foundation. On to August, thank you for a great July!

George Wachiuri
CHIEF EXECUTIVE OFFICER
Optiven Group

JIJENGE NA OPTIVEN CAMPAIGN IN JULY | Customers Invest & Receive 4,000/- Cashback ...



JIJENGE NA OPTIVEN

For every **399K** you invest / deposit this **July** in **any Optiven property**, you get **Ksh.4,000 cash back!**
T&C Apply

The month of July is the perfect opportunity for our investors to either make new purchases or take their repayments to a brand new level. With every payment of 399,000 shillings, customers will receive a cashback of 4,000/- as they continue with their investment journey in real estate. The campaign runs across all the projects under the Optiven portfolio and the cashback payments are guaranteed for all one-off payments by the customers. The campaign launched on 3rd July 2023 is the seventh campaign of the monthly series that has been introduced by Optiven to reward customers for trusting the Optiven brand and making the decision to invest. Customers both new and old expressed their appreciation for the consideration by Optiven to give them the cashback as a great invitation and initiative to contribute to their investment.

Racheal Ndunge, the Head of Sales at Optiven Group notes that the campaign is especially welcome as it applies to investments across the board. She says, *"as Optiven we continue to provide our investors with affordable projects across the board. The projects are not only accessible but they are also ready to build and are available on an instalment payment arrangement. We welcome investors to also refer our products to others especially those looking to make first time investments in real estate as we have projects that are priced as low as 169,000 shillings for a quarter."*

Optiven is Kenya's award winning real estate company. The company has been in existence for 24 years during which they continue to provide solutions for real estate investors across the country. Optiven has been at the forefront in offering value added and transformed projects within a ready to build environment. The company has a number of offices across the country including in Nakuru, Nanyuki, Mtwapa and in the Nairobi Central Business District. The properties are priced according to the different levels in terms of the value additions on the project as explained here <https://www.optiven.co.ke/newsblogs/the-five-levels-of-optiven-properties/>



JIJENGE NA OPTIVEN

For every **399K** you invest / deposit this **July** in **any Optiven property**, you get **Ksh.4,000 cash back!**
T&C Apply

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



JIJENGE NA OPTIVEN

For every **399K** you invest/deposit this **July**, you get **Ksh.4,000 Cash back!**

OPTIVEN OPENS NEW OFFICES | Expansion of Operation Branches to Counties & Diaspora

As the year rolls on to it's second half, Optiven Group is celebrating experience and expansion. 24 years after it begun operations, Optiven now has a number of offices which serve the interests of it's customers and stakeholders. While the company's main operations happen at the Nairobi Central Business District at ABSA Towers, work still continues both in Kenya and the United States of America where Optiven opened it's diaspora office this year. At Absa Towers, over sixteen departments are domiciled at the 14th and 2nd floors key of which is the office of the Group Chief Executive Officer Mr. George Wachiuri. Walking into the offices, regardless of where they are located, it is not hard to identify the bespoke green color that is synonymous with growth and shades of brown indicating the core business of the company which is real estate. The blueprint of the corporate identity for Optiven stems from here, Absa Towers, the home of the head office at Optiven Group. There is also a fully fledged office at Karen, and within proximity to the Karen Shopping Center. Amidst the trees and chill that creates the ambience of the suburb, you will find Optiven Global, easily visible from the main road leading from Karen to Ngong. The office was officially launched by Justice Daniel Musinga in November of 2022 with pomp and colour, that is characteristic of Optiven events. The opening of the office also signaled an upscale of activities and entry into global markets in Africa, America, Asia and the United Kingdom.

<https://www.youtube.com/watch?v=eIIUR3SC8ck>

On the outskirts of Nanyuki town, you will find the Optiven Laikipia office at Ubii Plaza located on the Nyeri Nanyuki Road. The office was officially opened in 2022 to serve the vast clientele in the Laikipia Country. For a long time, the Optiven Laikipia office has been the home of Bigger is Better where Optiven through the Nanyuki office has been selling hundreds of acres at it's expansive Great Oasis Gardens. Catherine Ndegwa is the Liaison Manager for Laikipia and she advocates for investment in Nanyuki noting that this is the next



city to watch out for owing to it's landscape and location in proximity to towns such as Rumuruti.

<https://www.youtube.com/watch?v=X8wxk0uM1wA>. In the middle of the cosmopolitan business hub of Nakuru is where you will find the Optiven Nakuru offices located at the Golden Life Mall on 7th Floor. The office was officially opened in 2023 where investors with special interest in investing at Ushindi Gardens in Sobea are served. With keen interest to settle in Nakuru, Ushindi Gardens sold out it's phase 1 project within 7 months of it's opening and is currently selling out phase 2. It is the first office to be opened by Optiven in the city to serve investors in the larger Nakuru County. George Karanja is the Liaison Manager for Optiven



Nakuru and says the office is open to serve investors for Ushindi Gardens and any other project within the Optiven portfolio. <https://www.youtube.com/watch?v=q18dGEqNTgg>. At the robust town of Mtwapa, there is yet another office located at Shifa Arcade, 2nd Floor, Office No. B5. The office is the latest to be opened this year with five staff members serving the customers. It is the first office to be opened in the region located at Amkeni area. The office is mostly frequented by investors looking to invest at Ocean View Ridge by Optiven in Vipingo. It has created a great opportunity for interaction between the publics and the Optiven family. Antony Njoroge, is the Liaison Manager in charge of Mtwapa and says that majority of the investors are happy to invest in the two projects located in Malindi and Vipingo. <https://www.youtube.com/watch?v=ZumGjwXfqRQ>



OPTIVEN'S USHINDI APPROVED BY COUNTY | Customers Take Up Plots in Numbers...

The Nakuru County Government has approved the change of user status for Ushindi Gardens by Optiven. The project which is Optiven's premier project in the County, will now continue to become the project where mixed use developments are allowed. George Wachiuri, Optiven Group Chief Executive says, *"the county government has been a great support largely plugging into the Optiven vision to empower the county and also open up the city to investors. Our project located in Sobeia is already changing the landscape in Nakuru with the transformation onground already underway. Am grateful to our investors who came on board as soon as we opened Ushindi Gardens for sale and am confident that as Optiven, our promise to deliver ready to build plots is going to be a reality sooner rather than later."*

<https://www.youtube.com/watch?v=DeDDRh-hVyU>

According to the Director for Projects at Optiven Limited, Charles Muraguri, the process has taken a six month period. Muraguri says, *"we are indeed delighted with the approvals and this means our speed of execution on the transformative value additions is going to go a notch higher. As is our tradition we only offer the best to our customers and Ushindi Gardens by Optiven is not any different."* The sentiments by both Mr. Wachiuri and Mr. Muraguri were echoed by Mr. Tom Kibet, the Regional



Manager for Nakuru who welcomed the news saying, *"this is what we have been waiting for as we provide our customers at Ushindi Gardens with the most preferred address to what will be their dream homes. We could not have done this alone as the Nakuru office and I want to take this opportunity to thank the Director for Projects, Mr. Muraguri, the legal team at Optiven and the entire team for their great support."* <https://www.youtube.com/watch?v=-2Sfln4aIKs>



The development now means that Optiven Limited will enhance and speed up the promised value additions at Ushindi Gardens. In addition, investors can rest easy as the processing of individual title deeds for those who have already bought now takes off in earnest. The project which is Optiven's inaugural project in Nakuru County has received great support with the first phase already sold out. George Karanja, the Liaison Manager for Nakuru County says, *"our customers have been amazing as they have made it their*

purpose to take up Ushindi Gardens at a high rate. As the Optiven Team in Nakuru, we are committed to make their investment journey seamless and memorable. This is why we are officially launching the value additions on 21/7/2023."

<https://www.youtube.com/watch?v=q18dGEqNTgg>

The approvals will see Ushindi Gardens having a commercial and residential area, that will have upgraded infrastructure on internal roads. As Optiven is big on sustainable living, the project will have open parks and trees planted across the project. Other key developments expected include land for a school, a kindergarten and a dispensary which will be surrendered to the County Government of Nakuru. Customers will also enjoy solar street lights, power on site, water reticulation, security and an access gate.



OPTIVEN HOSTS MOMBASA CLERGY AT BREAKFAST | Empowered to Own Property

Optiven Limited on 3rd July 2023 hosted over 200 Clergy for an empowerment breakfast in Mombasa. The event was an opportunity for the Clergy to learn what Optiven does in terms of providing ready to build projects to impacting the community by activating various philanthropy activities. Apart from learning from Optiven the event further provided an opportunity to network especially for the Clergy serving the coastal region and to leverage on how they can work together to empower their congregants. Joe Alando, the General Manager at Optiven Global in Karen was the peer host for the event which was held at the Sun and Sand Hotel. In his remarks to the attendees, Alando shared his desire to see the church from the leaders to the congregations empowered to become their very best. He advised that Optiven provides a myriad projects to ensure that as many investors as possible are able to invest in real estate and at their pace.



The event held in the north coast part of the region was graced by Bishop Phillips Katutu, a Trustee of the Optiven Group Foundation hosted by Mr. George Wachiuri, the Group CEO at Optiven. Addressing the Clergy, Katutu shared the involvement of Optiven at the grass root level and in some of the remote parts of the country where the company's impact continues to be felt. He also took the opportunity to share his own experience on his investment journey with Optiven. As an investor, Katutu noted that there is not a single project under the Optiven portfolio that will not attract an investor and further increase in terms of profitability. While giving his official address to the meeting, Wachiuri shared his journey in real estate noting that it had taken great favour from God to make Optiven the leading real estate company. He encouraged the Clergy to be keen on empowering their congregations to enable them improve their lives and the result being, an endowed community.

The culmination of the breakfast was a visit to one of the top projects by Optiven in the Amkeni area of Vipingo in Mtwapa. The Clergy took the time to engage with the Optiven team to better understand the project which is Ocean View Ridge VIPINGO with over 23% making the decision to invest with Optiven. A special consideration was extended to the pastors to cushion them while making this investment by giving them a 6 months free of interest contract for their investments.



ABOVE: Optiven Customer Service Manager, Mercy Wechuli (right) and Sales and Marketing Executive at Optiven Mtwapa, Mwanaisha Kumanya (center) attend to a Clergy on arrival at the Sun and Sand Hotel on 3/7/2023

ABOUT OCEAN VIEW VIPINGO BY OPTIVEN

Ocean View Ridge – Vipingo by Optiven is a haven of peace and tranquility where you enjoy a cool breeze from the Ocean. Already the project has seen a fast-tracking of the infrastructure where the road murraming is ongoing. The beacons on the project have also been done. This project is a gold project and will have a beautiful gate, ocean views, stone perimeter walls to solar street lights all embraced by mature neem trees. Located only 2.4km from the bustling Mombasa-Malindi Road, the project is only 4.5km to the pristine Indian Ocean, 19km from Nyali, 12km from Mtwapa Town, and in proximity to the Vipingo Ridge Airport.

For more information about Ocean View Ridge Vipingo, log on to

<https://www.optiven.co.ke/properties/ocean-view-ridge-vipingo-by-optiven/>

UPDATES ACROSS THE OPTIVEN PORTFOLIO | Upgrades Enhance Project Outlook in July

NANYUKI, LAIKIPIA COUNTY || **GREAT OASIS GARDENS** BY **OPTIVEN** INSTALLS WATER ACROSS THE PROJECT



ABOVE: Water piping materials are delivered and laid down at the Great Oasis Gardens on 7/7/2023.

Water is life and at the Great Oasis Gardens by Optiven, the water is flowing. Optiven is providing customers with a niche of exemplary project planning. That is why in addition to murrammed roads, perimeter fence, security on site, and ready title deeds, the piping of water across the plum project is currently nearing. Welcome to the home of bigger is better in the heart of Laikipia County courtesy of the Great Oasis Gardens! This is a ready to build project where your choices for development are endless. From schools, churches, warehouses, holiday homes, arbnbs, petrol stations, garages, among others. <https://www.optiven.co.ke/properties/the-great-oasis-gardens-nanyuki/>

THIKA, GATANGA ROAD || **SUCCESS GARDENS PHASE 2** BY **OPTIVEN** OFFICIALLY LAUNCHED IN JULY

Customers who missed out on investing at Success Gardens Phase 1 are happy to get an opportunity to invest at Success Gardens Phase 2 launched in June 2023. The project which neighbors Success Gardens Phase 1 is a gold level project that will mirror the transformation through value additions. The official launch of the project was held with a special dedication that was held on 6/7/2023. The project also hosted members of the CX5 Vehicles Group to a mbuzi-party on 8/7/2023. In addition, investors were able to view for themselves the topography of the project with the special #JazaBasiTwendeSuccess that was held on 15/7/2023. It is located less than 9 minutes from Blue Post Hotel Thika; off exit 18 of Thika Superhighway and right on Gatanga Rd.



KIAMBU, AMANI RIDGE || **PREMIER PROJECT GETS UPGRADE ON DRAINAGE AND PAVING IN JULY**



Did you invest at Optiven's premier project in Kiambu County? Well a lot has been happening at AMANI RIDGE | where investors are building their dream homes. The project has been undergoing a metamorphosis in terms of value additions including cabro roads, solar street lights, perimeter walls, mature green areas and much more. This July, the drainage systems was being fine-tuned with the storm designing and construction of on ground water currently at an advanced stage. The award winning project has redefined the landscape of the Kiambu real estate.

SOBEA, NAKURU || **USHINDI GARDENS LAUNCHES TRANSFORMED VALUE ADDITIONS IN JULY**

Soon after the approval by the Nakuru County to have Ushindi Gardens become a mixed-use project this July, the official value additions launch was done on 21/7/2023. The move is set to transform the premier project by Optiven making it one of the most preferred projects to settle in within Nakuru. The launch was preceded by a stakeholders meeting during which Optiven CEO Mr. George Wachiuri spoke to members of the County Assembly and the Clergy with regard to making prudent investments. The launch of the value additions has been a much awaited affair since Optiven made it's entry into Nakuru County with the sales of Ushindi Gardens. Optiven also opened it's offices at Golden Life Mall, 7th Floor, Nakuru.



VALUE ADDITIONS LAUNCH

- ✓ Water Tower
- ✓ Solar Street Lighting
- ✓ Electricity
- ✓ Murram Roads
- ✓ Beautiful Entry Gate
- ✓ Mesh Fence

VENUE
USHINDI GARDENS, NAKURU
DATE: Friday 21st July 2023

OPTIVEN HOSTS MBUZI FOR CX5 VEHICLE OWNERS | Members Meet at Success Gardens



ABOVE: Optiven Conversion Team Members on ground and ready to empower the CX5 Owners Club at Success Gardens Phase 2 on 8/7/2023

ready to build and accessible properties. Based on our experience, we have seen many investors coming on board to buy our properties, many of which are currently sold out."

George Wachiuri, the Optiven Group Chief Executive Officer also hosted the guests at the project located right on Gatanga Road. Wachiuri took the opportunity to share top nuggets on how to create wealth amidst the challenges currently being experienced in the country. Sharing success stories from previous engagements, Wachiuri advised that many customers were interested in Success Gardens Phase 1 which has since been sold out. He called on the investors to choose their friends carefully and better still adapt and keep those that encourage them to invest for the future. Wachiuri added, *"After offering quality products in real estate for the last 24 years we as Optiven are confident that our projects are suitable to meet customer needs for posterity. Our projects are accessible, legitimate and currently the leading projects in sustainability."*



ABOVE: A section of the vehicles parked by CX5 Owners Club at Success Gardens Phase 2 on 8/7/2023

The CX5 Club has over 600 members representing different professionals. While addressing the attendees, Gitonga noted that the opportunity to gather together and discuss different aspects of life including investment provides a better perspective and unity among people. Success Gardens Phase 2 was launched in June 2023 after the successful

clearance and sales for Success Gardens Phase 1. The project which is a gold level project continues to be a preferred address owing to it's proximity to key towns including Thika, Murang'a and Nairobi. Located on Gatanga Road, Success Gardens Phase 2 is set to be upgraded with state of the art value additions including a gate, a fence, internal murram roads, water and electricity of site.

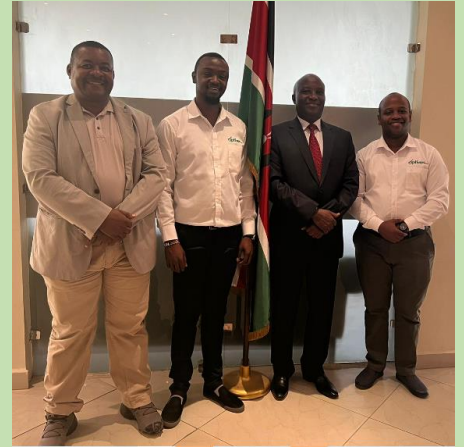
To join the community at Success Gardens Phase 2, call, sms, or WhatsApp us today on 0790300300.



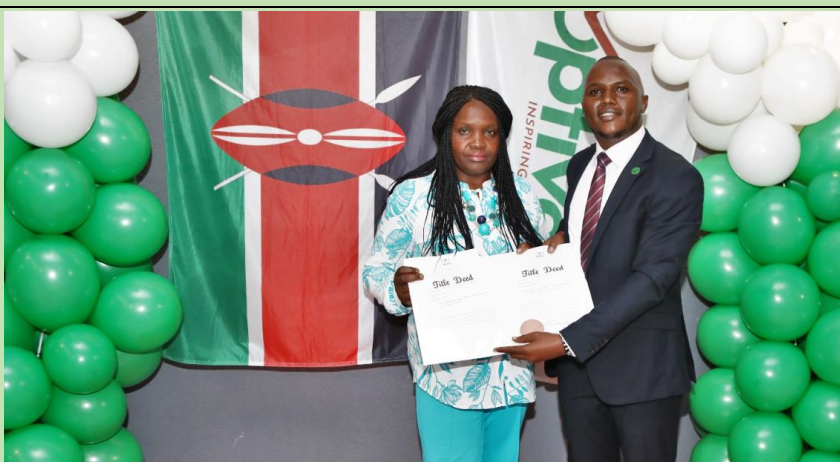
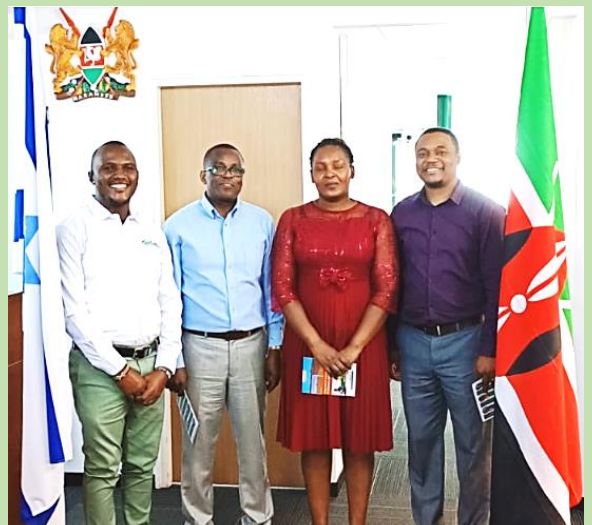
ABOVE: Optiven Group CEO Mr. George Wachiuri (right) introduces the Optiven team to the CX5 Owners Club at Success Gardens Phase 2 on 8/7/2023

OPTIVEN EMPOWERS ASIA & MIDDLE EAST | Teams Back After Delivering the Promise

DUBAI, UNITED ARAB EMIRATES : Optiven's Diaspora Team to the United Arab Emirates arrived back in Kenya on 1st July 2023 after empowering Kenyans living and working in the UAE. The team also delivered the Optiven promise which saw over 20 customers living and working in Doha Qatar and Dubai UAE receiving their title deeds, having completed their investments with Optiven. The team was led by Alex Ngacha and Paul Gachanga both of whom serve as Senior Sales and Marketing Managers at Optiven Real Estate. This was the second time to return to the UAE as the previous visit by Optiven to this diaspora Market took place in the year 2019. Apart from delivering title deeds to investors who bought land with Optiven, the team further offered great insights on project developments as well as new projects within the Optiven portfolio. The team was hosted by the Kenyan Consulate in Dubai & Doha and also met Kenyan groups in the UAE.



TELAVIV, ISRAEL : Optiven's Team Israel left for Telaviv on 4/6/2023 and was back to Nairobi on 5th July 2023. The team was well received by the Kenyan community living and working in Israel. It was an opportunity to also reconnect with investors who had bought Optiven properties in 2022 and to give them their title deeds as is part of the promise by Optiven. It is the second time that Optiven is engaging with the Israeli market and the team was represented by Kilonzo Mbuvi. With special appreciation for the warm invite, Optiven was also hosted at the Kenyan Consulate in Telaviv as well as numerous groups of Kenyans in Israel, before hosting Kenyans to a memorable title giving extravaganza.



OPTIVEN EASES REMITTANCE FOR US MARKET | Customers Elated with Development

The first half of 2023 has been nothing but impressive for Optiven and the diaspora market has greatly added to the positive transformation. This is the year we have won two awards in the United States in two months - Best Practices, Innovativeness and Impact to the Diaspora Community (6th May 2023) and the KEMEN Community Service Award (27th June 2023) at ceremonies attended by Optiven Chief Executive George Wachiuri. The support that the Kenyans in diaspora and United States in particular have shown us, we have set up a JP Morgan chase bank account to cater for payments.



ABOVE: Mr. George Wachiuri (centre) with the Diaspora Relations Team in charge of the United States of America, Fidelis Kariuki and George Muteti.

Initially clients used different applications to invest with us and with time we realized the same applications were not 100% supportive with us. With the fraudulent concerns in real estate, most of our clients opted to remit through personal numbers to our directors instead of sending directly to the organisation. This has since changed. In line with one of our core values customer obsession, the new bank account number has made it easier for our clients to own properties with us.

Now Optiven Customers can deposit to our account in the United States with a company registered under Optiven Inc. as Associate Director for Strategy and Operations Lawrence Kesesi states, "This new method is giving the clients an efficient system where you remit and do not need to follow up with us. It is an easier and seamless way for our investors to transact." May 2023 we opened a new office in Kent, Washington to get close and serve our customers better readily empowering them to own title deeds.

Meanwhile, the Optiven Family was represented once again this July at the Gorgeous Ladies Conference. The representation was done by Eunice Mochiemo, Senior Sales Manager at Optiven in charge of USA. The event was held on 29/7/2023 in the Washington State City of Bellevue and was attended by a number of Kenyan ladies living and working in DC. It is the fourth time that the Optiven team is returning to the United States in 2023 after previous successful visits.

Are you in the Diaspora? Call us today for your preferred investment in Optiven on +254796000333 or email us today on globalmarkets@optiven.co.ke

Optiven, INSPIRING POSSIBILITIES.



OPTIVEN EVENTS IN JULY 2023 | Customers Endowed, Events Happen & Promise Kept ...



ABOVE: Optiven's team in Zambia led by Erick Wainaina (far left) & DM Mwangi (far right) meet Kenya's High Commissioner in Lusaka on 5/7/2023.



ABOVE: Optiven's TeamGlobal's Ann Ombuna with her Diaspora customers from Norway on 13th July 2023.

BELOW: Optiven's TeamABSA put a smile on customers by handing over their title deeds for different projects in July 2023.



RIGHT: #TeamGlobal activate at Wilson Airport Nairobi on 4/7/2023



RIGHT: #TeamGlobal activate at Wilson Airport Nairobi on 4/7/2023

LEFT: #TeamGlobal keeps the promise with Nicole Mukami leading by example by handing over a title deed on 15/7/2023

“AFTER THE PLUNGE” LAUNCH | Wachiuri Launches 3rd Book with Pomp at July Event...

The much awaited launch of Mr. George Wachiuri's third book finally took place on 28th July 2023. The event which marked the unveiling of the book titled “AFTER THE PLUNGE”, was packed to capacity as friends and family as well as mentees and supporters of Wachiuri gathered to celebrate the milestone. Wachiuri, who is the Group Chief Executive Officer at Optiven and also the Chairman of the Optiven Foundation has donated his authored works as part of the donations towards aiding philanthropy. With three books under his arm now, Wachiuri advised the attendees that the new



sponsors alike including Madison Insurance, Crowned Eagle Safaris, Keystone Group, GMC Place, Adsite Outdoor Advertising, Maridady Motors, Wakini Kiarie Lawyers, Makklands Surveyors, and Eagle Peak Spur Restaurant.

The book “AFTER THE PLUNGE” is a fusion of a memoir and fact sheet of the story that almost brought the Optiven brand to it's knees in the aftermath of a partnership that went wrong much to the detriment of the investors. The deal had been expected to be a game changer at the onset of the partnership with a greenhouse company but the after math was and still remains a murky shock of beguiled machinations of a well-brewed, high-class, conniving scam that shook the Optiven brand. At the end of it all, nothing could have prepared Wachiuri and his Directors for the scam that delivered and bared out the under belly of the company in a manner



that is yet to be described. The summit of it all is the challenge that the sales from the project would address, is the lives of those dependent on Optiven that would never be the same again. The staff, their dependants and worse the beneficiaries of the Optiven Foundation that benefits hundreds of households by utilizing 5% of all income from the land sales. The proceeds from the latest books and previous books all goes towards the Optiven Foundation pillars support in education, health, poverty eradication and environment. The book is available at all Optiven offices at Absa Towers CBD, Zamani Business Park Karen, Golden Life Mall Nakuru, Ubii Plaza Nanyuki and Shifa Towers Mtwapa.

"AFTER THE PLUNGE" LAUNCH | Wachiuri Launches 3rd Book with Pomp at July Event...



RIGHT: Mr. John Odede, The Manager Affiliate Marketing at Optiven Limited, poses with the Chief Guest, Dr. Wale Akinyemi on the sidelines of the launch of "AFTER THE PLUNGE" held at Serena Hotel on 28/7/2023



FAR LEFT, LEFT AND RIGHT: Model Susan Mathu and elite Sales Executive at Optiven Global Ms. Nyambura at the launched book at Nairobi Serena.
RIGHT: George Muteti, US Regional Manager with Dr. Wale Akinyemi.

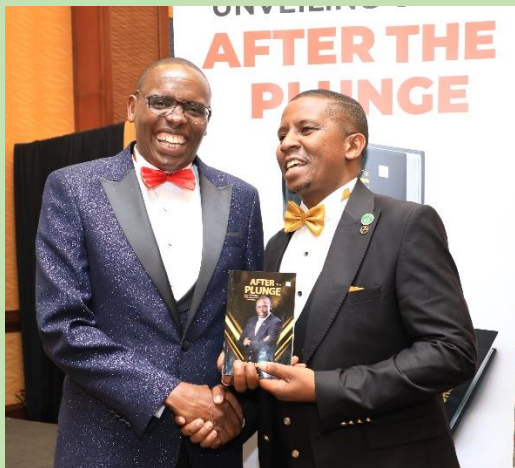


Thank You!

We are immensely grateful for your presence and support at the grand book launch of 'After The Plunge' at the prestigious Serena Hotel. To the guests and speakers of the event, your presence added immense joy to the event, and we appreciate your enthusiasm for our CEO's third book. Your encouragement motivates us to continue our pursuit of excellence.



LEFT AND ABOVE: Various guests who attended the meeting take a moment to congratulate the author, of the book AFTER THE PLUNGE George Wachiuri on 28/7/2023



Times & fun at the launch of the book AFTER THE PLUNGE at Nairobi Serena on 28/7/2023

OPTIVEN'S TEAM NAKURU EMPOWER PUBLICS | #TeamNakuru Participates at ASK ...

Optiven's Team Nakuru this July was at the Nakuru Agricultural Society of Kenya show. The event was held at the Nakuru Showground from the 12th of July 2023 to the 16th July 2023. Various groups and individuals were happy to interact with the Optiven brand and better understand what it is that Optiven does in the real estate sector and philanthropy.

Speaking at the Nakuru ShowGround, Optiven's Liaison Officer for Nakuru County, George Karanja said, "the Nakuru ASK show was an opportunity for the public to engage on a one to one basis with Optiven. It also gave our team an insight into what our customers are expecting in terms of property portfolio". Karanja made the remarks on the sidelines of the Nakuru ASK show.

Based on the data collected during the week-long event, majority of the guests were keen to invest in Optiven's premier project in Nakuru. Located in Sobe, the project dubbed Ushindi Gardens remains a favourite investment option. The property is a gold level project which is quickly changing the landscape of Nakuru with bespoke value additions that are synonymous with Optiven projects across the portfolio.

Meanwhile, the value additions for Ushindi Gardens were officially launched by the Optiven Group CEO, Mr. George Wachiuri. The move means that the project will now be transformed to be a true gold-level project that will change the landscape of Nakuru totally. So far the project has received tremendous uptake with the beacons already in place as at May 2023. As part of giving back to the society, Wachiuri as Chairman of the Optiven Foundation this July also donated land for a county dispensary, nursery and primary school. The County Government of Nakuru also gave a go ahead this July to have Ushindi Gardens be a mixed use project. <https://www.optiven.co.ke/project-updates/17-7-2023-optivens-nakuru-project-approved-as-customers-take-up-project-in-numbers/>



INTERESTED IN INVESTING IN NAKURU COUNTY?

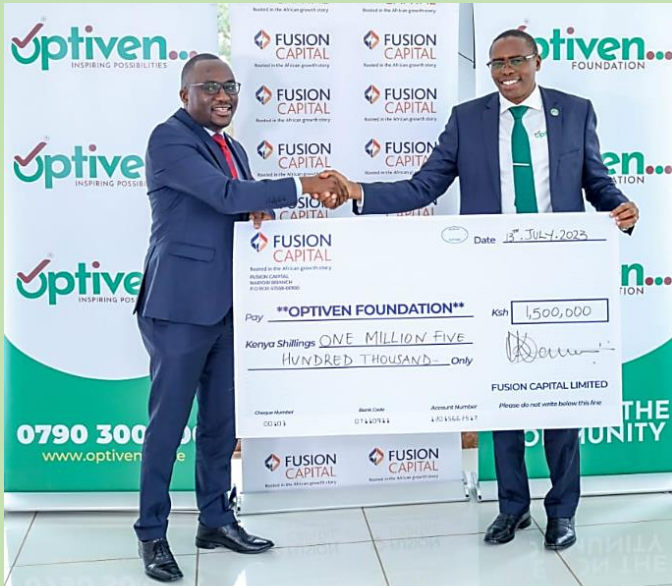
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FUSION CAPITAL UPSCALES PARTNERSHIP | Optiven Foundation Receive 1.5 Million donation

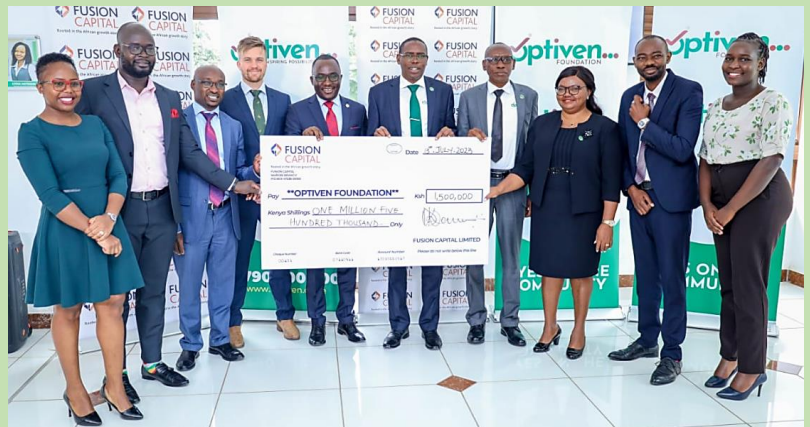


ABOVE: Fusion Capital CEO, Daniel Kamau (left) shakes hands with Optiven Group CEO, George Wachiuri (right) at the cheque handover

Optiven Foundation and Fusion Capital have this July signed a 1.5 million shilling partnership. At a media briefing held at the Optiven Global Office in Karen, the donation is set to support the Foundation pillars. The funding is directed to benefit students allowing them an opportunity to access primary, secondary and higher learning institutions across the country with focus on those from marginalized communities. The media briefing was hosted by Mr. George Wachiuri, Chairman of the Optiven Group Foundation, and was attended by Director for Strategy and Operations at Optiven Mary Wacuka and the Director for Projects Charles Muraguri, as well as representatives from Fusion Capital led by the CEO, Mr. David Kamau. Thanking the donors, Wachiuri noted that the amount would be channeled to cater and transform lives as well as promote the greater good that will benefit the less fortunate. He said, "As the Optiven Foundation, we are grateful to Fusion Capital for their generous donation, a repeat of what has been

happening since 2020. This will help us elevate the poverty levels and provide educational opportunities to many students who would otherwise not be able to afford it,". <https://www.optivenfoundation.org/news-and-blogs/fusion-capital-limited-increases-its-philanthropic-contribution-to-optiven-foundation/>

These two brands have come together to provide scholarships to over 8,000 deserving pupils and students. The latest donation will further expand the reach of the **Soaring Eagle Scholarship Program** SESP. The program is designed to give hope to bright, deserving children by giving them the opportunity to obtain an education and resultant benefits including better educational outcomes, improved chances of success in life, increased gender equality in secondary school education, opportunities for students to access education and greater social integration among students.



ABOVE: Fusion Capital staff take a photo with the Directors of Fusion Capital and Optiven Foundation during the cheque presentation ceremony at Optiven Global.



ABOVE: Optiven Foundation staff and Optiven Real Estate staff celebrate the collaboration at Optiven Global offices in Karen's Zamani Business Park.

Daniel Kamau in his capacity as the Chief Executive at Fusion Capital acknowledged the difference Optiven Foundation is making with their Soaring Eagles Scholarship Program. "We at Fusion believe in being responsible members of the communities in which we invest. We know that education is the key to a better future, and we want to do our part to help ensure that all children have access to quality education." The Optiven Foundation has this year traversed several counties reaching out to the arid and semi-arid regions supported by their pillars in Poverty Alleviation, Education, Environmental Protection and Health.

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Optiven Foundation works in the Community, under the Poverty Eradication Pillar.