

THE OPTIVEN POINT

* *Jistawishe Na Optiven*

* *Optiven In Diaspora*

* *Meru Business Dinner*

* *Customer Service Week*

"AT OPTIVEN GROUP, THE CUSTOMER IS AT THE CORE OF EVERYTHING THAT WE DO SO MUCH THAT EVERYTHING WE DO IS CUSTOMER CENTRIC."

GEORGE WACHIURI
CEO OPTIVEN

WORD FROM THE CEO | Our Customer Centric Culture, 24 Years of Optiven...

The month of October is synonymous with a number of key events and observations. For Optiven, this month is a key one for us as we focus our magnet and microscope on the perspectives of our customers. As a customer centric organization, Optiven is in fact guided by what our customer needs are – because customer focus is one of our values. Over the last 24 years, Optiven as a company has endeavored to meet customer expectations in as much as it depends on the best practices. The result has been a myriad award both locally and globally, all of which are a testimony from our customers that their engagement with Optiven has been transformational. But there is even more to the essence of why Optiven, as an organization, is keen on being customer-centric.



Our diaspora footprint was greatly expanded this October that has seen visits by Optiven teams to all continents literally! This was part of the company's intent to keep its promise to its investors by delivering the title deeds right on their doorsteps. We are happy with the reports coming in including great celebrations in Africa, America, Asia and with upcoming trips to Europe next month. I was delighted to speak at Neema Gospel Church in Dallas Texas on 26/11/2023.

Similarly, we celebrated our staff who graduated under the internal staff improvement program OPAL. The October graduations were following the September official graduation for both cohort 1 and 2 of the Opals. We remain committed to meet our purpose on staff development and management.

This month also marks 24 years of Optiven's existence! No mean feat considering the high turnover in the folding of companies especially those in the business of real estate. What a journey it has been from the humble streets of Duruma Road in downtown Nairobi to the myriad offices that host Optiven in different counties across the country. We are keen to continue the celebrations right up to the end of the year!

George Wachiuri, CEO, Optiven Group



OCTOBER USHERS IN JISTAWISHE CAMPAIGN | Optiven Customer Rewarded in October



Investing with Optiven, continues to be fun and October was no exception as customers were rewarded for choosing to invest in Optiven! The Jistawishe campaign was officially launched to usher in the month of October and was received with much excitement. Investors across the board received 5,000/- for any investments made under the Optiven portfolio as well as for those redeeming their payments for their investments in different projects. The campaign welcomed all kinds of payments ranging from as little as 500,000/- and for which 5000/- would be paid out as a cashback.

The Optiven portfolio stretches across 10 different counties, with a variety of projects. Depending on the customer expectations, the different projects are priced appropriately to fit their levels – from Platinum to Sapphire. The level allocation for the projects is based on the different transformative value additions available on the project. With either free hold or lease hold, all Optiven projects come with title deeds making investments with Optiven not just dependable but also fun.

To start taking a part of the Optiven projects, call us today on 0790300300. For more information log on to www.optiven.co.ke/properties



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- Kajiado County
- Murang'a County
- Kilifi County
- Kisumu County
- Machakos County
- Nakuru County
- Nyeri County

And where you like to invest! Call, SMS or WhatsApp us today on 0790300300 or log on to www.optiven.co.ke

OPTIVEN MERGES DIASPORA IN OCTOBER | Customers Receive Promise Globally.

October 2023 was a game changer for Optiven Customers in the Diaspora as the company and its representatives took time to deliver the promise in the diaspora. Title deeds for the varied properties spread across 10 counties were hand delivered at different events across the globe as Optiven kept its promise to its investors. From Africa to Asia and all the way to America it was title deed bonanza after title deed bonanza as well as an opportunity to meet with investors and share with them information about how to invest back home and what is happening at the project level.



OPTIVEN AGILITY OF CUSTOMER SERVICE | Internal & External Customers Celebrated...

The 2023 Customer Service Week was celebrated uniquely at all the Optiven branches. Each of the front offices that act as pavilions for receiving guests were branded in the company's corporate colors of green and white. Optiven which has been in operation for 24 years, has branch offices located in Karen, Nairobi CBD, Kitengela, Nanyuki, Nakuru, Mtwapa and in the diaspora. It was all smiles as hundreds of customers who made their way to the different branches at Optiven arrived to be received with warm smiles and a branded chocolate as well as corporate band made especially for the customers. It was also a time to appreciate the internal customers which encompasses the over four hundred staff who serve in different capacities. Led by the Head of Customer Service Christine Kasaya, the staff were surprised with the chocolate delights on the first day of the Customer Service Week across all the offices. The staff were further treated to pizza to celebrate their contribution to the company on the second day of the



ABOVE: Members of #OptivenTeamNakuru celebrate Customer Service Week 2023

Customer Service Week in a unique approach to staff appreciation. The

celebrations continued with great service across the operations – be it within the offices or on the different sites. Customer Service Manager, Mercy Wechuli while speaking on the sidelines of the Customer Service Week 2023 observation noted that, “our customers both internal and external make the Optiven philosophy of providing state of the art products and services a reality. We are always happy to serve our customers with delight, honesty and professionalism”. Under the theme #OptivenTeamService the Customer Service Week observation and celebration was but a part of the Optiven spirit of celebrating customer delight.



ABOVE: Members of #OptivenTeamAbsa celebrate Customer Service Week 2023



ABOVE: Members of #OptivenTeamGlobal celebrate Customer Service Week 2023



ABOVE: Members of #OptivenTeamPwani celebrate Customer Service Week 2023



ABOVE: Members of #OptivenTeamLaikipia celebrate Customer Service Week 2023

OPTIVEN CUSTOMER SERVICE WEEK 2023 | Celebration in Pictures and Words ...



ABOVE: Staff serving in the pillar departments serving at Optiven Global pose with their appreciation vouchers to celebrate their role as the world observed Customer Service Week 2023. On the right is football enthusiasts at Optiven Global brought their A Game on Customer Service Week



ABOVE: On the left Anthony Kariuki, of OptivenPwani hands over a customized gift to a customer at Ocean View Vipingo by Optiven to mark Customer Service Week. On the right It was a pizza party as #TeamNakuru savoured the delicacy to celebrate Customer Service Week



There were many themes to usher in the Customer Service Week including #TeamAllWhite, and #TeamAllFootball here with the Director for Projects, Mr. Charles Muraguri and Optiven Group CEO, George Wachiuri on 2/10/2023

STAFF DEVELOPMENT INTERNAL TRAINING | Nanyuki & Nakuru Opals Graduate in October

The excitement and celebrations were as palpable as the warm weather that embraces the ambience at Meru. This was on the afternoon of 6th of October 2023 when the Nanyuki Blazers, who had undergone the Opal Internal Staff Training arrived at the Meru Slopes Hotel. The team was here to first of all receive their certificates and rewards after completing their Opal training courtesy of the Optiven Human Resource and Talent Development Division.

Led by the Liaison Manager for Laikipia Catherine Ndegwa, the team had an exclusive moment to take memorable photos of the milestone complete with graduation gab. Speaking shortly after the event, Alice Wambui, a Property Advisor at the Optiven Nanyuki office said, *“we as the Nanyuki Blazers are happy to be graduating under the Opal umbrella. We are grateful that the platform has afforded us knowledge and skills to enable us thrive in our fields of operation. Thank you to our Directors and Manager in the Human Resource department for the opportunity.”* The occasion was a culmination of the Opal training which is the brainchild of the Optiven Group Director for Strategy and Operations Madam Mary Wachuka. Martin Waweru, the Manager for Human Resource and Talent Development sent his congratulatory message to the graduands and expressed confidence that going forward, they would thrive to become better at their performance. Congratulations to all the Nanyuki Blazing Opals on their graduation.



The same experience was repeated on 23rd of October 2023 when the Nakuru Opals graduated. The event was held at the Optiven Nakuru offices at the Golden Life where the graduands took turns to receive their Opal certificates. The highlight was the gowning ceremony and special graduation gifts courtesy of the Directors.

The teams noted that Optiven had been gracious to avail them the opportunity to learn the skills necessary to take them to the next level. Both the Nakuru and Nanyuki team members expressed their sincere gratitude to the Human Resource office and the Directors who had facilitated the time for the training. Both teams were second

and third groups to graduate under the Opal internal staff development training that was launched in 2022.

OPTIVEN OPALS IN NAKURU AND NANYUKI GRADUATE IN OCTOBER 2023...



OPTIVEN HOSTS MERU BUSINESS DINNER | Investors Engage & Interact with the Brand



ABOVE : Regional Manager for Mt. Kenya Region, Peter Gitonga addresses investors at the Optiven Business Dinner at Meru Slopes Hotel on 6/10/2023.

The 6th of October 2023 was a one of a kind day as Meru became the latest town to host the Optiven army. At an exclusive event held at the Meru Slopes Hotel, investors were able to experience and interact with the diverse portfolio of projects under Optiven. The stage was set and by 5:30pm the invited guests started making their way to "Kifaru Hall" where the transformation was to take place a fete that continued until 7:00pm. Peter Gitonga, Optiven's Regional Manager for the Mt Kenya region who was the brainchild of the event took the opportunity to thank the residents of Meru, while at the same time explaining the importance of real estate investments. He noted that *"Real estate plays an important role in providing housing and jobs in Kenya and Optiven is committed to positive transformation through development of gated communities. The Great Oasis Gardens is a prime example and the opportunities that lie on the project are endless."*

over 30 guests booked site visits to the Great Oasis Gardens in Nanyuki the following day to have a feel and view the project. The Great Oasis Gardens already has been transformed in the last year with water and a caretaker on site, as well as internal murrum roads and a security fence all round. The Great Oasis Gardens is located in Nanyuki, Laikipia county and offers commercial and residential properties. The project sits only 20 minutes from the Optiven offices at Ubii Plaza, Nanyuki. It offers a wide range of social amenities as well as being in proximity to

After powerful presentations from the Optiven team, a total of



ABOVE : Optiven stewardesses attend to guests arriving for the Optiven Business Dinner at Meru Slopes Hotel on 6/10/2023.

LEFT: Conversion Champions take a moment to take a memorable photo on the sidelines



the Mt Kenya Wildlife Estate, being right on tarmac on the Nanyuki - Rumuruti road which is earmarked for tarmacking and with the county government of Laikipia shifting office from Nanyuki to Rumuruti soon, the Great Oasis Gardens is bound to increase in value.

<https://www.optiven.co.ke/properties/the-great-oasis-gardens-the-place-of-happiness-usa-prices/>

OPTIVEN HONOURS "PINK OCTOBER" | Staff Trained and Sensitised on Cancer

October is national Breast Cancer Awareness Month aimed at educating masses on the importance of early detection and access to care. This annual observance aims to increase awareness and support for breast cancer prevention, diagnosis, treatment and research. Creating attention is key to combating life-threatening diseases and Optiven, a beacon of social responsibility stands tall in honouring Breast Cancer Awareness Month. The Human Resource department together with the Optiven Foundation came together and hosted a medical camp during the month. The event was used to educate members on the importance of early detection and screening. The World Health Organisation says breast cancer is the most common cancer and timely diagnosis and appropriate treatment has a good prognosis with mammogram the most effective ways of detection. Optiven has promoted quality healthcare through awareness talks and health insurance and this empowers individuals to take charge of their health and wellbeing. By supporting and engaging communities, Optiven is paving the way for a future where breast cancer is not just treatable but preventable.



ABOVE: Staff donned the pink ribbon in solidarity with those affected or living with cancer during the month of October.

REVIEWING "AFTER THE PLUNGE" | GEORGE WACHIURI'S 3RD BOOK LAUNCHED IN 2023

Writing books is not easy, otherwise more and more men and women the world over would have a number of titled books under their names. For a man who started early and who is passionate about reading as well as writing, George Wachiuri released his newest book this year. The book titled "AFTER THE PLUNGE" is the third following in the path of his first book "Soaring Like an Eagle" and his second, "Unleash your full potential". At an event attended to the maximum, supporters and investors joined philanthropists to celebrate the milestone. With color, thanksgiving and pledges of support, the launch was a memorable event. Wachiuri also advised that the proceeds of sales from the books would be of benefit to Optiven's philanthropy activities through the



education pillar. The Optiven Foundation is the soft arm of the Optiven group and is guided by four pillars, key of which is education. For the last 24 years, Optiven Group has been at the forefront in changing the lives of the less fortunate in the society. The Optiven Foundation has through the years become a benchmark for its initiatives – a move that has led to the organization being recognized and bequeathed with different awards. The Foundation is supported through donations from stakeholders as well as proceeds of sales from the books written by Wachiuri, who is also the chairman and trustee. Partner with the Optiven Foundation today by ordering a copy of the book, "AFTER THE PLUNGE" by calling 0718 776033

OPTIVEN KEEPS THE PROMISE ON TITLE DEEDS | Customers Collect the Promise...



ABOVE: #OptivenTeamGlobal's Sales Executive Ann Ombuna hands over a title deed to a delighted customer at Optiven Absa Offices on 1/10/2023.



ABOVE: #OptivenTeamAbsa's Sales Executive Chris Muli hands over a title deed to a delighted customer at Optiven Absa Offices on 6/10/2023.



LEFT: #OptivenTeamAbsa Sales Executive Pauline Mbula hands over a title deed to a delighted customer at the Optiven Absa Offices on 4/10/2023

BELOW: #OptivenTeamAbsa's Sales Executive Mary Hosea hands over a title deed to a delighted customer on 17/10/2023 at the Optiven Absa Offices.

FAR LEFT BELOW: #OptivenTeamAbsa's Sales Executive Dennis Muya hands over a title deed to a delighted customer on 11/10/2023 at the Optiven Absa Offices.



OPTIVEN EVENTS IN SEPTEMBER 2023 | Corporate Footprint Across the Month in Pictures



#OptivenTeamPwani were at the Optiven Head Office on 11/10/2023 to benchmark on service delivery and brand understanding.



ABOVE: #OptivenTeamAbsa & #OptivenTeamGlobal collaborated on the last day of the Nairobi ASK Show with activation at the Optiven stand on 1/10/2023.



ABOVE: #OptivenTeamNakuru were at the Nakuru Main Prison on 18/10/2023 where they made a donation on toiletries in collaboration with the Optiven Foundation.



ABOVE: Optiven #TeamAbsa was at the Strathmore Annual SME Conference held at Strathmore University on 12/10/2023



ABOVE: #OptivenTeamNanyuki collaborated with #OptivenAbsaTeam at the Nanyuki Investment Over Coffee that was held on 27/10/2023.



ABOVE: It was a fusion of teams as #TeamAbsa collaborated with #TeamNanyuki for Business Dinner on 6/10/2023 at Meru Slopes Hotel.



ABOVE: #OptivenTeamNakuru hosted investors at an Investment Over Cof,Coffee that was held on 27/10/2023 at Global Life Mall.

OPTIVEN LOOKS BACK AT CULTURE METAMORPHOSIS | Utamaduni Day 2023

13 years after Moi Day was renamed Huduma Day, the 10th of October is now celebrated as Utamaduni Day. For the next seven years after the constitution was promulgated, Kenyans did not celebrate the day. Later, a ruling by Justice George Odunga reinstated the holiday. Huduma Day was established to encourage acts of service to others.

This year the day will be synonymous with celebration of the rich cultural diversity of Kenya in a manner that promotes unity, national cohesion, and economic progress. As Kenyans join the rest of the world in observing this important national day, at Optiven it is an opportunity to also look back at the company's culture over the years. Optiven has for the last 24 years morphed to become the leading real estate company with a vast portfolio of projects that are found in ten counties across Kenya. The company continues to be the example of a dependable partner when it comes to investing in real estate.

This is a testament that has been proven over and over again with a number of awards under the Optiven cap, ranging from financial inclusivity, customer service, brand positioning, philanthropy to project planning, sustainability and human resource to name just a few. Optiven has further stamped itself as a trusted and most admired brand in real estate in the country – so much so that it has been earmarked as a benchmark for current and upcoming players in the real estate sector. But what makes the Optiven culture so unique? Martin Waweru, the Manager for Human Resources and Talent Development at Optiven Group credits this development to the men and women who serve at Optiven in different capacities. He says, ***“our staff continue to morph themselves in a unique pattern that enables Optiven to do its transformative business in a unique way. Whether it is in the ideologies that drive marketing or the creativity of Optiven’s communication to how we handle our stakeholders, Optiven is bound to be outstanding.”*** His sentiments are echoed by the Head of Global Markets, Christine Kasaya who notes, ***“Optiven is at the forefront of leaving a positive imprint in the diaspora. This is not just for our customers but also with other stakeholders including the different missions and consulates in the different countries”***.

HAPPY UTAMADUNI DAY



PRIME PROPERTIES IN KENYA

MALINDI | KITENGELA | KAJIADO | NAKURU
NYERI | KONZA | NGONG | NANYUKI
NARO MORU | MACHAKOS

Property Name	Location	Starting Price
Joy Lovers Club	Malindi	From Ksh.14M
Ushindi Gardens	Nakuru	From Ksh.950K
Great Oasis	Nanyuki	From Ksh.399K
Ocean View Ridge	Vipingo	From Ksh.1.75M

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