

NOVEMBER 2023 EDITION

# THE OPTIVEN POINT

**1. Global leadership summit**

**2. Optiven at 24 Years**

**3. New project alert**

**4. Massive tree planting**

**“ KITHIMANI SPRINGS AND USHINDI GARDENS BENEFIT ON NATIONAL TREE PLANTING DAY. ”**

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

And just like that, we have just one month to fold the year 2023! As Optiven we are delighted to be celebrating our 24<sup>th</sup> Year since opening our doors for investment in real estate. Naturally we had cakes and dances to celebrate the journey that Optiven has become today. As the Team Leader am humbled at what we have become and as such am delighted to also have ushered in the November campaign which is #OptivenAt24 – a much loved campaigns by our customers many of whom invested and have received their cashback of 2400 shillings.

It is also in November that Optiven launched a one-of-a-kind bus that has been custom-made for customer comfort thus the launch being dubbed #OptivenCustomerComfort. The bus purchased from CFAO is a 37 seater, state of the art vehicle with air conditioning and in a nutshell, it is an airbus. Speaking at the launch, I noted that as Optiven is



**ABOVE:** Executive Chauffeurs serving at Optiven Group join Mr. George Wachiuri, Optiven Group CEO, on 23/11/2023 in Kitengela.

customer-centric, we are keen to offer comfort to all those that have trusted us as investment partners, ASANTENI!

Similarly, we celebrated our staff for espousing the different values that Optiven is known for. As a Team Leader am elated to note that we have a great resource in our man power and over 12 staff received awards for being outstanding in honesty and innovation this November.

As a brand we were crowned with different awards for the impact we have had this year at various awards in November 2023. Among the awards we received were the Employer of the Year and Education Foundation of the Year at the UONGOZI BORA AWARDS, as well as being honored as the Male Champion of Women’s Agenda by the Women on Boards Network. We thank all the stakeholders that voted or nominated us for the various awards.

For the importance we place on leadership we were able to support, sponsor and participate in the Global Leadership Summit 2023. With engagements in different towns in Kenya, Optiven was able to be on the ground with stakeholders in Nairobi’s CITAM Karen and Mombasa’s ELIM Church Makupa. I am humbled to have been a speaker on both platforms.

We also had our footprint on four continents – Asia, Africa, America and Europe – where the Optiven Diaspora team were on the ground to empower and deliver the Optiven promise.

Last but not least, we are humbled to have done a better deed to the planet by growing trees at two of our gem projects – Kithimani Springs and Ushindi Gardens respectively. Indeed, we keep the focus through inspiring possibilities.



**ABOVE:** The Optiven Team was present at the Nairobi and Mombasa GLS Summit in November.

**George Wachiuri, CEO, Optiven Group**

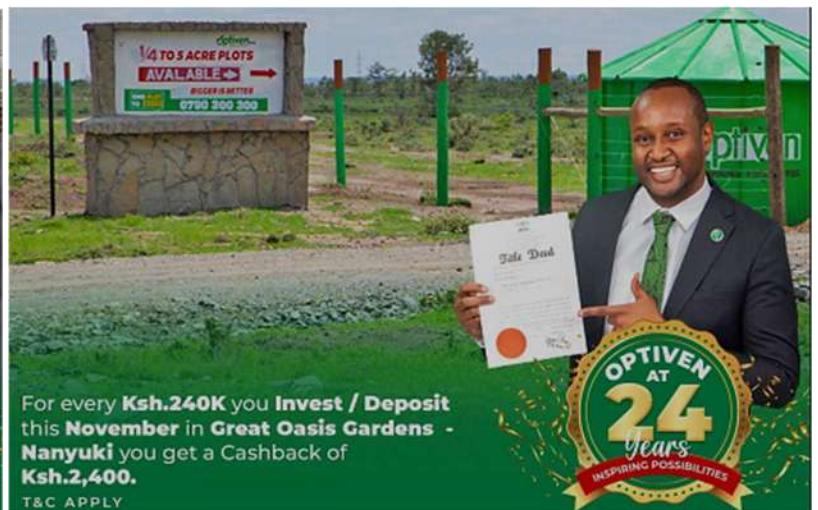


## OPTIVEN CELEBRATES 24 YEARS IN NOVEMBER CAMPAIGN | Customer Rewarded 2400



The seed that was planted by George Wachiuri in 1999 – Optiven, has grown into a household name not only in Kenya but internationally. This month of November is a special one as the organization celebrates its 24th year anniversary, a testament of hard work and dedication. The success has been credited to commitment to quality, the customer centric approach over the years and focus on innovation as we look forward to a bright future. In celebration of its 24 years of delivering the promise, Optiven is offering a special promotion this month with the aim of helping more Kenyans achieve their dreams. "For every 240,000 shillings that you invest this November in our diverse portfolio, you get a cashback of 2,400 shillings" is the new campaign to increase brand awareness but also share on our new products. The campaign runs for the whole month of November and is a great opportunity to achieve your dream of home ownership.

The journey to 24 years serves as an inspiring beacon to entrepreneurs across Africa as George Wachiuri and the Directors emerged from humble beginnings facing poverty and adversity. "Soaring Like an Eagle" by George Wachiuri captures the events of the journey, with 100% of its proceeds dedicated to the Optiven Foundation. The Optiven Foundation is a philanthropic arm of the Optiven Group guided by its 4 pillars. The other two books are "Unleash Your Full Potential and After the Plunge" which was launched in July this year. As Optiven celebrates this significant milestone of 24 years, over 1000 job opportunities have been created, directly or indirectly, Optiven has over 45 complete projects and has disbursed over 10,000 title deeds. Truly George Wachiuri and Optiven have stood the test of time and the secrets that fueled the success can be found on [www.georgewachiuri.com](http://www.georgewachiuri.com) or on George Wachiuri social media platforms. 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](http://www.optiven.co.ke/properties)





## OPTIVEN SCOOPS 2 AWARDS | Honorable Win for H.R. & Foundation at CUEA Awards ...

Optiven continued to shine on the awards arena in November, and this time brought home three recognitions. The awards were in recognition of the transformative agenda that Optiven has brought to life during the 24 years it has been in existence. To kick start the awarding galore, was Optiven at the East Africa Employability Awards courtesy of the Corporate Career Academy who on 22<sup>nd</sup> November 2023 named Optiven among the best employers in the country. During the event, Optiven was also honored to receive the award for the Education Foundation of the Year. The two awards remain a testament of the great work that Optiven Limited is doing to provide as many opportunities as possible for workers including those seeking experience and benchmarking through internship and management training. For the Foundation Award, the jurors noted that Optiven Foundation had played a key role in providing opportunities for middle performers in the education arena to be able to make a meaningful contribution by offering them scholarships, TVET study opportunities, management training and mentorship. Martin Waweru, the Human Resource and Talent Management Manager at Optiven Group was at hand to receive the award on Employability while Ann Nyagah, the Coordinator at Optiven Foundation was at hand to receive the Education Foundation Award.





**OPTIVEN CEO AWARDED AS WOMEN CHAMP | WOBN Holds Awards at Nairobi Hotel...**





# OPTIVEN PARTICIPATES AT GLS2023 | Group CEO Empowers on Transformative Leadership

Optiven sponsored the GLS Summit Nairobi which was well attended with investors from all walks of life in attendance. The guests were grateful to interact with the Optiven team from Optiven Absa and Global offices during the two-day event. Mr. George Wachiuri, Optiven Group Chief Executive was a speaker on the second day of the event that was held at CITAM Karen Church from 10<sup>th</sup> to 11<sup>th</sup> November 2023.

GLS is the Global Leadership Summit that is held annually where the business community comes together to learn from top Christian leaders on stewardship. Kenya has been hosting the GLS summit for years with different congregations meeting in top cities across the country with focus being on enabling the public to take advantage of their leadership potential.



**THE GLOBAL LEADERSHIP SUMMIT - MOMBASA 2023**

## LEAD WHERE YOU ARE

 <b>CRAG GROESCHEL</b> Pastor & Author Provo, UT Church	 <b>MICHAEL ORR</b> Corporate Thought Leader & Author	 <b>JAMIE KERN LIMA</b> Founder T2 Cosmetics	 <b>RYAN LEAK</b> CEO The Ryan Leak Group	 <b>GEORGE WACHIURI</b> CEO Optiven Group
 <b>DENNIS NGAU</b> Director Payments & Retail Banking, Equity Bank Limited	 <b>ANITA ELBERSE</b> Professor, Harvard Business School, Best-Selling Author	 <b>PIY GELSINGER</b> CEO Sales Corporation	 <b>DR. MELBA WANJIKU</b> Regional Admin Manager, in New-Tension Limited	 <b>ALBERT TATE</b> Founding & Lead Pastor, Peweeville Church
 <b>EDWIN MCMANUS</b> Founder, McManus Management & The Art of Communication	 <b>LEE ROBINSON</b> Founder, Sarko Design	 <b>GIES MATHEBULA</b> Law Partner & Co-Founder, Buy-Investor Masters, Lulu	 <b>ERIN MEYER</b> Professor, Stanford, Best-Selling Author	 <b>DR. ISAAC GREEN</b> Founder and Chairman of Green Absa Foundation

Date: 10<sup>th</sup> - 11<sup>th</sup> Nov | 8:30AM - 4:30PM  
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Registration: 1,500/-pp  
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## OPTIVEN PARTICIPATES AT GLS 2023 | Group CEO Empowers on Change Leadership

The Optiven Sponsored Dinner at the GLS Mombasa Summit was well attended with investors from all walks of life in attendance. The guests were grateful to interact with the Optiven team from Mombasa, Absa and Global during the event which was graced by Mr. George Wachiuri, Optiven Group Chief Executive who was the keynote speaker. The investors had an opportunity to visit the different projects in Mombasa key of which is Ocean View Ridge - Vipingo.





## OPTIVEN PROJECT UPDATES & TRANSFORMATION | Value Additions in November...



### 8/11/2023 || POWER INSTALLATION CONTINUES AT MALINDI BREEZE 2

While this project sold out within hours of being launched, we are happy to note that power on site is being fast tracked at Malindi Breeze Phase 2 by Optiven. In partnership with the Kenya Power in Malindi, the poles arrived on site on 8th November 2023. With some customers now building on their properties, Malindi Breeze Phase 2 is continuing to be the preferred project for investors in the coastal region. Located right on tarmac, and with caretaker on site, the project is also well secured with a gate.

### 13/11/2023 || KITHIMANI SPRINGS HOSTS TREE GROWING EVENT

Kithimani Springs by Optiven is now greener as the project hosted a tree growing event that coincided with the Kenyan Government National Tree Planting Day. Investors with Optiven including those who have bought other projects gathered at Kithimani Springs to celebrate by example on 13th November 2023 at an event graced by the Chief Executive Officer of the Kenya Music Copyright Society, Dr. Ezekiel Mutua. Kithimani Springs by Optiven is home to the agenda of the Go Green Initiative, complete with solar street lights installed. The other value additions include a superb gate, perimeter wall fencing and a caretaker on site. The project enjoys bespoke views of a picturesque surrounding of topography that provides a divine topography.



### 14/11/2023 || ACHIEVERS PARADISE KIMUKA GETS SOLAR STREET LIGHTS.



The importance of lighting up a community is one of the most desired aspects that investors look for when making an investment. At Optiven, the rollout of most of the value additions including the installation of solar street lights at Achievers Paradise in Kimuka is now complete! The project launched this year has been one of the favorite go to investments for those seeking to build their dream homes in the periphery of the city but in proximity to key amenities. Karibu Achievers Paradise Kimuka by Optiven where a beautiful welcome awaits you with a beautiful gate, upgraded internal infrastructure, perimeter fencing and a caretaker on site. Savor the picturesque surroundings that embrace the project from the nearby natural features to the interesting topography that makes Achievers Paradise unique and outstanding.



## OPTIVEN DONATES TOILETS TO KIAMA PRIMARY | Celebration of Global Toilet Day



**ABOVE:** The toilet block donated by Optiven through its Go Green Initiative under construction at Kiama Primary School on 18th November 2023

Optiven through its philanthropic arm, the Optiven Foundation has donated a toilet block that will benefit the community at Kiama Primary School. The school which is adjacent to the Success Gardens project by Optiven has been in need of the ablution block and with the development, the school community is better placed to manage its human waste. The contractors are on course to deliver the building not later than November 30th 2023.



**ABOVE:** Mr. George Wachiuri, Optiven Foundation Chairman (center) joins the teachers, parents and leaders of Korrompoi Primary School during the handover of a toilet block and food donation to the community.

handover of the Korrompoi Primary School toilets also coincided with the Global Toilet Day held every 19th of November under the United Nations international days' observations. The theme for the World Toilet Day 2023, "Accelerating Change for Safe Sanitation" reflects the ongoing effort to speed up the necessary changes that will result in safe sanitation practices at the global level.

The development is the second of its kind donation by Optiven as it works to empower communities through social and economic impact. Previously, Optiven in November 2021 donated a brand new block of toilets to the community at Korrompoi Primary School in Kajiado County at a special event that also saw Optiven Foundation distributing food under its #FeedOneMore initiative. The donation was a result of partnering with Optiven Real Estate as a Green Company and in line with UN SDG Goal number 6 on clean water and sanitation. The



## STAKEHOLDERS RECOGNIZED & REWARDED | Optiven Celebrates 24 Years Galore ...



**ABOVE:** Staff in ICT, Media and Digital Departments, accompanied by their Team Leaders, were recognised with awards on 14/11/2023 for their excellence in innovation which is one of the values at Optiven. This was part of celebrations to mark 24 Years of Optiven in November 2023.



**ABOVE:** Staff at the Optiven Global office celebrate innovation award winners from Digital and Marketing Departments. With the trophies are winners Charles Kioko, Sarah Muchiri, Kilonzo Mbuvi, Joe Alando, Jane Kiarie and Paul Mutugi all awarded by Mr. George Wachiuri, Optiven CEO.

their colleagues who had exemplified themselves as outstanding staff under the company values. Speaking at the



**LEFT:** Staff at the Optiven Absa office celebrate honesty award winners from Finance and Accounts Departments. With the trophies are winners Zipporah Mutugi, Lawrence Kesesi and Jane Mundia all awarded by Madam Mary Wacuka

Optiven stakeholders were not left behind during the month of November 2023. This was the celebration that marked the 24th year of Optiven's existence and with it celebration too of stakeholders that have contributed to making Optiven what it has become. The initial stakeholders to be celebrated were staff serving at the different offices across the country, including in Nakuru, Nanyuki, Mtwapa, Malindi, Absa and Karen. The focus on the rewards was based on the company's key values of honesty, professionalism, customer focus and innovation.

Over a period of about sixty days, staff were granted an opportunity to nominate in real time



launch of the staff rewards initiatives, Martin Waweru, Human Resource and Talent Acquisition Manager at Optiven said, *"the process is being spearheaded by our top company Directors and aims at singling out staff that have been outstanding. While as a company Optiven has continued to empower and provide employment opportunities to over 450 staff, there are those that have understood their assignment and plugged into the company culture and are great examples for their peers to emulate."*



**OPTIVEN INSPIRES IN FOUR CONTINENTS | Investors Receive Title Deeds...**



**ABOVE:** Optiven #TeamUK of Patrick Kogo (left) and James Mugo (right) were hosted by Chancellor of Barking Elizabeth Kang'ethe on 14th November 2023, in the United Kingdom.

**RIGHT:** Optiven #TeamSNE-USA represented by Joan Williams was inspiring possibilities in Dallas, Texas, USA in November 2023 by presenting investors with their title deeds. hosted by Chancellor of Barking Elizabeth Kang'ethe on 14th November 2023. in the United Kingdom.



**ABOVE:** Optiven #TeamAfrica of Felix Mumo and Brian Samante (2<sup>nd</sup> right) were the host of Kenyans in South Africa in November at Bloemfontein.



**ABOVE:** Optiven #TeamAfrica were in Kampala Uganda this November to empower Kenyans.



**ABOVE:** Optiven #TeamEurope visited the Embassy Vienna Austria 22/11/2023.



**ABOVE:** Optiven #TeamDiaspora representing Europe, America, Asia and the Middle East.

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## OPAL IN MALINDI GRADUATES IN NOVEMBER 2023 | Optiven Impacts for Change ...

Damaris Mbalu, Optiven's Liaison Officer for Malindi, became the last Opal to graduate following the official certificate and awards presentation that was done in October at the Opal Graduation Gala that was held at the Optiven Head Office at Absa Towers. Her graduation took place on 11/11/2023 at the Reef Hotel in Mombasa and was presided over by Mr. George Wachiuri, the Optiven Group CEO. A team of staff from both Optiven Global offices in Karen, Optiven Mtwapa office in Mombasa as well as Optiven Absa office, led by the Head of Human Resource and Talent Development Mr. Martin Waweru were at hand to cheer Damaris on for this milestone achieved.



Not to be left behind in the congratulations were fellow Opals from Nanyuki, Nairobi, and Nakuru. Damaris was also singled out for her resilience in managing the coast portfolio, a fete that would not have been complete without handling the Opal Trophy of Excellence. Through her training she has been at the forefront in engaging stakeholders including government and the local community in areas of her operation within Malindi. She was among the 70 staff who joined the internal Opal training run by the Lead for Corporate Affairs, Cathrine Khasoa and the Human Resources office under Elizabeth Njambi. The internal training programme is a 16-week personal training that



focuses on soft skills, practicals and scenario analysis for professionals working at Optiven under the rallying theme #IThrive with focus on excellence. At the graduation ceremony, staff from different departments at Optiven were among those that graduated including those in legal, documentation, water, customer service, diaspora, support, digital and marketing departments among others.

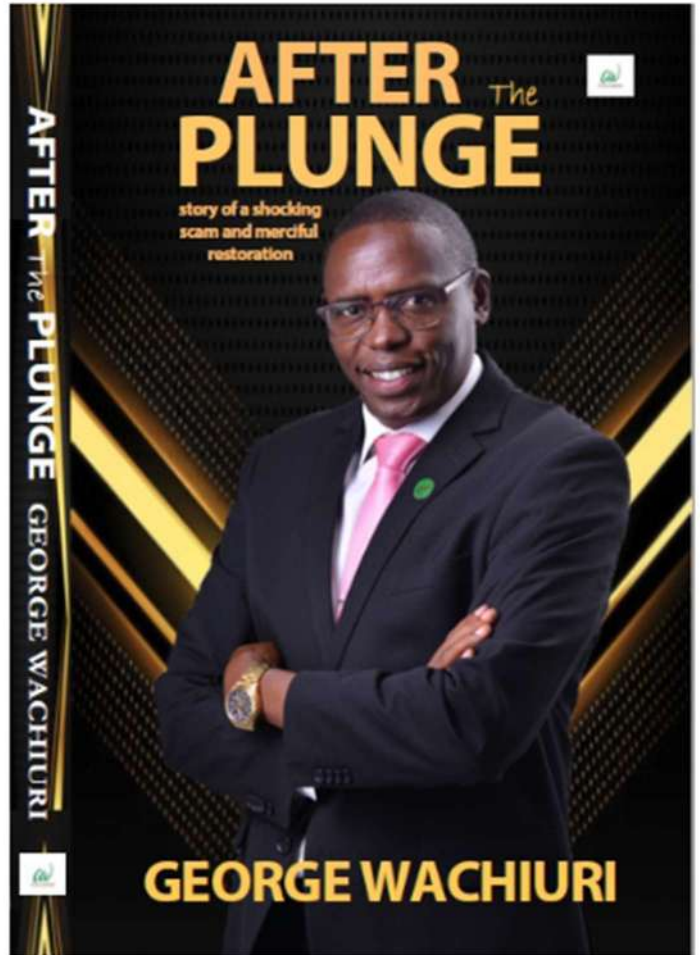


## REVIEWING “AFTER THE PLUNGE” | GEORGE WACHIURI’S 3<sup>RD</sup> BOOK LAUNCHED IN 2023

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 it’s 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 EVENTS IN NOVEMBER 2023 | Corporate Footprint In Pictures & Words



**ABOVE:** #OptivenTeamAbsa's Sales Executive Mary Muthoni hands over a title deed to a customer at The Great Oasis Gardens on 4/11/2023

**LEFT:** #OptivenTeamPwani's Sales Executive Mwanaisha Kumanya hands over a title deed to a client at Shifa Arcade offices Mtwapa on 20/11/2023



**ABOVE:** Optiven's #TeamAbsa's Benson Chege hands over a title deed to a client on 20/11/2023.



**ABOVE:** #OptivenTeamAbsa was the venue for Sophie Buliro to hand over a title deed to happy diaspora investors on 27/11/2023.



**RIGHT:** Optiven's #TeamGlobal's Lydia Muthoni hands over a set of title deeds to a client on 18/11/2023, at the Optiven Global offices Karen.



## OPTIVEN LAUNCHES AFFORDABLE MALINDI PROJECT | **Kibali Cha Watoto Project**

Investors looking to invest in real estate for the future portfolio of their children's wealth had every reason to smile in November 2023. Optiven in its quest to settle at least 300,000 Kenyans into their home by the year 2023 launched a unique land banking project on 16<sup>th</sup> November 2023. The project is dubbed Kibali Cha Watoto Wetu in Malindi. The project which is best for land banking is fairly priced at 250,000 shillings and because of its suitability for settlement, investors can only buy two for each child.



The graphic features a central landscape of a green field with trees under a blue sky. Overlaid on this are several text elements and decorative shapes. At the top, the words "DEDICATION & LAUNCH" are written in large, bold, white letters with a green outline and a halftone pattern. Below this, "LIVE FROM" is in green, "KIBALI CHA WATOTO WETU GARDENS" is in red, and "MALINDI" is in green. A white banner in the center reads "16<sup>TH</sup> NOV 2023, TODAY" in green, and a red banner below it reads "TIME: 4:00PM" in white. Two men in suits are positioned on either side of the central text. The background is decorated with colorful geometric shapes like triangles and circles.

**DEDICATION & LAUNCH**

LIVE FROM  
**KIBALI CHA WATOTO WETU GARDENS**  
MALINDI

**16<sup>TH</sup> NOV 2023, TODAY**

**TIME: 4:00PM**



Speaking during the launch, George Wachiuri, Optiven Group CEO noted that the project is strategically located for future developments in Malindi thus making it suitable for land banking. He added that, "The property will benefit from county water access on-site, with Optiven committed to grading the roads and installing pitch marking poles as early as this month. Kibali Cha Watoto is intended for the young; children, and youths. The project is set to

significantly appreciate in value over the next 15 to 20 years." The project is fairly structured with great draining adding to splendid sunsets on the unique horizon. It has red soil with fiber optics within the neighbourhood. The area is also well developed with economic activities taking place.



## OPTIVEN TAKES MANTLE ON TREE GROWING | Kithimani & Ushindi Hosts Event.

13<sup>th</sup> November 2023, in line with the government's agenda of planting 15 billion trees by 2032, Kenyans across the country celebrated National Tree Planting Day. The event aims at promoting environmental sustainability and encourage best practices in ecosystem restoration. As part of this event, Optiven Group organized a tree planting session at Kithimani Springs in Machakos, where our clients and staff members came together to plant trees and learn about the importance of environmental conservation. The event was led by Optiven CEO, Mr. George Wachiuri, who demonstrated how to properly plant a tree while educating attendees on the importance of planting trees. Dr. Ezekiel Mutua, the CEO of the Kenya Film and Classification Board, was also present at the event. The theme was **"restoration of ecosystems for livelihoods and ecological services."** With President Ruto making the National Landscape and Ecosystem Restoration Program a priority since assuming the presidency in September 2022, the Go Green Initiative by Optiven spearheads this agenda and aims to promote environmental sustainability and encourages best practices in ecosystem restoration. During the event, clients and Optiven staff members planted trees at Kithimani Springs, which is just one of the many plots that Optiven is planting trees across the country. The same fete was repeated at Ushindi Gardens in Nakuru on 25<sup>th</sup> November 2023 when investors and environmentalists participated in a tree growing exercise. The event saw at least 450 trees planted across the project in Nakuru city.

According to Environment Minister Soipan Tuyu, Kenyans are standing in solidarity to defend the environment. She referred to today as a 'hummingbird' contribution day, where everyone is pulling together to fight back against the climate change crisis. <https://www.optiven.co.ke/project-updates/13-11-2023-national-tree-planting-day-in-kithimani-springs-machakos-along-thika-garissa-road/>



ABOVE: Dr. Ezekiel Mutua (second left) joins Mr. George Wachiuri, Optiven Group CEO (third left) as they led investors and environment enthusiasts at a tree growing event held at Kithimani Springs on 13<sup>th</sup> November 2023, to coincide with the National Tree Planting Day 2023.



ABOVE: Optiven Group CEO, Mr. George Wachiuri and Rift Valley Regional Manager Tom Kibet interact with investors and stakeholders at Ushindi Gardens in Nakuru City on 25<sup>th</sup> November 2023 during the official Tree Growing Day at the project.



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