

DECEMBER 2023 EDITION

THE OPTIVEN POINT

*Dr. Wachiuri
graduation*

*Optiven
Foundation
donations*

*Tulivu Phase
3 launch*

*The year
2023*

“As we stand on precipice of a new year I can’t help but feel surge of pride looking back at what we’ve accomplished together in 2023.”

WORD FROM THE CEO | A Year of God's Favor & Gracious Growth at Optiven...

Happy end of the year to us all and to the Optiven family, we are done with the 24th now looking forward to the 25th year of service by inspiring possibilities. The years these days are behaving like yeast in a bun and are flying away like the melting of a marshmallow on a hot tongue. Better still, we are still here, evidence that there is a lot more we have to offer humanity just by being present – what a privilege.

Looking back, there is so much to be grateful for key of which is the gift of life. For the family at Optiven, it has been a year of campaigns that closed the year this December with the celebration of 24 Years of Service. It is this month that I enjoyed the gracious bestowment of two degrees this time changing my name to Dr. Wachiuri, after receiving two honorary degrees – one in Philanthropy and the other in Leadership. Thank you to all who wished me well and even for the teams that found me worthy of this bequeathment - ASANTE. Our sports teams were at hand to inspire possibilities with engagement in golf and football respectively. We continue to make a difference using sports as we bring on board different stakeholders in the case of December we had AAR and YEN Africa.

Similarly, we closed the 2023 celebration of our valued staff with the conferment of awards to those who excelled in one of our key values PROFESSIONALISM. The winners like in the other categories were a result of votes from their coworkers and the celebration was as palpable as it was arduous because of the nature of the nominees. In the end we had winners taking home trophies and cash prizes – congratulations. We awarded 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.

We are delighted to have sold out our project in Kimuka, and we congratulate all the investors at Achiever's Paradise, by Optiven for taking up their plot at this pristine project. Still on projects, we are happy to have launched a brand new phase of Tulivu Gardens in Konza, and the uptake is well beyond our expectations just three weeks after the launch. At our Ocean View project in Vipingo, we hosted investors at a tree growing event on 14th December 2023 as we keep alive the Optiven GoGreen Initiative at the coast. Thank you to all who joined us.

On the diaspora sphere, Optiven was in Europe and Africa in December, but also in Asia and the Americas in the course of the year. We remain indebted to our diaspora clients who honored our invitation to the Homecoming Dinner held in Karen on 14th December 2023. At the height of the celebrations is the many investors who were able to pick their title deeds this December for their investments in different projects across the Optiven portfolio – you are the real Shujaas, and congratulations.

Under the Optiven Foundation, we are happy to have worked with other stakeholders in sharing the cheer to the less fortunate and children's homes. We are happy that in giving we have seen transformation occurring in our eyes.

Last but not least, we take this opportunity to thank all our investors for choosing Optiven as the trusted partner in their investment journey. Going forward we anticipate greater collaboration across the board and believe that in 2024, we will continue to be valuable in your investments. From the Optiven family, as we give God the glory, we wish you a Merry Christmas, and a prosperous New Year.

Dr. Wachiuri, CEO, Optiven Group



CHRISTMAS COMES EARLY WITH OPTIVEN | Investors Get 5,000/- Cashback for Investing

As the year comes to a close, the Optiven family is at it again – this time to add value to the festive season for all its investors. This move coincided with the launch of the #Optivenat24 campaign that ushered in the last month of the year. Investors with Optiven have been enjoying the fruits of multiple campaigns throughout the year majority of which have been to do with cash rewards or redemptions as per the customer's wishes and desires.



Under the current #OptivenAt24 campaign, customers investing or redeeming their payments for 498,000 receive a cashback of 5,000/- thanks to the Optiven campaign. Launching the campaign, Optiven Head of Sales, Rachael Ndunge said, *“we are keen on not only empowering investors to own property with Optiven, but in so doing we are also rewarding them for their bold step to invest with us. The current campaign runs across all our projects and a special welcome of course goes to our newest customers.”* While speaking about the new campaign, Dr. George Wachiuri, the Optiven Group Chief Executive Officer noted that the campaign is geared to also assist those who had decided to make an investment as part of their 2023 resolutions. Dr. Wachiuri, who is also a mentor for entrepreneurs says, *“while the year is coming to an end, investors still have an opportunity to plug into their investment plans and if not complete, they can at least start the process. In so doing there will be more to celebrate when we cross over to 2024.”*

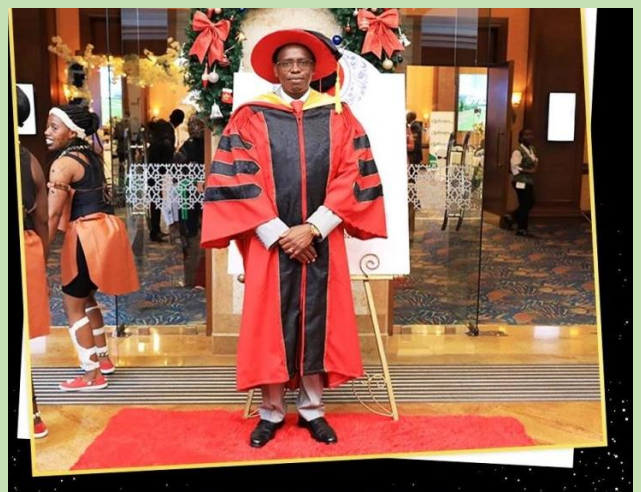
The campaign is advised by the duration of time that Optiven has been in existence. Since its inception in 1999, Optiven is now celebrating 24 years of excellence through offering products and services that are transformative in nature, while at the same time partnering with communities to bring transformation at the grassroot level. 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



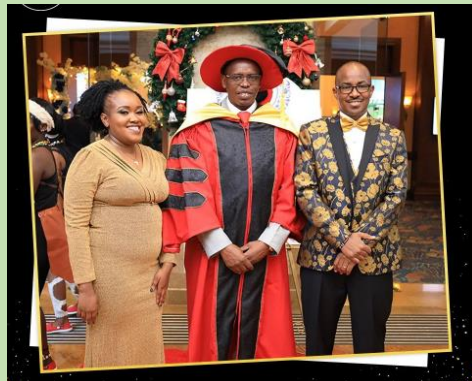
OPTIVEN CEO SCOOPS 2 PhDs | Honor Bequeathing Took Place in Nairobi in December ...

Stoic, is one of the few words that are used to explain or communicate the character of someone. In rare cases, you will find the word being taunted within the academic circles to refer to unsettled and unfriended fellows that have excelled in academia. As late as 180 AD, the same term was used to describe one Roman Emperor, Aurelius Antonius. Stoic he was and for purposes of this article allow me to share one of his most profound quotes on the wisdom we need to live out our full potential. For one the head of state and philosopher once said, "the opinion of 10,000 men is of no value if none of them knows anything about the subject." Indeed this knowledge in two areas, philanthropy and leadership is what the hullabaloo was all about on 7th December 2023. Dr. Wachiuri was bequeathed through the Breakthrough International Bible University – which granted the PhD in Philanthropy and through the Logos International Bible University, he was bequeathed with the PhD in Leadership. The developments are historical in nature showcasing rarity of occurrence following a back to back award of the honors – both within a week in December.

Dr. Wachiuri has been a firm pillar for philanthropy in Kenya, Uganda, Rwanda and in the USA. Through his donations made via the Optiven Foundation, lives continue to be transformed in the areas of poverty eradication, health interventions, sustainability initiatives and education for all. While his work has gained great significance, different entities have also singled him out and awarded him for various philanthropic works that he and the Optiven Foundation have done. It is these works that formed the basis of his grant for the honorary degrees in philanthropy and leadership. And the milestone was not without celebration where the climax was a unique dinner held at the Nairobi Serena Hotel, on 7th December 2023, the graduation day of LIBU Cohort 2023. Fellows from academia, church organizations, learning institutions and corporate gave their hearty congratulations to Dr. Wachiuri.



OPTIVEN CEO SCOOPS 2 PhDs | Honor Bequeathing Took Place in Nairobi in December ...



The celebration to mark the bequeathing of two honorary doctoral degrees for Dr. George Wachiuri was held on 7th December 2023 at the Nairobi Serena Hotel. It was a time of coming together to look at a journey of transformation and gracious gratitude for the recognition of his input in transforming the lives of others over the years. From academia, family and friends to staff and beneficiaries of his work, all were present. To cap it all, a grand entrance by Dr. Wachiuri was accompanied by extraordinary dancing, pomp, fireworks and pulsating dance and glee from all those present. Best congratulations to Dr. Wachiuri on this great milestone.

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

8/12/2023 || ACHIEVERS PARADISE SALES OUT



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.

15/12/2023 || OCEAN VIEW RIDGE VIPINGO HOSTS TREE GROWING EVENT

Investors at Ocean View Ridge met on 14th December 2023 to participate in a one of a kind tree planting at the project based in Vipingo. The project which has extensive greenery has since been a favorite investment option for investors across the spectrum. Launched in May 2023 the project has become desired amongst the clients. The gold level project has been masterfully crafted and tailored to meet investor expectations with generous returns on investment. Already, the internal murram roads are done, a caretaker is on site and a state of the art entry gate is in the works. The tree growing session was next in line and this is what Chief Executive of Optiven George Wachiuri had to say, *“unleashing the power of nature is possible if we all play our part by planting trees and this is what we are doing today at Ocean View Ridge. The trees we planted are in addition to the hundreds of neem trees that dot the entire project.”* Wachiuri who is a champion of sustainability and an award winner for his environment advocacy, encouraged all to come on board and make our planet better in addition to planting more trees for every tree cut.



1/12/2023 || TULIVU PHASE THREE LAUNCHED



December provided another opportunity to provide an array of choices for Optiven investors. Based on demand from the clientele, Optiven opened another phase in the Konza based project of Tulivu Gardens much to the excitement of investors. This is the 8th project launched by Optiven this year and the 2nd phase of the Tulivu Gardens which was launched on 15th March and currently sold out. Tulivu Gardens is a visionary project by Optiven strategically located 2km from Mombasa Road, 3km from Malili Shopping Center and within a 6km radius from Konza Technopolis. Investors in the project can discover the essence of modern living in a vibrant community within the backdrop of the prestigious Konza Technopolis. Tulivu Gardens Phase 3 is not just a place to live, it's a sound investment opportunity.

WHAT HAPPENED ACROSS OPTIVEN? | Events and Happenings Across December 2023 ...



ABOVE: Optiven's **#TeamPwani** was the Kibali Cha Watoto Wetu project in Malindi on 13/12/2023.



LEFT: Optiven's **#TeamRift** celebrate this December after their win and award for exemplary branding at the Real Estate & Tech Expo held in Eldoret.



The team on ground at Rupa's Mall on 1/12/2023.



LEFT: Optiven's **#TeamAbsa** John Ngare as he handed over a title deed to a happy client on 13/12/2023.



CENTER: Optiven's **#TeamAbsa** Margaret Wambugu as she handed over a title deed to a happy client on 4/12/2023.



RIGHT: Optiven's **#TeamGlobal's** Jane Kiarie hands over a title deed to a happy customer on 22/12/2023.

OPTIVEN AWARDS PROFESSIONALISM CHAMPS | Staff Honored on 24 Year Celebration

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

Dr. Wachiuri, the Optiven Group CEO noted that the company had become better because of staff who were keen to represent the brand in the best way possible. Quoting Richard Branson, Founder Of The Virgin Group, Dr. Wachiuri acknowledged that "Take Care Of Your Employees And They'll Take Care Of Your Business."

Best congratulations to all the winners and keep soaring to greater heights even as Optiven continues to inspire possibilities.



ABOVE: Managers serving at Optiven Absa Offices, in HR & Talent Development, Customer Service, Corporate Affairs and Sales & Marketing Departments, were recognised for their excellence in Professionalism and Customer Service both values at Optiven. This was part of celebrations marking 24 Years of Optiven. With the trophies are winners (left to right) Martin Waweru, Lilian Waka, Kate Kole and Chris Njau.



ABOVE: Staff at the Optiven Global office celebrate Customer Service and Professionalism award winners from Marketing Department. With the trophies are winners (left to right) Evans Maingi, George Magu, Joan William and John Muthama

OPTIVEN INSPIRES DIASPORA INVESTORS | Investors Receive Title Deeds On 4 Continents



The month of December 2024 was yet another opportunity for Optiven to deliver it's promise to investors in the diaspora. The teams were on ground in four continents of Europe, United Kingdom, Africa and Asia. Investors in different cities were able to engage with the Optiven Diaspora representatives and also receive their title deeds for their investments across the Optiven portfolio. The trips were the last for the year 2023 even as Optiven positioned itself for massive empowerment of investors in the diaspora. It also formed the basis for planning of the Optiven diaspora footprint for 2024 to bring to fruition the company's vision of enabling over 300,000 Kenyans to invest in real estate and own homes.



Head of Global Markets Christine Kasaya says, *"the Diaspora Teams have shown great resilience and intent in the year 2023 which has enabled us better understand the market and how to best serve our customers."*

Optiven Diaspora remains committed to it's core to the diaspora.



OPTIVEN HOSTS DIASPORA HOMECOMING | Investors Share Insights and Experiences...

The Global Markets Division hosted customers and Special Envoys for a one-of-a-kind dinner this December. The event which was held in Karen was well attended with representatives of the different markets in attendance. From the Optiven office, the attendees were delighted to meet with the team that serves them across the world. To represent Optiven, the team was led by the Head of Global Markets Christine Kasaya, Regional Managers for Europe and the USA James Mugo and George Muteti, and Marketing Team members representing different markets globally. The meeting comes as Optiven has spread its engagement to Africa, Asia, Americas, Europe, the United Kingdom, the Middle East and Canada. A special appreciation to all investors in diaspora who trusted Optiven Real Estate.



Kasaya welcomed the diasporians back home and invited them to visit the various Optiven offices spread across the country. She advised that the team is always available to meet up with the investors from the diaspora during their holidays. The climax of the event was a report from the Diaspora Relationship Managers for the different markets on performance as well as comments from the Marketing team that represented the company in different parts of the world. The event also offered an opportunity to learn more about the Optiven Homes offerings as well as the various entertainment and fun outlets under the Optiven Strategic Business Units in hospitality.



OPTIVEN HOSTS DIASPORA HOMECOMING | The Event Story Presented in Photos ...n real



Grateful to all those who joined us for the Optiven Diaspora Homecoming from across the globe. We salute the many who joined us for the property tour on 19/12/2023. A very warm Welcome to Optiven Diaspora Family. Optiven, inspiring possibilities.



OPTIVEN SPONSORS GOLF & PARTICIPATES FOOTBALL || December Sports Galore...

Optiven Real Estate was the lead sponsor of the Yen Golf Tournament this year. The event held at the Windsor Golf & Country Club attracted an array of professional golfers and amateurs keen on bettering their tee. The event was held on 10th December 2023 and was under the patronage of Wambui Muthiga, Optiven's Regional Manager.



The sponsorship is part of the different engagements with stakeholders to ensure that as many golfers as possible are able to invest in real estate. Speaking ahead of the event, Cathrine Khasoa, Lead for Corporate Affairs and Sustainability said, "Optiven is a versatile brand and with the creative style of engagement it embraces, the opportunity provided an excellent platform for brand building within the golf fraternity. We are happy to have been a part of previous sponsorships including at the Sigona in Limuru. After 24 years of service Optiven is intentional on broadening our client base and as such are working hand in hand with key golf clubs in the country to partner for mutual benefit".



Meanwhile, Optiven FC were on the road yet again to put their skills to the test and AAR FC were worthy opponents. "One challenge conquered, a greater one awaited," as this was the second competitive match held at Don Bosco Boys Grounds after a deserving win on their debut in Kabete in November 2023.



Optiven FC Coordinator Daniel Kariuki, the frequent matches provide valuable experience in a competitive environment and allow the players to develop communication and build a sense of team identity and camaraderie. The match played on 9th December 2023 ended in a colossal 4 goals by AAR FC against 1 goal by Optiven FC. This was the second match to be played under friendlies by the team at Optiven FC.

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TULIVU GARDENS
PHASE 3
KONZA
ONE STAR ★ PROJECT

Situated within a **2km** from Mombasa Road and **6km** from Konza Technopolis, Tulivu Gardens Phase 3 – Konza offers unparalleled accessibility. The project is also strategically situated **3km** from **Malili Shopping Center**, ensuring convenience for all your needs.

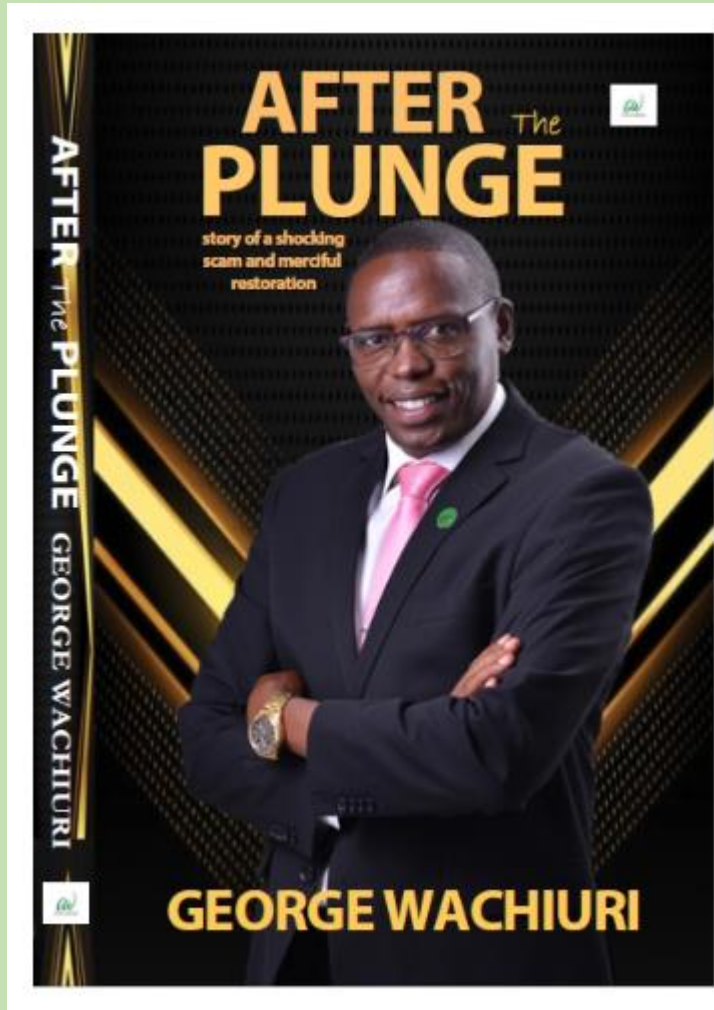
OPTIVEN FOUNDATION SPREADS CHEER | Caravan of Love Shares Christmas Cheer ...

Christmas and all its activities is an opportunity that Optiven Foundation could not miss to transform lives of the less fortunate. The Optiven Foundation team took time to visit with children homes and at the same time work with communities at the county level to share the cheer. Among the communities that benefitted are residents of Wings of Hope in Kamulu, Soweto Children's Home in Kayole, St. Maura's Children's Home in Mathare Slums and Kisii among others. Dubbed the CARAVAN OF CHRISTMAS LOVE, the initiative was also an opportunity to bring on board partners for the support and donations to the less fortunate. The caravan began on the 14th of December 2023.



OPTIVEN FOUNDATION BENEFITS FROM BOOK SALES | **A Review of After the Plunge**

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. With income from the booksales, students and pupils across the country are assured of access to their classrooms, as Optiven Foundation works with you to provide an opportunity for education. Through the Soaring Eagles Scholarship Program SESP and the ongoing partnership for technical and vocational training TVET, hundreds of students, pupils and artisans are receiving much needed education that is set to transform their lives for the better, thanks to the Optiven Foundation and it’s initiatives.

Indeed it takes two, you and the Optiven foundation to bring thee dreams to reality. What can you do to add

value to this important cause? You and your loved ones can partner with the Optiven Foundation today and for only 2000 shillings you can order a copy of the book, “AFTER THE PLUNGE” by calling 0718 776033 or log on to www.georgewachiuri.com



OPTIVEN EVENTS IN NOVEMBER 2023 | Corporate Footprint In Pictures & Words

Staff serving in Optiven's satellite offices this December, were among hundreds of members of different sectors of the business communities that attended business awards dinners in Mombasa and Nakuru respectively. The events were an opportunity to network, map brand placement and benchmark with complementers in the market. Both events were coordinated by the individual chambers of commerce in both cities with the objective of reaching out to impacting and transformative businesses. Led by Liaison Officers Anthony Mwangi of Mombasa County and George Karanja of Nakuru County, the teams were able to expand their scope of engagement and are confident that the platforms will offer great opportunities for wins and empowerment in real estate in the near future.

Both the Mombasa and Nakuru offices opened their doors this year as part of Optiven's strategy to rope in investors at the county level. The opening of the offices was preceded by the launch of affordable projects under the Optiven portfolio. With bespoke value additions and continuous value appreciation, the properties have received much attention from investors with phases of the same now already sold out. The satellite offices have also provided much needed services to investors at the county level making it possible for them to experience the Optiven culture and projects too.

As the year comes to a close, properties in the Nakuru and Mombasa portfolios continue to be bought at a high rate. Ushindi Gardens by Optiven in Sobea Nakuru County has since its launch sold out at least three phases amidst catalysed installation of value additions to make the project ready-to-build. Ocean View Ridge Vipingo by Optiven has also seen a rising uptake with the value additions now at an advanced stage and having sold off 65% of the entire project.



ABOVE & LEFT: #OptivenTeamPwani's were in attendance at KNCCI Mombasa Business Awards that were held on 11th December 2023.





CONGRATULATIONS

DR. WACHIURI

PhD. Philanthropy & Leadership

