

JANUARY 2023 EDITION

THE OPTIVEN POINT

* *Thanksgiving ushers in 2024*

* *Titles issued in Nakuru and Nanyuki*

* *January hosts Janjaruka Campaign*

* *Phases and new project launched*

NEW YEAR, NEW HEIGHTS.

Let's conquer 2024 The year of big success.

www.optiven.co.ke

WORD FROM THE CEO | **New Year, New Heights: 2024 Year of Big Success...**

Happy new year from the Optiven family! It is an excellent time for new beginnings, we are now done with all that happened and our focus is on the new year 2024. I have baptised this year as the year of New Heights, with the focus being centered on big success and all that comes with it. A big task but one that if achieved will be very fulfilling.

The year began with the place of God taking center stage as our teams from the entire Optiven group gathered for the Thanksgiving Service on 4th January 2024. As a company we have seen the hand of God in a lot of ways and across the previous year. Without hesitation we are confident that this year God will continue to guide us in all aspects of our engagements, operations and plans as a company. We remain grateful of course to the investors both locally and internationally for remaining steadfast in purchasing their investments and trusting their resources to Optiven as a reliable partner in their investment journey, Asante Sana.



January was also a great celebration for the Optiven Foundation which was awarded it's second recognition for it's role in education. This came just weeks after the Optiven Foundation took to school over 400 learners across the country, many of them coming from needy backgrounds and whose lives are set to improve by getting the opportunity to get an education. Allow me to congratulate all the other winners at the inaugural Kenya ESG Awards, courtesy of KENCTAD, Kenyan Entrepreneurs' Conference On Trade & Development.

On the diaspora sphere, Optiven hosted a number of investors from the diaspora many of them who had come to the Jamhuri for the holidays. We are grateful to all for the gracious support they gave to the Optiven brand and we look forward to further capturing the Diaspora market in leaps and bounds this year. Asante Diaspora.

Our commitment towards serving our customers and meeting their investment needs is central to our endeavors in the year 2024. Our team is ready and our resolve is gearing to roll – thus confirming that we are open to serve you. From all of us at Optiven, wishing you a year of big success.

**Dr. Wachiuri,
CEO,
Optiven Group**

JANJARUKA NA OPTIVEN OPENS OPPORTUNITIES | Investors Get 4,000/- in January ...



For every **400K** in **any Optiven property** you get **Ksh.4,000** Cash back this **January** to top up for your back to school shopping!

T&C Apply

JANJARUKA
HII JANUARY
NA OPTIVEN

Optiven Real Estate landed in the new year with a unique campaign aimed at benefitting investors across the board. Dubbed *JanjarukaNaOptiven*, the campaign offered all investors who had redeemed their payments for existing land purchases and to those who were investing for new projects with an exciting cash back programme. The campaign is part of the company's strategy to give back to investors as courtesy for investing with Optiven. According to the Head of Sales at Optiven Real Estate, Rachael Ndunge, "we are happy to share joy with our customers in January and to open more choices for the projects and investments." The campaign offers 4000/- cashback for every redemption or new deposit worth 400,000 shillings and above. Optiven is celebrating 24 years of excellence through offering products and services, while partnering with communities to bring transformation at the grassroot level.

WHERE WOULD YOU LIKE TO RETIRE?



OCEAN VIEW RIDGE
Vipingo

USHINDI GARDENS
Nakuru

KITHIMANI SPRINGS
Machakos

GREAT OASIS
Nanyuki

LOVE GARDENS
Kajiado

JOY LOVERS CLUB
Malindi

ACHIEVERS BUSINESS PARK
Kimuka

WEMA GARDENS
Naro Moru

OPTIVEN THANKSGIVING AND APPOINTMENTS | Three Associate Directors Appointed

MERCY NJOROGI APPOINTED AD HR, ADMIN AND TALENT MANAGEMENT

Ms. Mercy Njoroge (*right*) was on 4th January 2024 appointed as the Associate Director in charge of Human Resources, Administration & Talent Development at the Optiven Group. In this capacity she will serve under Mary Wacuka, the Director for Strategy & Operations.

Accepting her appointment, Njoroge noted that, *"I am honored to receive this appointment and look forward to working with all the staff and stakeholders to best meet the needs of the company."*

BELOW: Mr. Ephantus Kirika, Associate Director for Finance at Optiven Limited



CHRISTINE KASAYA APPOINTED AD DIGITAL, CUSTOMER EXPERIENCE AND GLOBAL MARKETS

On January 5th 2021, she was promoted to the position of Head of Customer Experience. In 2022, Kasaya was promoted to become the Head of Global Markets taking over from Angela Jeptoo. Her latest appointment to the Optiven Real Estate Board of Directors brings to three the number of female members who serve with 8 male members. Speaking on her appointment, Kasaya thanked the Directors for the opportunity and promised to provide support to the company to ensure it becomes better in the future. The terms of the three Associate Directors took effect from the 4th of January 2024. Best congratulations

RIGHT: Ms. Christine Kasaya, Associate Director for Digital, Customer Experience and Global Markets at Optiven Limited.



ABOVE: Ms. Mercy Njoroge, Associate Director for Human Resources, Administration and Talent Management at Optiven Limited

EPHANTUS KIRIKA APPOINTED AD FINANCE

Mr. Ephantus Kirika (*left*) was on 4th January 2024 appointed as the Associate Director in charge of Finance at the Optiven Group. In this capacity he will serve alongside Mr. Geoffrey Muturi who moves to Global Finance.

In this capacity he will serve under Mr. Geoffrey Muturi, Associate Director for Global Funding. Accepting his appointment, Kirika noted that, *"I look forward to working with the team to meet the company's financial objectives in a professional way. I thank the Directors for this honor."*



OPTIVEN LEVERAGES ON PARTNERSHIP | Engagements to Spur Diaspora Globally in 2024

Optiven Real Estate Diaspora team was hosted at the Equity Bank Diaspora office had a great deliberation at the Equity offices. The deliberations focused a brainstorming session skewed towards provision of the best solutions for mutual customers between the two brands. Speaking after the meeting, Dr. Wachiuri said, “Exciting plans are underway for a groundbreaking product that will revolutionize property ownership, a model where customers can pay for a plot or house for 5 to 15 years.” Under the partnership Optiven customers can look forward to enhanced loan facilities to benefit their investments in real estate. The two brands will work hand in hand on global visits where Optiven expects to improve and upgrade their involvement and marketing in the diaspora space.



ABOVE: Optiven Group CEO, Dr. George Wachiuri (fifth left) led the Optiven Diaspora team to a partnership meeting with Equity Diaspora on 10th January 2024. Both brands will work together to empower investors to own land across the board as well as provide loans for those seeking to join the Optiven family across the globe.



ABOVE: Optiven Group CEO, Dr. George Wachiuri (right) hosts Mr. Tom Atonga, Optiven SOE in SADC region (right) at the Optiven Global Office in Karen on 8th January 2023.



ABOVE: Team Canada led by the Diaspora Relationship Manager for Canada & Caribbean, Martha Wanjiku (left) met with Lucy Jeffrey of Canada-based Entrepreneurship Nation on 22/1/2024



ABOVE: Various Diaspora Representatives pose with the Optiven Group CEO, Dr. George Wachiuri, and Diaspora Influencer Karangu Muraya when he paid a courtesy call to the Optiven Global Office on 24th January 2024.



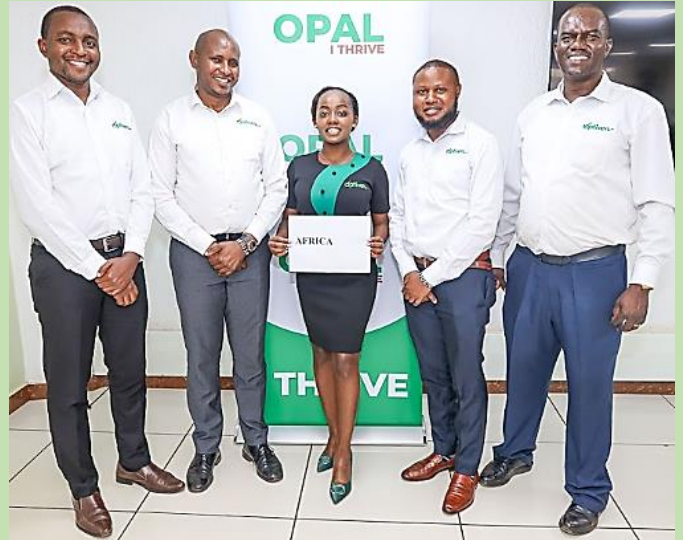
LEFT: Team UK & Europe led by the Diaspora Relationship Manager, Diana Ross Nyambura (right) together with Optiven Group CEO, Dr. George Wachiuri (left) hosted Mr. Kinyua Wachiuri, the Chairman of the Nyeri Community in the UK at the Optiven Global offices in Karen on 26/1/2024.

RIGHT: Team Asia hosted Rev. George Muturi of Bahrain on 31/1/2024



OPTIVEN DIASPORA TEAMS TAKE DIASPORA TRAINING | Teams Prepped for Trips...

The Optiven Diaspora team this January 2024 began their internal training for Diaspora Preparedness. The team with representatives from all the regions went through the training which adapted a practical approach towards strategies to conquer the diaspora. The training sessions were carried out online and in person from the Optiven Head Office at Absa Towers.

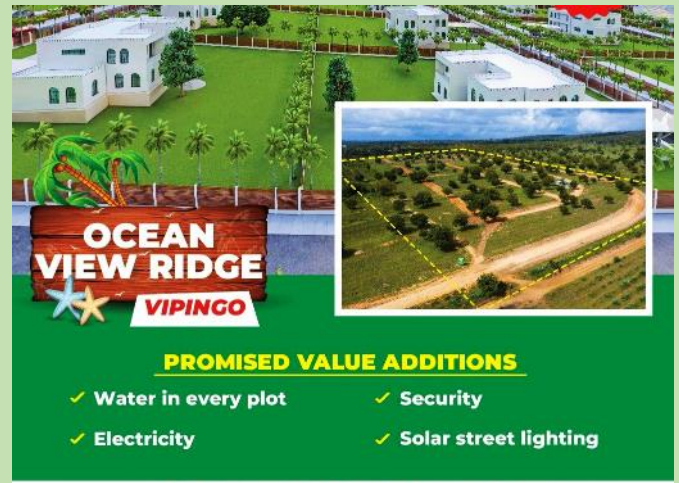


Happy learning to all the teams and may you conquer the global markets as you inspire possibilities in 2024.

OPTIVEN PROJECT UPDATES & TRANSFORMATION | Value Additions in January 2024...

5/1/2024 || OCEAN VIEW RIDGE UPSCALES VALUE ADDITIONS

Ocean View Ridge Vipingo by Optiven this January continued upscaling its value additions as investors take up the project in earnest. The project located in the much sought after Vipingo area is now home to a magnificent entry gate in addition to the previous gate at the project. Entry from the tarmac is now set to be a brand new experience even as Optiven has since completed the internal murraming of roads on the project. Among the other value additions expected at the coastal jewel include water, electricity, and solar street lighting on the well secured project. To visit Ocean View Ridge Vipingo, call the Optiven Mtwapa office for a site visit on 0790300300 today.



13/1/2024 || INVESTORS AT GREAT OASIS GARDENS NANYUKI RECEIVE THEIR TITLE DEEDS

As part of its promise to investors, Optiven this January 13th was on the ground to issue out title deeds to investors who bought their properties at the Great Oasis Gardens. Dr. George Wachiuri, Optiven Group Chief Executive Officer was on the ground to present the title deeds in one of the most anticipated events of the year 2024. He noted that Optiven is keen to continue keeping its promises to its customers as part of the company's value proposition of honesty. Dr. Wachiuri said, "Optiven has been keeping its promise on title deed issuance to our customers because we understand that in a sector such as real estate, this is the highlight of any investor. On behalf of the Optiven family, we congratulate our investors who trusted Optiven and invested at The Great Oasis Gardens in Nanyuki". Celebrations rent the air as customers and investors received their title deeds. The Optiven team was at hand to dance in celebration of the milestone.



12/1/2024 || MALINDI PHASE THREE LAUNCHED

Malindi Phase 7 is the newest project at Optiven that represents the heart of Malindi offering lasting value. Chief Executive at Optiven, Dr. George Wachiuri says the project is an ideal town with rich history and culture that has potential for tourism and real estate development. "We wanted to offer our clients an opportunity to invest in this strategic location and enjoy the benefits of living in a serene and secure environment," he said. The project costs 129,000 for an eighth and investors who clear within 30 days get a return air ticket to Malindi courtesy of Optiven.

WHAT HAPPENED ACROSS OPTIVEN? | All-White Thanksgiving Service in January 2024 ...



ABOVE LEFT: Collaboration in Coalition (left to right) Paul Gachanga of Conversion, Solomon Chege of Administration and Lechipai Lechuuta of Digital turn up in white at the Optiven Thanksgiving Service held on 4th January 2024 at GMC Place Kitengela.

ABOVE RIGHT: Optiven's #TeamHR showed up in style with compliance as (left to right) Wafula and Nyongesa together with Joyce Njambi were en vogue at GMC Kitengela on 4th January 2023.



And to God be the glory for thus far He has been able to favour Optiven Group.

OPTIVEN EVENTS IN JANUARY 2024 | Corporate Footprint In Pictures & Words



ABOVE: Dr. George Wachiuri presents title deeds for Optiven investments to Dr. Ekra Ndung'u, CEO, Goethe Institute at the Optiven Karen offices on 10/1/2023



ABOVE: Dr. George Wachiuri receives a book titled *Getting Things Done* from Hon Geoffrey Kaituko, PS State Department for Shipping and Maritime at the Optiven Karen offices on 10/1/2024



ABOVE: Liaison Manager for Nakuru County, Mr. George Karanja addresses investors who attended the Investment Over Coffee held at the Nakuru offices on 26/1/2024.

LEFT: Senior Sales Manager at Optiven Global, Violet Mumbi (left) hands over a title deed to a customer in January 2024 at the Optiven Absa Towers offices.



LEFT: Senior Sales Executive Mary Muthoni hands over a title deed to a happy diaspora customer on 29/1/2024 at Optiven Absa Towers offices. **RIGHT:** Top Managers lead staff in a title deed dance at the Great Oasis Gardens in Nanyuki on 29/1/2024



OPTIVEN FOUNDATION CELEBRATES EDUCATION DAY | [View at Milestones Achieved](#)

UNESCO this year dedicated the International Day of Education celebrated held on 24 January 2024 to the crucial role education and teachers play in countering hate speech. Hate speech is a phenomenon which has snowballed in recent years with the use of social media, damaging the fabric of our societies. The world is seeing a surge of violent conflicts paralleled by an alarming rise of discrimination, racism, xenophobia, and hate speech. The impact of this violence transcends any boundary based on geography, gender, race, religion, politics, offline and online. An active commitment to peace is more urgent today than ever:

Education is central to this endeavor, as underlined by the UNESCO Recommendation on Education for Peace, Human Rights and Sustainable Development. Learning for peace must be transformative, and help empower learners with the necessary According to the United Nations, Education is essential in achieving all the other Sustainable Development Goals, as education is the foundation for continuous advancement. Education is not simply a privilege; it is a fundamental right and a vital engine for progress. Despite its undeniable importance, access to quality education remains a global challenge hindering potential and perpetuating cycles of poverty.

At the Optiven Foundation, Education and job readiness is a core initiative focusing on empowering underprivileged Kenyan youth through access to quality education. Through its flagship scheme, the **“Soaring Eagles Scholarship Program”** provides comprehensive support to bright but financially restrained students. It is



a beacon for hope for deserving but financially tethered students. The program is a valuable initiative that has great benefits that include tuition fees for the students throughout the year, we have invested in buying lockers and also other essential items like geometrical sets. “Keep a girl in school” works to identify teenage girls and donations of sanitary towels as research has suggested 65% of women are unable to afford sanitary towels leading to risk of exploitation. Day school interventions by the Soaring Eagles Scholarship Program means that the initiative caters for both day and boarding schools expanding reach to diverse communities.

In 2023, the Optiven Foundation was recognized as the Education Foundation of the Year.

FOUNDATION BAGS EDUCATION AWARD | CEO Receives ESG Award on Optiven's behalf



Optiven has been awarded the Education for All award at the 2024 Kenya ESG awards. The award was presented to the Optiven team at a gala held on 26th January 2024 and was received by the Chairman and Trustee of the Optiven Foundation, Dr. George Wachiuri. The event was held at Trademark Hotel under the theme, Unveiling ESG Excellence. Speaking ahead of the awarding ceremony, Dr. Wachiuri who was the main speaker at the event made a clarion call to all stakeholders to embrace and activate environment, social and governance structures deliberately in their organizations if the world and Kenya in particular is serious about managing the challenge of climate change. Dr. Wachiuri further clarified that the role to work on mitigations, strategies and advocacy for sustainability is everyone's business because the planet owes humanity nothing.

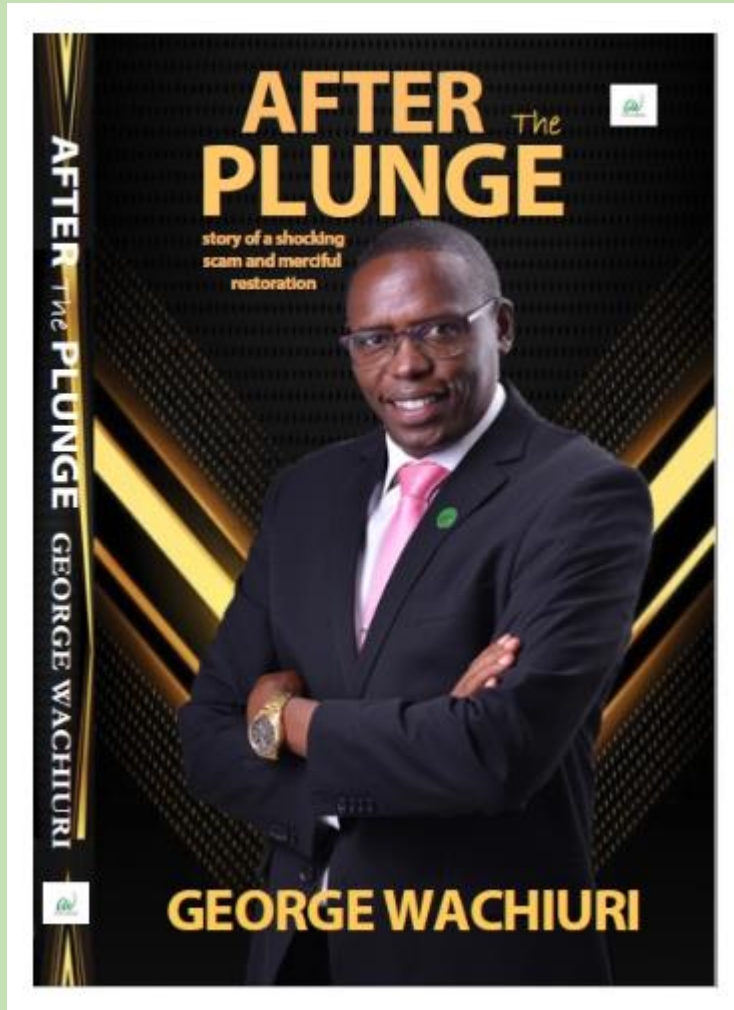


The awards were the first to be held under the Kenyan Entrepreneurs' Conference On Trade & Development who were also the hosts of the awards. Different winners were feted in the different categories in which they were nominated marking the summit of the event that was attended by representatives from medical, pharmaceutical, manufacturing, banking, real estate and technology sectors among others. On its part, Optiven bagged the Education for All award for its work in the Optiven Foundation geared towards enabling and facilitating education.

Optiven Foundation is open to partner with you to facilitate as many pupils and students to attend school under its Education Pillar. We welcome you to donate towards the kitty by sending any amount of money to Paybill 898630, Account name, ELIMU. For more information log on to www.optivenfoundation.org.

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 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. 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 its 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

