

# THE OPTIVEN POINT

\* Europe kicks off  
Diaspora trips  
2024

\* Dr. Wachiuri  
awarded Top  
CEO

\* Optiven  
Foundation  
uplifts  
Kiama  
School

\* Maua ni ploti  
campaign

**“BE SELFLESS AND ADD VALUE  
TO PEOPLE AROUND YOU.”**

## WORD FROM THE CEO | Adding Value to Others, Fulfills Your Life's Ambitions...

The month of February is considered by many to be the month of love, but in my opinion I believe that love should be an everyday mantra. It is my only way of being truly fulfilled at a personal level and also as a champion of Corporate Shared Value. So based on my outlook am glad to have taken a number of initiatives to heart and offered both mentorship and financial support to different schools and churches at my village in Laburra Kieni, as a way to celebrate my recent bequeathment of the two PhDs in Leadership and Philosophy. The culmination of this action was at the Kiama School in Gatanga, Murang'a county where the Optiven Foundation officially handed over an ablution block and perimeter wall fence.



Talking of schools, it was the fifth beneficiary of donations in the month of February. At least four schools in the Laburra neighborhood received funds to help improve the school, facilitate better facilities for the students and pupils as well as provide much needed support for infrastructure. At Kiama School, the Optiven Foundation donation an ablution block which goes to benefit the school community but largely the children. The Optiven Foundation also completed it's construction of a stone perimeter wall even as Optiven Real

We also ushered in a great campaign especially meant to benefit our customers during the month of February. The #MauaNiPloti campaign is a great indicator of the larger company vision that aims to transform the society economically and socially. As the Optiven family we work with all stakeholders to offer state of the art products and services.

Am humbled too to have been singled out as one of the top 50 CEOs at an awards ceremony held on 22<sup>nd</sup> February 2023 at the Villa Rosa Kempinski Nairobi. This is testament from the organizers and those who support the work I do that the call of leadership has not only been noticed but rewarded. It was a great opportunity to interact with the various Chief Executives across the board and I dedicate the award to the staff, customers, and stakeholders who believe in the Optiven brand.

Finally, am glad that our Diaspora Teams have begun their global travels as they take abroad the exciting portfolio of products that we offer, while at the same time delivering the promise of title delivery to our investors. This February we landed in Germany where our team will visit a number of cities to meet Kenyans. Looking forward to an excellent March and wishing you nothing but the best.

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



## #MAUANIPLLOTI CAMPAIGN SERENADES INVESTORS | 6,000/- Cashback in February ...

February 2024 like any other month of love was an exemplary opportunity for Optiven. It was during this month that investors got a unique cashback for their new investments or redemption of their properties within the Optiven Real Estate portfolio. For every three hundred and ninety-nine thousand paid towards ownership of a project, a cashback of six thousand shillings was guaranteed. The campaign which has now become synonymous with the Valentines season at Optiven, leveraged on the cost of investment visavis celebrations of romance. For some, the amount of 399,000 shillings is what would be spent on Valentine's Day while the same amount is enough to invest in the Optiven portfolio.

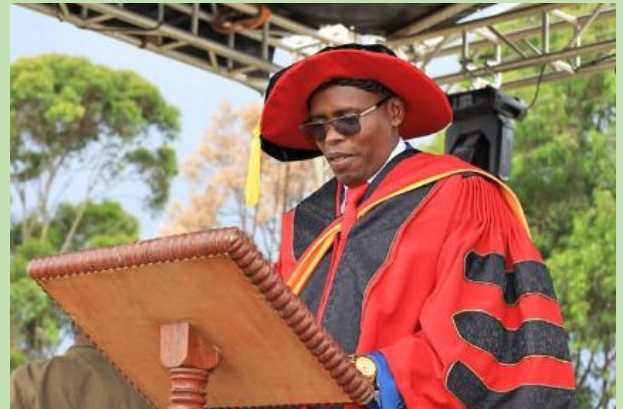
With prices of the properties ranging from 129,000 shillings, Optiven is currently providing a wide portfolio to investors. The projects are also located in different counties across the country meaning it is at the wish of the investor to choose wherever they would like to invest. On it's part Optiven has also scaled up it's value additions in the projects and depending on the level of the project, many within the portfolio continue to see rapid development and settlement from investors. With over 25 years' experience in providing state of the art products and services, Optiven is dedicated to provide opportunities for investment in real estate across the board.

To become a property owner with Optiven Real Estate, call, sms or Whatsapp us today on 0790300300.





## TRANSFORMATION AGENDA AT KIENI CELEBRATIONS | Palpable PhD Celebrations ...



The rain, the sun, the dust, the mud, the young, the old, and everything in between. The grounds at Laburra Secondary School were the venue for this mix as people from all walks of life arrived to celebrate the doctorates bequeathed to Dr. George Wachiuri. The 10th of February 2024 then made its entry into the books of history as a gathering of hundreds of residents descended on a little known village in Kieni, Nyeri – this time putting it on the map of remembrance for all to see. The day begun with a structured reception of guests escorted by security to the venue where a drink and treat was the greeting before a seat was offered in the uniquely decorated tents. What followed was a cascade of entertainment from reknown music legends under the charismatic guidance from the

Masters of Ceremony. The entertainment would not have been complete without dances, songs, poetry and tributes to the man who had risen from the homes of Laburra to become a global icon. In the mix were pupils and students from different schools – many looking to tap into the fortune that had become a reality in the persona of Dr. Wachiuri.



It was the awe in their look as they occasionally requested Dr. Wachiuri to join them for a scout march where they showcased their skills and knowledge, or in the standing ovation he gave when the poetry was done and even more

intriguing when he finally joined the jig in dancing to the songs of his people here in Laburra. The little eyes of the children wondered at how everything simply turned mega in everyway – the flair, the food, the sound, the crowd, even the patronizing sound of the helicopter above just added to the palpable atmosphere that was difficult not to be a part of.

The event came weeks after Dr. Wachiuri received honorary degrees for his work in philanthropy and mentorship. Dancers and drummers hit the ground to the sound to the tunes of the beats all this to welcome Dr. Wachiuri. The old, the young, the agile, the not-so-agile, the tall, the short, and all in between were in harmony in the joy of celebration.





**OPTIVEN HOSTS ENVOYS SERVING GLOBALLY | Diaspora Teams Ready for Travels...**



**ABOVE:** Team Oceania hosted SOE Joseph Kibunja, serving Optiven in Melbourne, Australia on 2/2/2024 at Absa Towers offices. With him are DRMs for Africa and Oceania



**ABOVE:** Team Canada hosted SOE Madam Jackie on 14/2/2024 at Absa Towers offices. With her are Optiven Diaspora Team Members serving the Canada Market and DRM for Canada and the Caribbean



**ABOVE:** Team UK/Europe DRM Diana Ross Nyambura hosted Marcel of Ireland on 26/2/2024 at Absa offices.



**ABOVE:** Team Asia and DRM Kate Khasoa-Kole hosted SOE from Qatar on 12/2/2024 at Absa offices.



**ABOVE:** Team USA led by DRM Fidelis Kariuki hands over a title deed of a plot donated by Dr. George Wachiuri to Dr. Isaack Kuria of Delaware USA at Malindi Breeze phase 3.



**ABOVE:** Team Africa led by DRM Angela Jeptoo hosted Optiven's SOE in Egypt at the Absa Offices on 27/2/2024



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



**ABOVE:** Optiven Diaspora team members representing Saudi Arabia, Yemen, Kuwait and UAE attended the CEO;s Conclave Dinner at Ole Sereni Hotel on 1/2/2024.



**ABOVE:** Team Karen hands over a title deed to a happy client from Maryland USA at the Global Office on 14/2/2024. With them is Jackie Kibachia & George Magu Optiven Global office.



**ABOVE:** Optiven Diaspora team members representing Europe, arrived in Frankfurt Germany on 16/2/2024 to deliver the Optiven promise to investors.



**ABOVE:** Optiven Group Director for Strategy and Operations Mary Wacuka (left) and Senior Sales Manager Eunice Muthoni (right) hand over a title deed to a happy investor from USA on 19/2/2024 at the Optiven Absa offices..



**LEFT:** Senior Marketing Manager, Violet Mumbi hands over a title deed to a happy investor from Italy at the Absa offices on 27/2/2024.

**RIGHT:** Senior Sales Executive Wanjiru Githaiga hands over a title deed to a happy investors from the USA at Absa offices on 27/2/2024





## OPTIVEN PROJECT UPDATES & TRANSFORMATION | Project Value in February 2024...

### 12/2/2024 || KENYA POWER SUPPLY TRANSFORMERS TO AMANI RIDGE

The final delivery of transformers was done by Kenya Power paving the way for powering Amani Ridge the Place of Peace in Kiambu. The project has been awaiting the delivery as the Optiven Projects office works to provide power to the project. Since its launch in 2018, Amani Ridge | The Place of Peace has transformed from a bare project to a platinum level gated community worthy to be benchmarked with. Electricity from Kenya Power is a part of the value additions on the project, in addition to paved roads, solar street lights, perimeter walls, water, green spaces, an orchard, a club house and magnificent gate among other platinum level value additions. While the project in Kiambu is currently sold out, Optiven has launched its second Platinum project in the Coast dubbed Joy Lovers club.



The project has been awaiting the delivery as the Optiven Projects office works to provide power to the project. Since its launch in 2018, Amani Ridge | The Place of Peace has transformed from a bare project to a platinum level gated community worthy to be benchmarked with. Electricity from Kenya Power is a part of the value additions on the project, in addition to paved roads, solar street lights, perimeter walls, water, green spaces, an orchard, a club house and magnificent gate among other platinum level value additions. While the project in Kiambu is currently sold out, Optiven has launched its second Platinum project in the Coast dubbed Joy Lovers club.

### 17/2/2024 || USHINDI GARDENS IN NAKURU IS NOW SET FOR A MAGNIFICENT NEW GATE

This February ushered in works on the gate at Ushindi Gardens by Optiven in Nakuru. The development is set to enhance the outlook of the project and is part of the great value additions that are expected at the Sobe based project. Plans are now underway to complete the fencing of the project complete with mesh and concrete poles, to ensure that the security of those investing and building at the project is assured. In addition, a water tower is set to be installed at the project. The pricing at the project is also expected to go up with the increased value additions thus investing now is a great move. To invest at Ushindi Gardens, call 0790300300.



### 25/2/2024 || AMANI RIDGE RESIDENTS ASSOCIATION FORMED



Investors at the premier project by Optiven in Kiambu, have launched a resident's association. At an event to vote for the members, investors selected a number of their neighbours to head the association. The event was held at the project with the Optiven Group CEO Dr. George Wachiuri in attendance. Speaking at Amani Ridge, Dr. Wachiuri lauded the move to form the association noting that it is a step towards making the project the dream residential address it is meant to be. The project has since sold out with some investors currently building their homes.



## WHAT HAPPENED ACROSS OPTIVEN? | Events and Happenings in February 2024 ...



**ABOVE:** Optiven Group CEO Dr. George Wachiuri joined residents of Amani Ridge | The Place of Peace at the project during a meeting to vote for members of the Residents Association on 25/2/2024.

**BELOW:** Optiven Real Estate Chief Executive Officer, Dr. George Wachiuri (*standing fifth*) joins other top CEOs after the awarding ceremony for the TOP 50 CEOs at the Villa Rosa Kempinski on 22<sup>nd</sup> February 2024. The event was organized by Africapitol with the aim of recognizing top executives.



**LEFT:** Optiven Real Estate Chief Executive Officer, Dr. George Wachiuri (*standing far right*) joins leaders at Kiama School during the unveiling of an ablation block and handover of construction of a perimeter stone wall on 21/2/2024. This was a donation under the Education Pillar of the Optiven Foundation.



**OPTIVEN STIRS UP DIASPORA WITH TRIPS | Delivering Promises on Title Deeds...**

Optiven Group CEO Dr. George Wachiuri left for Australia as part of the Optiven Diaspora trips for the financial year 2024. Dr. Wachiuri kickstarted his travels in the Western part of Australia, in the city of Perth. The Australian engagement is a comeback to the Oceanic continent after eight years having been there in 2016. However the company has maintained it's stable to offer services and at the same time process title deeds for customers across Australia. The teams to diaspora kicked off with visits to Germany and Australia, with confirmed trips for the United States of America and Asia consecutively.



ABOVE: Happy customers celebrate receiving their title deeds on 27/2/2024 in Essen City, Germany from Europe Diaspora Managers James Mugo and John Ngari.



ABOVE: Dr. George Wachiuri, Optiven Group CEO, on arrival in Australia on 29/2/2024 is hosted by CHAMS Media's Alex Chamwada in Perth, West Australia



RIGHT: Madam Mary Wacuka, Optiven Group Director for Strategy & Operations, welcomes Kenyans in Australia on 29/2/2024

**THURSDAY 15<sup>TH</sup> FEB**

**MUGITHI VS GOSPEL**

**KARANGU WA MURAYA & 90KAMSOH**  
**LIVE IN DOHA - QATAR**  
 ADVANCE 80 QAR | GATE 100 QAR  
 MUSIC BY: SELEKTRESS MAMOU | DJ BIGMYK  
**VELVET LOUNGE & CLUB**  
 LOCATED AT IVORY INN HOTEL 4<sup>TH</sup> FLOOR

Optiven... GAFRUIT Velvet CERTIFIED HOMES

ABOVE: Mr. Karangu Muraya and DJ 90K Msogh represented Optiven in Doha Qatar as they hosted Kenyans on 15/2/2024.



LEFT: Team Asia hosted Optiven's SOE in Bahrain on 2/2/2024 at Absa Towers.



## EVENTS AND HAPPENINGS IN FEBRUARY 2024 | Scenes In Pictures & Words...



**ABOVE:** : Optiven Real Estate Head of Sales, Rachael Ndunge (right) when she was the guest at Waumini Radio on 21/2/2024 to address the topic "Why Should You Consider Investing in Malindi?".



**ABOVE:** Dr. George Wachiuri, Optiven Group CEO (left) hosts top managers serving at Equity Westland's at the Optiven offices Absa Towers.



**ABOVE:** Dr. George Wachiuri, Optiven Group CEO (standing left) welcomes Hon. Sabina Chege (standing right) to Kiama School Gatanga as Optiven Foundation unveiled an ablution block & perimeter wall constructed at the school on 21/2/2024.



**ABOVE:** Hot 96 Radio Presenters Nick Odhiambo and Jeff Koinange on 2/2/2024 hosted Dr. George Wachiuri (center) at their studios on State House Road. This was to empower investors to learn more on real estate and to better understand what Optiven as a company is all about.



**ABOVE:** Thomas from the Optiven Group Foundation receives donations of sanitary pads donated by James Kariuki - Operations and Kate Khasoa-Kole – DRM Asia as part of celebrations to mark Valentine's Day on 14/2/2024. The pads are donated to school girls under the Keep a Girl In School initiative.



## OPTIVEN C.E.O. DR. WACHIURI FETED | Awarded Among 50 Most Influential CEOs.



As evidence of his innovative leadership and significant contributions to the business community, Dr. George Wachiuri, CEO of the Optiven Group, has been recognized by a prominent industry publication as one of the Top 50 Most Influential CEOs. Africapitol's recognition of Dr. Wachiuri highlights his remarkable leadership abilities, astute strategic planning, and dedication to promoting constructive transformation in the business environment. In his role as CEO of Optiven Limited, a leading brand in real estate, Dr Wachiuri has led a number of programs that promote sustainable development, community transformation, and individual empowerment. The real estate guru has made significant strides in Kenya's business landscape with his entrepreneurial journey having been marked by dedication, innovation and commitment to excellence.

Under his leadership, Optiven Group has grown significantly and won admiration for its creative business strategies, customer-focused mindset, and charitable work. Dr. Wachiuri has made a significant influence outside of the business world by promoting social responsibility, community development, and environmental conservation through initiatives like the Optiven Foundation. Dr. Wachiuri's inclusion in the Top 50 Most Influential CEOs reflects his influence not only within the real estate sector but also across various industries and sectors. His thought leadership, advocacy for ethical business practices, and dedication to corporate social responsibility serve as inspiration for aspiring leaders and entrepreneurs. The Optiven Chief Executive responded to the acknowledgement by thanking the recipients and restating his dedication to bringing about positive change and adding value for everyone involved. He emphasized the team's unwavering dedication to excellence, ethics, and social impact and attributed Optiven Group's success to their combined efforts. As Optiven Group continues to expand its footprint and make meaningful contributions to society, Dr. Wachiuri remains at the forefront, leading with passion, purpose, and a steadfast commitment to making a difference. His recognition as one of the Top 50 Most Influential CEOs serves as a testament to his exemplary leadership and enduring legacy in the corporate world





## OPTIVEN FOUNDATION EMPOWERS GATANGA | Constructs Ablution Block & Wall Fence



Kiama Primary School in Gatanga, during a handing over ceremony of perimeter wall and ablution blocks courtesy of Optiven Foundation. The Corporate Social Responsibility (CSR) from Optiven channelled approximately 6M towards

the projects in the school located in Mugumoini Ward, Gatanga Constituency. 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](http://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 these 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](http://www.georgewachiuri.com)





# WHY OCEAN VIEW RIDGE IS THE *Perfect place to retire*

- 1 Club house
- 2 Swimming pool
- 3 Ocean view happy house
- 4 Refreshing water fountain
- 5 Security base
- 6 Relaxing parks

**BOOK YOUR PROPERTY TODAY!**

## **SITE SATO?**



**0790 300 300**

[www.optiven.co.ke](http://www.optiven.co.ke) | [info@optiven.co.ke](mailto:info@optiven.co.ke)