

THE OPTIVEN POINT

AUGUST 2024 EDITION

OPTIVEN AUSTRALIA
PARTNERS WITH KISII

OPTIVEN EMPOWERS
CANADA



+ FOUNDATION CELEBRATES
YOUTH DAY 2024

OPTIVEN ACTIVATES +
COUNTIES

“ Our **Activation Campaign** is a component of the broader strategy to **engage with clients** and ensure we advise them in making **informed decisions** on investment. ”

WORD FROM THE CEO | Transforming Lives on the Last Quarter of 2024

Time has proven to be the only constant that remains unchangeable and it is upto us to ensure that we make good use of the time that we have because once lost it is irreversible, irrecoverable, irretrievable and all the definitions that it will not be available again. This is why in August we moved in a different direction as a company by embracing activation of projects at the county level. The move was part of the component catalysing a broader strategy to engage our clients and advise them to make informed decisions on real estate investments. As a brand we understand the challenge that comes with setting up resolutions and not being able to meet them owing to procrastination or a lack of valuable information to enable you make appropriate decisions. This is why in August we were in Laikipia, Kilifi, Kajiado, Machakos, Nakuru and Trans Nzoia counties to activate at our projects in these counties.



MEET DR. WACHIURI IN ZAMBIA

- 24th August 2024 Sherbourne Hotel Kitwe and Ndola
- 24th August 2024 Kisasa Kitchen Lusaka
- 26th August 2024 Urban Masai Lusaka

ONE ON ONE MEETINGS VENUE

- 24th - 26th August 2024 Grand Palace Hotel Thabo Mbeki Rd, Lusaka

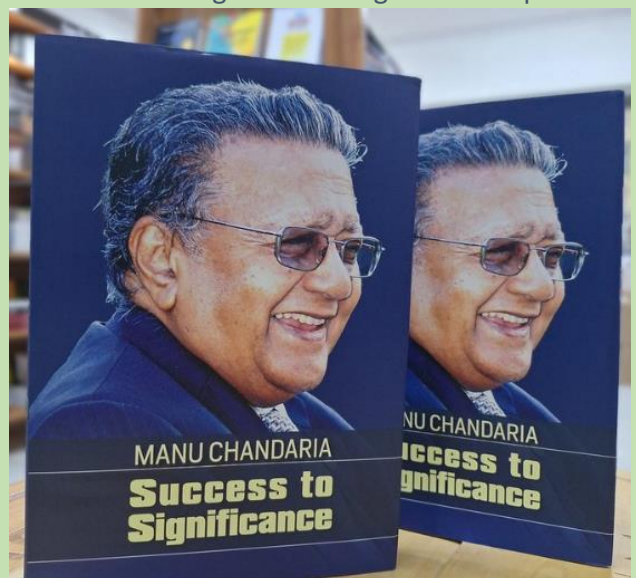


DR. GEORGE WACHIURI
CEO, OPTIVEN GROUP



In keeping with our promise to empower investors in the diaspora, I led a zealous team of marketers to Zambia this August. My trip was just one of the many that happened in August as we had representation too in Canada where our team has been on the ground during the better part of August. We are looking forward to activating our footprint in the other continents in the coming quarter, largely advised by our resolve to keep the promise on delivering title deeds to our investors. On behalf of the Optiven family we remain grateful to our investors in the diaspora who are keen to invest back home while living and working in the diaspora.

As regards the Optiven Foundation, August saw a number of activities taking place key of which was an academic clinic to meet up with beneficiaries of the Soaring Eagles Scholarship Programme SESP. The meeting was to consider the status of involving students at various levels in empowerment through learning under the Education Pillar of the Optiven Foundation. The Optiven Foundation also took time to celebrate the International Youth Day 2024. I personally have a passion for the youth because of the important place they hold in making the future better for the coming generations. August was also a time to celebrate my mentor Dr. Manu Chandaria who released a book that gives a glimpse of his life titled, “*Success to Significance*”. To a better September, see you there...



Dr. George Wachiuri

CEO

Optiven Group

OPTIVEN PARTNERS WITH KISII GOLF CLUB | Investors from Australia Play in Tourney

Optiven Limited through the Australia Diaspora Desk has demonstrated community development by sponsoring the July/August Golf Tournament edition at the Kisii Sports Club. This sponsorship aligns with the corporate mission to support and empower local talents offering a platform for sports development. The event held on the 17th of August saw several top golfers in the country participate in the competitive event held in Kisii County. Commenting on the sponsorship, Lucy Maina, Diaspora Relationship Manager for Australia noted that the significance of the event was aimed at highlighting the need to nurture and contribute to golf development. She added that, *“as Optiven Australia Desk, we are proud to have sponsored this tournament bringing the best golfers in the region as we believe golf can bring people together and promote investments”*. By investing in sports events, Optiven aims to provide platforms where both seasoned and aspiring sports people can showcase their skills and engage with like-minded individuals. Optiven believes that sports play a crucial role in promoting discipline, teamwork, and strategic thinking – qualities that continue to shape the Optiven FC team.



LUCY MAINA, DIASPORA MANAGER, AUSTRALIA

<https://www.optiven.co.ke/newsblogs/optiven-fc-dominate-corporate-league/>.

The event concluded with an awards ceremony where winners were awarded for their performances and Optiven was acknowledged as the main sponsor. Speaking on the development, Dr. George Wachiuri, Optiven Group CEO said, *“As Optiven, we commit to expanding our reach and impact on social economic transformation”*. Optiven has previously sponsored the Kiambu Ladies Open Golf Tourney in July 2024 as well as the YEN Golf Tournament and Gala held at the Windsor Golf and Country Club on 10th December 2023.



OPTIVEN CELEBRATES 2024 YOUTH DAY | Empowers Youth under Foundation Pillars...



As Optiven celebrate International Youth Day 2024 under the theme "*Clicks to Progress: Youth Digital Pathways for Sustainable Development,*" it's clear that the digital revolution is in the hands of the youth. Today's generation is not just navigating the online world—they're shaping it, driving innovation, and leading the charge towards a more sustainable future. At Optiven Limited, we believe that empowering the youth is key to achieving sustainable development, particularly in the digital age. Our commitment to this cause is reflected in our various initiatives aimed at fostering youth development and innovation. One of the ways we do this is through our GoGreen initiative, which encourages young people to engage in sustainable practices using digital platforms. By leveraging social media and other online tools, we promote eco-friendly

activities, from tree planting to environmental education, that resonate with the tech-savvy youth. <https://www.the-star.co.ke/business/kenya/2021-06-26-optiven-go-green-awards-to-catalyze-push-for-more-sustainable-planet/>

Optiven Limited has also introduced affordable properties like The Great Oasis Gardens in Nanyuki, Wisdom gardens in Konza, and Kibali Cha Watoto Wetu in Malindi, that cater specifically to the youth. These projects provide young people with the opportunity to invest in land at competitive prices, allowing them to secure their future while contributing to sustainable community development. Through flexible payment plans and a commitment to transparency, Optiven ensures that youth can take their first steps towards property ownership with confidence. <https://www.optiven.co.ke/newsblogs/boost-to-youth-as-optiven-group-provides-9-000-per-month-offer/>

As the Digital Company of the Year, Optiven continues to leverage technology to enhance customer experience. <https://www.optiven.co.ke/newsblogs/optiven-group-scoops-best-digital-inclusion-award/> Our innovative Amani chatbot streamlines communication, making it easier for young investors to access information, ask questions, and make inquiries anytime, anywhere. This is part of our broader effort to use technology to create seamless and efficient processes for our customers. <https://www.optiven.co.ke/newsblogs/optiven-launches-chatbot-as-it-embraces-automation-in-key-expansion-plan/>

Moreover, our focus on smart property investments aligns with the theme of digital pathways. Optiven has embraced digital transformation in real estate, offering virtual tours, online consultations, and digital platforms for investment opportunities. This not only makes property ownership more accessible to the youth but also equips them with the knowledge to make informed, sustainable decisions. Optiven also values education and mentorship, knowing that these are the building blocks of digital literacy and innovation. We regularly host webinars and workshops aimed at equipping the youth with skills in digital marketing, entrepreneurship, and sustainable development practices. Through these platforms, we are nurturing a generation that is ready to take on the challenges of the future.

As we mark International Youth Day 2024, we are reminded that every click has the potential to bring progress. At Optiven Limited, we are proud to be part of the journey, guiding the youth as they forge digital pathways towards a brighter, more sustainable world.

OPTIVEN CEO & TEAM JET INTO ZAMBIA | Accompanying Team Lifts Diaspora in Zambia

The land of the legendary African walking safari, Victoria Falls, the wild Zambezi River, abundant wildlife and untamed wilderness – all in one friendly country. Blessed with awe-inspiring natural wonders, a plethora of wildlife, huge bodies of water and vast open spaces, welcome to Zambia. And Optiven this August landed in this jewel of Africa



ABOVE: Optiven's #TeamAfrica at the JKIA Airport in June 2023 before departing to Lusaka, Zambia

that is also known as the safest country in the world to visit, for welcoming people live in peace and harmony. The team arrived in Zambia on 22nd August 2024 led by the Optiven Group CEO, Dr. George Wachiuri. The trip was part of rewards given to top marketers in the current quarter and which acted as a coaching platform for the team to learn marketing from the guru. The team was in Zambia to attend different sessions and meet Kenyans living and working in Zambia upto the 26th of August 2024. Speaking after the team's departure, Angela Marindich, Diaspora Relationship Manager for Africa told the Optiven Point, "**Optiven in Africa recognizes Zambia and it's key role in empowering diasporians to invest back in Kenya. As a region, we are making a comeback to Zambia having been here before and even more to stamp our presence as Kenya's leading real estate company.**" Optiven's #TeamZambia team was last in Zambia from 27th June 2023 and incorporated the duo of Senior Sales Managers, Dennis Mwangi and Erick Gachara to deliver the Optiven promise of title deeds and empower Kenyans to invest back home.



ABOVE: Members of the Optiven Marketing Team take a pitstop on arrival at the Kenneth Kaunda International Airport in Lusaka on 22nd August 2024. With them (center) is the Optiven Group Chief Executive Officer, Dr. George Wachiuri.

OPTIVEN #TEAMCANADA EMPOWERS DIASPORA | Team on August Multicity Tour

This August it was all systems go as Optiven's #TeamCanada arrived in Canada. The trip was to empower Kenyans living and working in different Canadian cities to invest back home as well as deliver the Optiven promise to investors who had completed their payments. Jane Kiarie of Optiven Global represented the team by kicking off her tour in Toronto and later empowering the diaspora family in the cities of Vancouver and Montreal respectively. The tour was made possible via a partnership between Optiven, Daring Abroad and Jeremy Damaris events in the different cities. Speaking ahead of the trip, Optiven Group CEO noted that Canada remains a key market destination for investors keen on the Optiven portfolio and promise to deliver title deeds. He noted that our engagements have seen a number of investors in Canada walking the journey including Jane Odongo, a Kenyan living and working in Canada and a visitor to Amani Ridge | The Place of Peace, one of the premier projects in Kiambu county but which is currently sold out. <https://www.youtube.com/watch?v=XD4scNRCSm0>.



This is the second engagement in Canada following the previous trip to the country in the year 2022.

<https://www.optiven.co.ke/newsblogs/optiven-woos-kenyans-living-in-canada-to-invest-in-kenya/>.

Martha Wanjiku, Diaspora Relationship Manager for Canada and the Caribbean at Optiven Diaspora notes that the three-cities trip is part of the Optiven promise delivery to investors many of whom will receive their title deeds between 30th August 2024 to 1st September 2024. Associate Director and the Head of Global Markets at Optiven Diaspora, Christine Kasaya further emphasizes the importance of the Canadian market adding that, *"Canada and the Kenyans there have been a great support to the Optiven team as well as being our top investors when it comes to investing in real estate in Kenya. We look forward to empowering as many Kenyans living and working in Canada to invest back home with Optiven as their trusted investment partner"*.



WHAT HAPPENED AT OPTIVEN IN AUGUST | Title Deeds Promise Delivered Across Board



ABOVE: John Ngare (left), Senior Sales Executive, Optiven Limited hands over a title deed to a happy customer in August 2024.



ABOVE: Sophie Buliro, (left) Senior Sales Executive, Optiven Limited hands over a title deed to a happy customer in August 2024.



ABOVE: Paul Gachanga (left) Senior Sales Executive, Optiven Limited hands over a title deed to a happy customer in August 2024.



ABOVE: Mary Gathitu (left), Senior Sales Executive, Optiven Limited hands over a title deed to a happy customer in August 2024. With her is Diaspora Manager for Asia, Cathrine Khasoa.



ABOVE: Teresia Njoroge (Left), Diaspora Relationship Manager USA region hosts investors from the USA at Optiven offices in August



ABOVE: Migwi Munene (left), Senior Sales Executive, Optiven Limited hands over a title deed to a happy customer in August 2024.



ABOVE: Danson Wachira (left), Senior Sales Executive, Optiven Limited hands over a title deed to a happy customer in August 2024.



ABOVE: Fredrick Mwashigadi (left), Senior Sales Executive, Optiven Limited hands over a title deed to a happy customer in August 2024.

OPTIVEN CELEBRATES NANYUKI CUSTOMERS | Investors Receive Title Deeds for Project

This August 2024, the Optiven team was in Nanyuki as part of its customer engagement. The team hosted hundreds of investors at the Great Oasis Gardens on Wednesday 14th August 2024. With majority of the investors coming from the diaspora, the investors present included representatives of different investment groups as well as community-based organizations that had invested at the project. The Great Oasis Gardens is one of the biggest projects within the Optiven portfolio where investors have the opportunity to choose from different sizes of land including quarters, eighths, acres and tens of acres under the bigger is better mantra. The team was led on the ground by the Optiven Group Chief Executive Dr. George Wachiuri, who was accompanied by top leaders led by Mr. Tom Kibet, the General Manager for the Nairobi Office and the General Manager in charge of the Karen office Mr. Joe Alando. The event was a great opportunity for the investors to view their properties and for the blessed ones, it was time to receive their title deeds having completed their payments for property with Optiven. Speaking at the project, Dr. Wachiuri said, “As Optiven we are happy to see



that this project has not only received tremendous interest but the investors here are also varied across the board. Our strategy to empower investors to own homes then is quickly becoming a reality as we have construction coming up at the Great Oasis Gardens”. Asante for making the time to visit the project and for trusting Optiven as a worthy investment partner.



that this project has not only received tremendous interest but the investors here are also varied across the board. Our strategy to empower investors to own homes then is quickly becoming a reality as we have construction coming up at the Great Oasis Gardens”. Asante for making the time to visit the project and for trusting Optiven as a worthy investment partner.



OPTIVEN ENGAGES CUSTOMERS IN NAKURU | Investors Hosted at Ushindi Gardens ...

They came in their droves, some setting foot at Ushindi Gardens by Optiven for the very first time this August 2024. The team on ground was hosting investors at the project which has been singled out as a favourite for a majority of Diaspora Investors. The beauty notwithstanding, Ushindi Gardens by Optiven has since been transformed into a kaleidoscope of finesse when it comes to gated communities of choice in Nakuru County.

The day would not have been complete without Optiven showcasing it's prowess as the leading and most trusted real estate company. This was done via presentation of title deeds right on ground and led by Mr. Tom Kibet, General Manager Optiven Absa and his counterpart Mr. Joe Alando, General Manager at Optiven Global. The customers were elated to receive their title deeds many of them receiving the key document for the first time in their lives. Ushindi Gardens by Optiven has sold out it's first seven phases and is currently selling phase 8.



OPTIVEN ACTIVATES PWANI THIS AUGUST | Customers Interact with Projects Live...

Staying connected with the market, prioritizing client needs, and the invaluable opportunity to gain first-hand knowledge of our projects ensures our sales team can confidently address client inquiries more accurately. Moreover, the Optiven activation campaign is a strategic investment to strengthen team collaboration while increasing product knowledge essential to drive social economic transformation. August kicked off with an activation in our Pwani projects from the 5th – 8th starting with the gold-level Ocean View Ridge, Vipingo. The project already boasts of a state-of-the-art entry gate, compacted murram roads, a caretaker on site, water on site, and electricity. Our sustainability practices include trees along the internal roads, solar street lighting and a professional master planner to optimize land use, manage risks and enhance the project's appeal. <https://www.optiven.co.ke/newsblogs/opportunities-in-kilifi/>



Joy Lovers Club, dubbed “The Muthaiga of Malindi” is a high-end, luxurious project at the heart of Malindi town surrounded by extensive amenities. 1.5 km from the Indian Ocean, proximity to Malindi International Airport and 3.2 km from Malindi town, Joy Lovers Club is a platinum-level project that promises a lifestyle of opulence and you can not go wrong with a holiday home, residential home, or Airbnb's. *“Seeing the progress of the value additions allows the team to understand and communicate our value better enhancing our credibility”*, expressed General Manager Tom Kibet, during the visit.

The "Kibali Cha Watoto Wetu" project is unique in our portfolio because it is designed specifically for youth, allowing for a maximum of two plots per person. This affordable sapphire project is expected to appreciate significantly over the next 10-15 years, making it suitable for land banking. "Malindi 7" is also located in Malindi and is the most affordable project in our portfolio, offering flexible payment options. The substantial potential for capital appreciation and income generation through tourism-related activities makes it a promising investment opportunity. The impact of Optiven in Pwani has bore positive results making August a resounding success for the team. The sales team have familiarized with our projects in the coastline region equipping them with knowledge, content and insights to tell compelling narratives and attract the right audience.



The Optiven portfolio within the coastal region includes Ocean View Ridge Vipingo, Joy Lovers Club and Kibali Cha Watoto. The portfolio enables Kenyans to invest back home and make their payments for the projects in affordable installments. All the projects have title deeds meaning with Optiven, you have a trusted partner in real estate investments across the country.

OPTIVEN CEO EMPOWERS BUSINESS FORUM | Over 400 Business Owners Attend



The wishywashy weather notwithstanding, Dr. George Wachiuri was the guest speaker at the CITAM Business Forum breakfast on Saturday 31st August 2024. The event hosted over 400 business owners majority of them keen to expand their operations and step out towards the global platform for business. Speaking at the event, Dr. Wachiuri shared the journey of Optiven to becoming the most awarded and celebrated real estate company in the diaspora space. He noted that, *“now more than ever, the time is right to have Kenyan entrepreneurs trade beyond the borders.”* Dr. Wachiuri while encouraging the business owners to be courageous, also advised them to take bold steps in order to identify and capture the appropriate opportunities. The event was held at CITAM Valley Road Dennis White Hall, courtesy of the church’s CITAM Business Forum, under the theme *“grow your business beyond your comfort zone”*.



OPTIVEN FOUNDATION DIVES INTO EDUCATION | Beneficiaries Attend August Clinic



The Optiven office buzzed with exhilarating excitement as the Optiven Foundation hosted an Academic Clinic, as part of the **Soaring Like an Eagle Students Programme - SESP!** The event held on 22nd August 2024, is a key initiative under the Optiven Foundation's Education Pillar, and provided a vibrant gathering of students, parents, and educators, all united for a

day of learning, growth, and inspiration. The event also marked a significant step in Optiven's ongoing commitment to empowering young minds through education under the Optiven Foundation. It was activities galore as keynote speeches designed to nurture both students and parents were made, equipping them with the knowledge and tools needed to succeed in their academic and personal lives. The attendee students also participated in a series of engaging workshops aimed at enhancing their academic skills and boosting their confidence. The sessions were carefully crafted to address the unique challenges faced by today's students, offering practical strategies for effective learning, time management, and goal setting. Parents, too, played a central role in the event, participating in mentoring sessions that emphasized the importance of their involvement in their children's educational journeys. The discussions focused on creating supportive home environments and fostering open communication, both of which are crucial for student success.

Speaking at the event, Director and Trustee at the Optiven Foundation, Mr. Charles Muraguri said, ***"The mentorship provided during the Academic Clinic Day is a reflection of the Optiven Foundation's dedication to holistic education. By empowering not just students but also their parents, we are building a stronger, more supportive community that values learning and growth."*** His sentiments were echoed by the Chairman and Founder of the Foundation, Dr. George Wachiuri who said, ***"Education is like an opener; it is a key that can open any door. I'm happy to say that once we give our people education, that is the only way we can thrive."***



Education can change the thinking capacity of our young people. The role of any organization is to empower communities and add value to people." Ann Nyaga, Coordinator of the Optiven Foundation added that, ***"This event is a testament to the impact of the Optiven Foundation's Education Pillar, which continues to make a difference in the lives of many. We are proud to have hosted this enriching day and look forward to more initiatives that support our mission of transforming lives through education."***

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 book sales, 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 the dreams to reality. 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



GW

george.wachiuri

362 likes

George Wachiuri #mentorship@optiven

Have you read any of my books? If so, which one was your favorite and why?

To Order
Any of the three books

1. Soaring Like an Eagle, 2. After The Plunge, 3. Unleash Your Full Potential

Visit
www.georgewachiuri.com



AFTER THE PLUNGE
georgewachiuri.com

JAZA NDEGE

Twende Pwani



OCEAN VIEW RIDGE - VIPINGO

DATE: Wed, 11th September 2024

REGISTER VIA THE LINK BELOW

PROMISED VALUE ADDITIONS

- ✓ Water tower
- ✓ Trees on ground
- ✓ Electricity
- ✓ Compacted murrum roads
- ✓ Beautiful entry gate
- ✓ Stone perimeter wall

