

THE OPTIVEN POINT

REAL ESTATE AWARDS 2024

VIPINGO PRIME



+ SYOKIMAU BUSINESS EXPO

OPTIVEN IN + DIASPORA

“ 25 years in 2024, We are humbled by the relationships and lives we continually transform. ”

WORD FROM THE C.E.O. | Chimes of Delight as Optiven Turns 25 and Much More in September

Am I the only one hearing silver bells and jingle bells? Silver bells because this September 2024 Optiven is celebrating its silver jubilee, 25 good years after kicking off the vision to empower investors in real estate. Christmas bells because soon malls, halls and all the spaces appertaining to the publics will be decked in Christmas décor. How time flies and now we are done with September and donning in on October.

We started off with the Syokimau Business Expo which provided investors with an opportunity to interact with one another and also to learn and sell to the publics at the Destiny Life Church on 1st September 2024. We are grateful for all those who paid a visit to our tent or engaged our staff at the event where am happy that the Optiven FC team later won a friendly football match with Sparks FC with a 2:0 win.



We also had an opportunity to host our bankers at our offices on Absa Towers on 4th September 2024 when the Equity team paid us a courtesy call. It was also a time to meet with our customers in Africa while also taking time to visit our projects where we presented the ground matters live to our investors. Our teams were in Zambia and South Africa where Team Africa empowered Kenyans to invest back home. As for the project visits we are humbled to have been in the coast where we visited all the three projects in our portfolio while also launching the Muthaiga of Malindi which is Ocean View Ridge Prime.

Optiven was also awarded the Best Land Selling Company at the Real Estate Awards 2024! We are humbled to have been recognised and this a testament to our commitment to transforming lives and inspiring possibilities. The Optiven Foundation was also honored for its role in transforming the society at the MSME Honors awards.

The icing on the cake was the launch of our brand new campaign that coincided with the observation of Optiven's Silver Jubilee under the hashtag #25YearsofTransformation. Indeed, 25 years in 2024, we are humbled by the relationships and lives we continually transform as we inspire possibilities.

Dr. George Wachiuri
Chief Executive Officer
Optiven Group



OPTIVEN LAUNCHES CASHBACK CAMPAIGN | September Campaign to Coincide with Jubilee

The journey of Optiven was the focus of the September 2024 campaign. The company is celebrating 25 years since inception with a campaign to honor investors. This September, all investors making a payment of 250,000 shillings for new sales or redemption payments for their investments, will receive 2500 shillings as a cashback and another 2500 shillings to celebrate Optiven at 25 Bonanza. The campaign is applicable to all projects within the Optiven portfolio. Top managers within the sales and marketing space endorsed the customer-based campaign which ran through September 30th 2024.



Optiven is celebrating 25 years of being in the real estate sector and transforming lives through offering state of the art products and services. The journey has seen Optiven expand it's offering to the public by providing properties that are ready to build, both of which are a mix of residential and commercial. In the 25 years of it's existence, Optiven has also sharpened it's operations to become the epitome of value addition on property. This development has enabled Optiven to not only avail suitable investments to it's clients, but also provide a window of opportunity for as many investors as possible to invest in real estate through manageable installments. In the same period, Optiven has also managed to expand it's operations and networks including opening of new offices in satellite locations. <https://www.optiven.co.ke/newsblogs/optiven-opens-new-offices-expanding-network-to-counties-and-diaspora/> Dr. George Wachiuri, the Optiven Group Chief Executive Officer says, *"In the 25 years of our service delivery we have been intentional to meet customer needs key of which is to provide them with ease of investment as a trusted partner. We remain grateful to all stakeholders who have held our hands across the years and continue to improve on our mandate as we inspire possibilities."*

The company has also been a marked example with it's footprint in philanthropy. Through the Optiven Foundation, the company has transformed the lives of the less fortunate in the society through support under education, health, poverty eradication and sustainability. The Optiven Foundation now works with different stakeholders including local and international partners to provide solutions for the different challenges facing the community. <https://bizwatchkenya.com/business/empowering-communities-optiven-groups-million-shilling-donation-to-red-cross/>



For every **Ksh.250K** you **Invest / Deposit** this **September** in **Vuyanzi Gardens - Kitale** you get a **Cashback** of **Ksh.2,500** and another **Bonus** Of **Ksh.2500** just for being part of the Optiven family!

OPTIVEN RECEIVES TWO AWARDS IN SEPTEMBER | Recognition Celebrates Excellence...

The Optiven Award room received two more jewels for the crown this September. The company has over the years been receiving awards for its impact in different spheres of the corporate sector. This September, at the Real Estate Awards held at the Sarova Panafric, Optiven was recognized as the Best Land Selling Company in Kenya. The September ceremony attracted over 2,000 attendees with over 100 companies receiving awards, led by Optiven. Mr. Tom Kibet, General Manager for Optiven Absa office noted that the award was a testament of Optiven's winning culture. His sentiments were echoed by Dr. George Wachiuri, the Optiven Group Chief Executive Officer who said, "As the Optiven family we are thrilled to be recognized as the Best Land Selling Company in the Real Estate Awards 2024. We do owe that our valued customers! This is a testament to our commitment to transforming lives with prime, value-added properties across Kenya." The award was accepted and received by the Corporate Affairs office and Mary Wanjiru, a Senior Property Manager with Optiven Real Estate on 13/9/2024.



Still in September, the Optiven Foundation was among winners feted during the 4th Edition of the MSME Honors. The oversubscribed event was held in Westlands with the impact by the Optiven Foundation being singled out as a way to transform the society. The award was received by the Corporate Affairs Manager at Optiven, Cathrine Khasoa and Foundation Coordinator at Optiven Foundation, Ann Nyaga.



OPTIVEN APPOINTS MANAGERS FROM WITHIN | **Company on Trajectory to Upscale**

As part of the corporate strategy Optiven Limited this September 2024 promoted two of its staff to management positions. Mr. Muthomi Mucheke took the reigns of the Projects Division to become the new Project Supervisor while Ms. Lilian Waka who previously served as an Assistant Manager, is now the Customer Experience Manager. The Optiven Point had a minute to interview the duo and bring you these nuggets:-



Project Supervisor

Time, cost & quality, the greatest of them is the Project Manager.

Mr. Muthomi

a. Who is Muthomi?

Muthomi Mucheke is a dedicated Project Manager with more than two years of experience at Optiven Limited.

b. What is the new role you were promoted to?

From Project Assistant to project supervisor on all Optiven Projects.

c. How does it contribute to the company's overall vision?

Optiven Limited doesn't sell land. It sells value additions which are subject to adept project management for quality output in the market.

d. What can we expect with you at the helm of this department?

Change. What was good to be better. And what was better to be best.

Customer Experience Manager



In what you do or say, people will never forget how you made them feel

Ms. Lilian Waka

a. Who is Lilian?

A customer obsessed specialist, keen on customer voices & with 8+ years experience in customer service.

b. What is the new role you were promoted to?

Customer Experience Manager -Optiven Group

c. How does it contribute to the company's overall vision?

It ensures an awesome experience for our customers by ensuring seamless customer onboarding, customer support, customer retention & customer satisfaction

d. What can we expect with you at the helm of this department?

Automation to ensure efficiency & an exemplary customer journey with a touch of personalized experience and convenience

OPTIVEN SPONSORS SYOKIMAU BUSINESS EXPO | Great Turnout of Businesses Owners

The beginning of September 2024 coincided with the Syokimau Business Expo that was held on 1st September 2024. The event was held at the Destiny Life Church Syokimau branch and attracted over 100 exhibitors with at least 1,000 guests visiting different stalls at the exhibition. The day begun with a service dedicated to the expo before the doors to the exhibition were opened and later a friendly football match between Optiven FC and Sparks FC with Optiven taking the win 2 to 1 courtesy of John Nyongesa and Master Bura. The culmination of the whole day was a whole community empowered by companies and a new spirit of teamwork.



Among those present at the Expo were top managers from the Absa and Optiven Global offices, led by the Director for Strategy and Operations Madam Mary Wacuka and the Optiven Group Chief Executive Officer Dr. George Wachiuri.



OPTIVEN EMPOWERS SOUTH AFRICA| Investors Meet Sales Teams in Cape Town & Beyond...

September 2024 was a platform for top Sales Teams from both Optiven Absa and Optiven Karen to travel to the rainbow nation. This time, the destination was Cape Town where the team arrived on 5th September 2024. The presence of the Optiven team was also to empower investors in South Africa to invest back home. The trip was a part of rewards strategies aimed at appreciating top marketers within the Sales and Marketing teams at Optiven. It was a unique opportunity too for those that qualified to travel with Dr. George Wachiuri, the Optiven Group Chief Executive Officer under the **"Panda Ndege na CEO reward"**. The team that did qualify also had an opportunity to learn key marketing strategies and customer engagement during the trip. In addition to empowering Kenyans, the team was also at hand to deliver the Optiven promise which was to hand over title deeds to investors who had completed their payments for their investments in various projects under the grander Optiven real estate portfolio. Angela Marindich, Diaspora Relationship Manager for Africa and the Islands, celebrated the team's resilience noting that their engagement had enabled more people to hear about Optiven. According to Marindich, *"this September trip was the second time we as Optiven Africa Team were making our return to South Africa where we continue to inspire possibilities, in Africa and beyond."*





Optiven's #TeamEurope were in different cities in Europe to provide Kenyans with key insights in investments as well as deliver title deeds to investors who had completed their payments for their properties with Optiven Real Estate. The trips covered different parts of Europe beginning in Germany and Austria, ending in the United Kingdom and Scotland. Diana Ross Nyambura, the Diaspora Relationship Manager for Europe and the United Kingdom advised



that the trip was part of the plans to empower investors living and working in different parts of Europe and the United Kingdom. According to Diana Ross, *"the engagement of our investors this quarter is based on the numerous investments completed and ready to proceed to the transfer of title deed level. As #TeamEurope we are delighted to keep our promise and offer title deeds to our investors in the United Kingdom, Scotland, Austria and Germany"*. The trips are expected to continue into October with more investors expected to come on board.

LEFT: Optiven's #TeamEuropeUK with Ambassador Isaiah Kabira and Madam Irene Karari both from the State Department for Diaspora Affairs. The team is in Germany

OPTIVEN LAUNCHES PRIME PLATINUM PROJECT | Vipingo Project to Transform to 5Star

Optiven...
INSPIRING POSSIBILITIES

OCEAN VIEW RIDGE Vipingo Prime

1/8
ACRE
FROM
KSH 2.795M

- ✓ Cabro roads
- ✓ Perimeter wall
- ✓ Private club house
- ✓ Swimming pool
- ✓ Solar street lights
- ✓ Security & CCTV
- ✓ Beautiful gate
- ✓ Controlled entry

INCLUSIVE OF LEGAL AND TRANSFER FEES T&C Apply

With growing interest in greening and sustainability in corporate board rooms, leading real estate company Optiven is miles ahead in rolling out strategies to mitigate and manage the current climate change challenges. The milestones have been a key motivation not just for the sustainability office but for the customers who invest in the company's projects across the counties. With a majority of investors being Kenyans living, working or studying in the diaspora, their understanding of why incorporating sustainability in living spaces is key then becomes a welcome reality. Cathrine Khasoa, a Sustainability Champion at Optiven muses on this status saying, "while Kenya is yet to make great steps towards inclusivity of green initiatives in the construction and

real estate spaces, Optiven has done well. Projects such as it's premier property in Kiambu, Amani Ridge | The Place of Peace has seen a turnaround transformation since it's launch from a bushy piece of land to a first class settlement with all the amenities." <https://www.youtube.com/watch?v=NLgXblTo2lc&t=3s>

Her sentiments are echoed by Dr. George Wachiuri, the Chief Executive Officer at Optiven Group who in September 2024 launched a similar premier project in Vipingo. According to Dr. Wachiuri, "a number of investors have been keen to have a platinum level project in the coastal region and as Optiven we are delighted to offer the newest premier project in Vipingo. The launch of this project is testament of the continuity of our vision to provide classic, affordable, accessible and ready to build projects for our investors." He adds, "I can assure customers that investing in this project is a step into a world of unparalleled luxury and prime investment with OCEAN VIEW RIDGE VIPINGO PRIME. Positioned within the esteemed OCEAN VIEW RIDGE VIPINGO, this project offers a unique opportunity to own a piece of coastal paradise."

Ocean View Ridge Vipingo Prime is an exclusive haven designed as a 5-star project. It's ethos is to avail residents with the highest standards of luxury and comfort. Dr. Wachiuri describes the project as the home of opulence as it will be home to a honorable retirement – complete with the benefits of living in coastal areas. Nestled within OCEAN VIEW RIDGE VIPINGO, the project offers breath taking ocean views and proximity to key amenities.

To begin your investment journey call us today.

Optiven...
INSPIRING POSSIBILITIES

PRICE
FROM KSH
2.795M

OCEAN VIEW RIDGE VIPINGO - PRIME

★★★★★

PROMISED VALUE ADDITIONS

- Cabro roads
- Perimeter wall
- Private club house
- Recreation parks

EVENTS AND HAPPENINGS ACROSS OPTIVEN | Celebrating Investors in September...

The Optiven family continued to empower the globe both from Kenya and different parts of the world. The company has been consistent in its promise to investors with regard to provision of title deeds for their completed investments on the projects within the Optiven portfolio. This September, it was a time to handover the promise to investors from the diaspora and locally as well as host different stakeholders especially for the teams currently in Europe, the United Kingdom, Africa and the United State of America respectively. Congratulations to all who received their title deeds, a worthy milestone.



OPTIVEN CEO EMPOWERS UNIVERSITY STUDENTS | Dr. Wachiuri Urges Soft Skills ...



Tertiary institutions would do well to offer soft skills to their students if they are to succeed in the business world or in entrepreneurship. Speaking at the Kabete Campus of the University of Nairobi, on 18th September 2024, Dr. George Wachiuri noted that there are many facets to becoming successful including personal decisions to change and capacity to learn. Dr. Wachiuri, who is the CEO at the Optiven Group and Chairman of the Optiven Foundation was the main speaker at the Finance and Investments Students breakfast meetup under the theme, “Money Talks.”

Making his remarks, Dr. Wachiuri shared insights from his journey with Optiven and the transformation milestones achieved in the last 25 years. He took the opportunity to mentor the students advising them to invest in their mentality, mindset, money, mouth and mood swings. He was speaking to a meeting of students from different faculties including finance, business studies, commerce, accounting, and entrepreneurship. In his conclusive remarks, Dr. Wachiuri encouraged the students be intentional about the change they will bring to the business world once they graduate. He noted that the market had embraced a number of trends including sustainability, technology, digital economy, financial planning, data analysis and risk management among others. The session also included advise on financial planning and modalities of savings.



Dr. Wachiuri is an alumni of the University of Nairobi where he graduated with a Bachelor of Commerce degree and Masters in Business Administration in 1997 and 2005 respectively. He has continued to be a mentor to students at the university as part of it’s alumni. As part of his philanthropy under the Optiven Foundation he has issued scholarships for students including the University of Nairobi. [https://rise-afnnet.uonbi.ac.ke/news/george-wachiuri-](https://rise-afnnet.uonbi.ac.ke/news/george-wachiuri-%E2%80%93-story-%C2%A0-resilient-uon-alumni)

<https://rise-afnnet.uonbi.ac.ke/news/george-wachiuri-%E2%80%93-story-%C2%A0-resilient-uon-alumni>

OPTIVEN FC SHINES AT MATCH WITH SPARKS FC | Team Wins on Goals ...

The frigid atmosphere in Syokimau was electric as Optiven FC took the Destiny Life Church football team challenge after an engaging Business Expo. This first meeting formed part of the exciting lineup and added to the Business Expo's entertainment element. After constructive engagements with diverse businesses on the ground with various products and services offered, it was time to weigh the football prowess between Optiven Fc and Destiny Life Church.



Alvin Mwangi, Editor for The Optiven Point Newsletter was on the ground and he noted that *"the match kicked off at 3 pm in the presence of Destiny Life Church Bishop and Optiven Chaplin, Phillips Katutu, and Optiven Chief Executive Dr. George Wachiuri among a large group of spectators. The match was closely contested from the onset with both teams coming close to leading but individual misplays and goalkeeper saves meant the game remained goalless at the half."*

Optiven FC known for their strategic plays and teamwork seized the opportunity early in the second half by John Nyongesa setting the tone for the rest of the game. Dan Kariuki, the Optiven FC Head Coach noted that the tension was felt. According to Kariuki, *"not only was there tension on the players but also on the fanbase too. Our opponents at the Destiny Life Church dominated possession but struggled to break the Optiven FC's solid defense. As Coach I must say fresh legs on the pitch gave the Optiven FC team renewed energy that saw them add a second 10 minutes to time."*



Destiny Life Church found the back of the net in added time to eliminate the Optiven FC clean sheet even as a second leg awaits. The win by Optiven FC at the Expo demonstrated our prowess in the corporate world and also in nurturing a vibrant active team through sports and collaboration. The day was a success for Optiven in particular as we drew attention to our investment solutions and efforts to enhance the dignity of the vulnerable in our communities.



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. 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

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

BENEFITS OF READING BOOKS

- ✓ Knowledge expansion
- ✓ Enhances mental functions
- ✓ Relieves stress
- ✓ Improves communication.
- ✓ Empathy growth

DR. WACHIURI
CEO & FOUNDER OPTIVEN

Unlock the key to



owning your dream place to build your dream home with Optiven.

INVEST NOW

COMMERCIAL PLOTS FOR SALE IN RUAI CBD

The projects neighbours Dune Plaza.



THIS PROJECT IS PERFECT FOR:

- ✓ Rental houses
- ✓ Hardware

- ✓ Hospital
- ✓ Office park