

# THE OPTIVEN POINT

**OPTIVEN HANDS  
OVER TITLE  
DEEDS**



**DIASPORA  
SERVES EUROPE  
& AFRICA**



**VALENTINES  
CAMPAIGN  
OFFERS  
CASHBACK**



**JAZA BASI AT  
NANYUKI AND  
NAKURU PROJECTS**

"As Optiven, we kept **our promise** and **delivered title deeds** to our clients."

*Dr. Wachiuri*



## WORD FROM THE C.E.O. | **Launching Smiles for our Customers in February 2025...**



February is called many things, the red month, the lovers month, the second month, the take off month and for us at Optiven, this February 2025 was all about delivering smiles to our stakeholders. From upscaling our energy as staff to providing every opportunity to our customers to smile, February was all about spreading smiles at Optiven. And there were a number of activities towards making this possible.

We took the time to set aside schedules and avail moments to celebrate our customers who trusted Optiven to invest with us under the hashtag **#OptivenDeliversTitleDeeds**. To cap the celebrations we issued out title deeds on ground at Achiever's Paradise in Kimuka and at The Great Oasis Gardens in Nanyuki, before a grand celebration held at the GMC Place in Kitengela where over 100 title deeds were delivered to customers amidst the dance rhythms and celebrations.

The move opened another opportunity to deliver the promise but this time to our customers in diaspora. This February we had teams travelling to Europe and Africa to empower Kenyans to invest back home and at the same time to deliver title deeds to investors that have completed their payments. I personally was in Zambia from the 26<sup>th</sup> February 2025 together with members of **#TeamAfrica**. I note that our customers are happy to have invested with us and for us we continue to keep our promise on title deeds. We thank our customers for believing in us and our team for providing great service in sales.



We shared a great cashback campaign in celebration of love. The campaign dubbed **Maua ni Ploti** focussed on not only current customers but was also open to our new customers. For every investment of 300,000 either as a redemption or new sale, Optiven was giving back 3,000/- cash back for Valentines.

Finally we had a number of activations and visits to our projects across the portfolio – key of which was Nanyuki, Nakuru, Joy Lovers and Vipingo respectively. Looking to March we are focussed on providing as many opportunities as possible to

enable investors own land with the trusted, professional and socially empowering team that is Optiven. To a blessed new March, cheers.

**Dr. George Wachiuri**  
Chief Executive Officer  
Optiven Group

## OPTIVEN CASHBACK CAMPAIGN | 3000/- for every 300,00/- Investment in February...

Love was in the air in the month of February 2025. At Optiven the love came in as early as 1<sup>st</sup> February 2025 when investors were loved upon with a cash back campaign to last the whole month. Through out February, investors had the opportunity to redeem their payments for any of the projects within the Optiven portfolio at 300,000 shillings and qualify for the cash back of 3,000 shillings. Under the campaign, new sales to the tune of 300,000 shillings and above also qualified to receive the cash back. Many of the customers lauded the campaign terming it as timely to reward their loved ones in the month of love. To cap it all, a special Valentine's Road Trip was done to Nanyuki with investors receiving flowers and chocolates courtesy of Optiven Limited. The staff were also not left behind as they had an opportunity to don their special red and receive flowers and chocolates as well. Lilian Waka, Customer Service Manager at Optiven Limited said, *"the campaign was especially appreciated by both our internal and external customers. We also had an opportunity to deliver title deeds during Valentines as part of the company's wider vision of offering personalised customer service."*





# OPTIVEN DIASPORA TRIPS IN FEBRUARY | Kenyans in Europe Empowered ...

As February commenced, bags to two destinations were being packed. The first team to leave was Team Europe which begun trips on 12<sup>th</sup> February 2025. The team took time to deliver title deeds to investors in different cities while at the same time offering opportunities to investors to buy from the vast Optiven portfolio. In addition, the team representing Optiven took the opportunity to advise in person the different developments around the properties under Optiven as well as the new properties in the portfolio Europe has been a key destination for Optiven Diaspora teams with over 30 cities visited in the last 5 years.

Optiven's Team Africa continued with the diaspora trips in February 2025 from the 27<sup>th</sup> of February 2025. The country to visit this time was Zambia coming after Burundi which opened the trips in January 2025. Both countries were graciously visited by the Optiven Group CEO Dr. George Wachiuri.

Optiven is working to meet it's target of empowering investors in the diaspora with contacts in all the continents. By the year 2041 the company intends to be in at least 41 African countries with at least 13 countries already visited. The Diaspora team has also served investors in other parts of the world. The global teams are currently serving in Australia/Oceania, Canada/Carribbean, Africa, USA, America's, Europe, United Kingdom, Asia, Middle East and the Gulf. The move to onboard the diaspora including foreigners is to enable them invest with Optiven for both their lease hold and free hold properties across the Optiven portfolio.



ABOVE and BELOW: Optiven's Team Europe hosts investors in Europe in February 2025.



ABOVE: The Optiven team, led by the Optiven Group CEO empowering Kenyans in Zambia on 27/2/2025.



Vipingo Prime - Vipingo Ocean View Ridge - Vipingo Joy Lovers Club - Malindi



## OPTIVEN DELIVERS TITLE DEEDS| Celebrations Galore to Mark Client's Milestone...



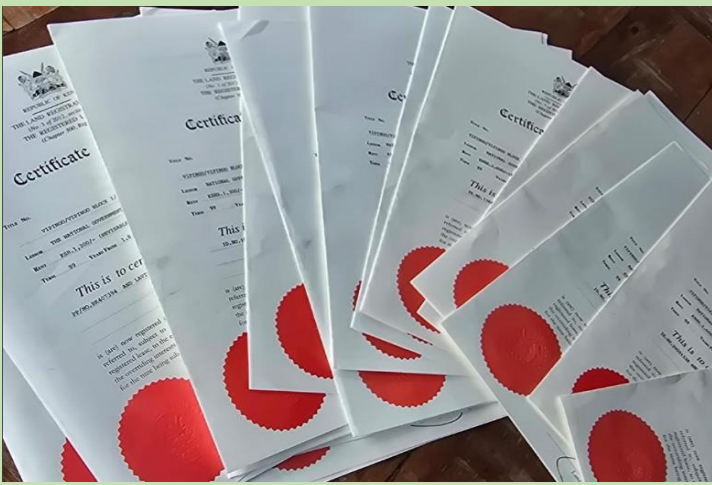
A title deed is the pinnacle of real estate investment. This document provides security and allows you to proceed with your plans, whether building a residential home, launching a commercial project or leasing to diversify income. For the past 25 years, investing with Optiven has provided avenues to receiving this important document and Saturday 22nd February marked the first major title deed handover of 2025. GMC Place Kitengela hosted this auspicious event attended by over 100 investors who received their titles. This was a testament to delivering our promise as we handed over 170 titles this February across multiple projects. Dr. George Wachiuri, explained the significance of guiding the client through the Optiven purchase process, highlighting our customer obsession value.

*"Ensuring that we continue with after-sale support and maintain the relationship with our clients is a key differentiator, and I want to applaud all the investors receiving title deeds,"* he quoted. Already, Optiven has handed over 400 titles since the start of the year, and with your support, we have an objective of giving 6,000 title deeds in 2025 ensuring social-economic transformation is achieved.





# OPTIVEN HOSTS MEGA TITLE DEED BONANZA | Investors Hosted for Lunch





## OPTIVEN HANDS OVER TITLE DEEDS | Investors Receive Documents in Nanyuki...

The month of February begun with a buzz in the air – this time the sound was of celebration. Investors at the Great Oasis Gardens in Nanyuki met at the project where they not only got an opportunity to meet their neighbors but also to receive the key document of ownership – the title deed – for their investment with Optiven. At hand to hand over the key document was none other than the Optiven Group Chief Executive Officer Dr. George Wachiuri.

Dr. Wachiuri's presence was especially welcome as he had just returned to the country from his business tour of Burundi. He was accompanied by the Director for Strategy and Operations Madam Mary Wachuka, General Manager at Optiven Global office, Mr. Joe Alando and General Manager for Kenya office, Mr. Tom Kibet together with different team leaders and staff from Optiven Nakuru, Optiven Absa and Optiven Karen.

Top Managers in charge of the Great Oasis Gardens Jackie Kibachia and Brian Samante thanked the over 100 customers who had gathered at the project. Kibachia noted that the Great Oasis Gardens is bound to be the go to project for investors in and around Nanyuki owing to its proximity



*ABOVE: Team champions Brian Samante (left) and Shiko Kibachia (right) in Nanyuki headed to the Great Oasis Gardens on Saturday 1st February 2025 ahead of the #PataTitle Event held at the project*

only 12 minutes from Nanyuki Town. This is a much loved project for being the home of bigger is better where investors can buy bigger than usual chunks of property for mixed use. As a silver level project, the Great Oasis has received a lot of interest from investors owing to its affordability and value additions.



*ABOVE: The team from the Optiven Title Management Center stands by at the Great Oasis Gardens ready to support customers as they receive their title deeds.*

to Nanyuki town. Speaking at the same venue, Samante noted that a number of great investors have begun building of their projects and homes, siting a house currently in it's final stages of completion at the project. The day would not have ended without a dance to celebrate the great accomplishment of receiving a title deed as well as an opportunity to step on their property, a clear answer to the question, *utakanyaga plot yako lini 2025?* Congratulations to all the title deed owners at Great Oasis Gardens by Optiven.

The Great Oasis Gardens by Optiven is located in Laikipia County, on the Nanyuki – Rumuruti Road and





## OPTIVEN ISSUES TITLE DEEDS : Investors Empowered at Achievers Paradise ...



Investors at Optiven's premier project in Kimuka received title deeds for their investments at Achievers Paradise Kimuka on 15th February 2025. General Manager at Optiven Global, Joe Alando was at hand to present the key documents to the investors at the Kimuka based project. The celebrations would not have been complete without a power dance in Maasai fashion courtesy of the Optiven Global office team and Optiven Brand Ambassador in Kenya DJ Covenant. Speaking at the event, Alando noted that the project has been most desired by both local and international investors. Alando added that the title deed handover

ceremony was a testament of the investor mix with at least 5 customers coming to receive their title deeds in person representing different diaspora countries.

The entry of Optiven Limited at the project on the precincts of Ngong metropolis has since changed the landscape in Kimuka with some of the investors currently building their homes. Achiever's Paradise phase 1 was sold out in record time and the second phase is quickly becoming a most preferred address to the many investors. The project is located just 12 minutes from the fast growing Kimuka town and is home to a myriad value additions including solar street lights, a beautiful entry gate, perimeter mesh fencing, water and electricity within the project and proximity to key amenities within the area. With bespoke views of the Ngong Hills on one side, the project is also strategically located to view the wind turbines at Ngong Hills. To be a part of the family at Achievers Paradise Phase 2 call us today on 0790300300.



ABOVE: The team from the Optiven led by the Optiven Group CEO Dr. George Wachiuri (center) take a momentous photo with their title deeds at Great Oasis Gardens by Optiven.



## OPTIVEN PROJECT UPDATES | **What Happened in February Across the Projects?**

### **19.2.2025** | CONSTRUCTION OF SECOND GATE CONTINUES AT OCEAN VIEW RIDGE VIPINGO



Work on the construction of the state of the art gate at Ocean View Ridge Vipingo continues. The construction which is at an advanced stage is expected to be complete by the end of the month. With every indication of grandeur, the gate is set to officially mark the Vipingo area as an outstanding feature of the project and community as a whole. The secured entry and sheltered fence across the project is one of the many value additions at the project which has compacted murrum roads, water and electricity in the vicinity as well.

### **21.2.2025** | WATER NOW AVAILABLE AT ACHIEVERS PARADISE PHASE 1 BY OPTIVEN

Water is a key component for any community and is necessary for the existence of any residential area. This is also one of the top value additions that is offered by Optiven and Achievers Paradise Phase 1 is the latest project to source for borehole water. With investors beginning to build their dream homes on the property, the addition of water to the other value additions such as solar street lights, a beautiful entry gate, a Caretaker on site, greening of the project and compacted murrum roads. Achievers Paradise Kimuka Phase 1 by Optiven is currently sold out but investors are quickly taking up their plots at the nearby Achievers Paradise Kimuka Phase 2 by Optiven. Located in the fast growing Kimuka township, the project is nestled within a beautiful natural background and within reach of key amenities in the area. Be a part of the community at Achievers Paradise by Optiven.



### **25.2.2025** | WATER TOWER CONSTRUCTION AT USHINDI BEGINS



Materials for the construction of a water tower at Ushindi Gardens by Optiven have arrived on site. The project currently has sold out the first three phases and was recently blessed with the finding of water after digging a borehole at phase two. With the internal roads already compacted with murrum, the beacons already installed and customers now considering commencing construction, Ushindi Gardens by Optiven is a much sought-after property. Other value additions include two gates, caretaker on site, water and electricity accessibility and ready title deeds.



**OPTIVEN DELIVERS PROMISE TO INVESTORS | Customers Collect Title Deeds ...**



**ABOVE:** Optiven Malindi office Manager Damaris Mbalu (right) presents a title deed to a happy client in Malindi on 14/2/2025.



**ABOVE:** Optiven Absa office Sales Advisor Popsy Atieno (right) presents a title deed to a happy client in Kitengela on 22/2/2025.



**ABOVE:** Optiven's Team Absa Gabriel Watare (left) presents a title deed to a happy client on 24/2/2025



**ABOVE:** Optiven's Team Absa Pauline Mbula (left) presents a title deed to a happy client on 24/2/2025



**ABOVE:** Optiven's Team Global GM Joe Alando (left) and Mary Wangai present a title deed to a happy client on 25/2/2025



**ABOVE:** Optiven Absa's Nicolas Rop (right) hands over a title deed to a happy client on 18/2/2025



**ABOVE:** Optiven Absa's Nicolas Rop (right) hands over a title deed to a happy client on



**ABOVE:** Optiven Absa's Nicolas Rop (right) hands over a title deed to a happy



# OPTIVEN DIASPORA CLIENTS HOSTED | Clients Receive Deeds at Optiven Offices





# WHAT HAPPENED ACROSS OPTIVEN THIS FEBRUARY? Clients Empowered .



ABOVE: Optiven in Asia team hosted Mr. Dawda (center) from China on 5<sup>th</sup> February 2025 as the company opens up the Chinese Market.



ABOVE: Optiven Absa team led by Senior Sales and Marketing Manager Colleta Kanyili paid a courtesy call to the Acting Director of the General Foreign Service Academy on 26/2/2025.



ABOVE: Optiven Converters were at Rupa's Mall to empower investors on 23rd February 2025.



ABOVE: Optiven Converters were at Rupa's Mall to empower investors on 23rd February 2025.



ABOVE: Optiven Global team was at the Muthaiga Golf Club from 20/2/2025



ABOVE: Optiven Team Global Managers were at the Movenpick Valentines Dinner courtesy of Destiny Life on 15/2/2025



## OPTIVEN UNVEILS NEW SEASON PLAYERS| OFC Joins Football Kenya Federation



The Optiven FC team on 19th February at the Optiven Transformation Center (OTC) officially unveiled their players for the new season after joining the Football Kenya Federation (FKF). The move that comes after competing in 35 games in key tournaments and winning an impressive 32, highlights the commitment to competing at the highest level. Dr. George Wachiuri, Chairman of the Optiven FC team, was elated with the milestone and encouraged the team to continue with the zeal to challenge themselves and join the national league. He noted that the team that started 17 months ago joining the FKF Lang'ata sub-county tournament shows optimism, energy and dedication. He encouraged more corporates to support such initiatives that build on the mental capacities of their staff.

Abubakar Osman, on behalf of the Chairman of the Lang'ata branch, promised to deliver the fixtures and commended the team for complying with the regulations during the registration process. He reiterated that consistency is important in this phase and in the future we can look for ways to generate income for the organization. Godfrey Masolo, Chief Officer of Youth and Sports County Government of Kiambu, also made time and in his capacity emphasized the one team, one goal Optiven FC philosophy.



Optiven FC competed in the Leftfoot Nairobi corporate league emerging 3rd and in 2025 they have stepped up the challenge. They aim to play at the highest level and together with The Optiven Foundation continue supporting social causes. The club is home for 2 beneficiaries from the Optiven Foundation and advocate for more opportunities for the youth. The ceremony concluded with a team meeting to strategize the best way forward.





## 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.

Partner with the Optiven Foundation today and for only 2000 shillings you can order a copy of the book, "AFTER THE PLUNGE"

Call us today on 0718 776033 or visit us at our offices in Karen or at Absa Towers





## OPTIVEN PROMOTES STAFF & ON BOARDS TEAM| **Move to Spur Growth Post-2025...**

February 2025 saw a number of internal staff move up the ranks within the Optiven staff. While a number of new staff joined the company, the continuation to increase staff went a notch higher with the promotion of staff who previously served in different capacities. Announcing the development, Dr. George Wachiuri, Optiven Group Chief Executive Officer noted that the move was towards achieving the focus areas set for the year towards efficiency and compliance. The company is keen to meet its target on employment opportunities where Optiven is looking to employ at least 30,000 staff by the year 2030. The offering of employment opportunities is also part of the company's vision and mission to socially and economically empower the society. Optiven also has a mentorship programme that targets university and college students, enabling them to tap into the experiences of the work place before being engaged as full time.



**IAN WACHIRA**  
Head of Department  
**LEGAL**



**EPHRAIM NGATIA**  
Credit Department  
**MANAGER**



**ANTHONY MWANGI**  
Title Mgmt Centre  
**MANAGER**



**CATHERINE IRUNGU**  
Title Mgmt Centre  
**SUPERVISOR**



**WINNIE MAINA**  
Title Mgmt Centre  
**OFFICER**



**JOHNSTONE NAMATSI**  
Title Mgmt. Centre  
**RECORDS ASSISTANT**



**JANE RUBIA**  
Credit Department  
**OFFICER**



**GLEN MWANGI**  
Credit Department  
**OFFICER**



**ROSEMARY KOECH**  
Credit Department  
**OFFICER**



**JACKSON KIMANI**  
Credit Department  
**OFFICER**

The onboarding of the new team is expected to enhance efficiency in delivery of service to Optiven customers. The teams were trained and oriented into the corporate culture under the Optiven Academy with key trainers sharing insights of how to best integrate and perform as a member of the larger Optiven team. Dr. George Wachiuri, Optiven Group Chief Executive Officer welcomed the new team and advised that their contribution will be key to



propel the company to the next level while creating more opportunities for others to join the company as staff. The new staff are to serve in the newly created Credit Department while the promoted staff will serve at TMC.





# USHINDI GARDENS - NAKURU

*Offers you the best location*

