

MARCH 2025 EDITION

# THE OPTIVEN POINT

**DIASPORA  
EMPOWERED IN  
AFRICA, AUSTRALIA,  
EUROPE & USA**



**WOMEN  
CELEBRATED ON  
ACCELERATED  
ACTION**



**FOUNDATION  
GO GREEN INITIATIVE  
AWARDS SCHOOLS**



**CASHBACK CAMPAIGN  
CELEBRATES  
MABINGWA**

**"Optiven celebrates all women and their power to  
build financial investments through real estate."**

## WORD FROM THE C.E.O. | Delivering the Promise & Celebrating Global Celebrations...

March is done and dusted meaning we are staring straight into the second quarter of the year. How time flies! Reminds me of the need to look back to see how far I have come when it comes to the resolutions and goals I set for the year. By this time it is necessary to have at least made 15% of the steps needed to achieve whatever you set out to achieve this year. Remember you are the one we are waiting for so stop waiting for permission and start flying today.



In March, the Optiven teams in **Africa, Australia, Europe** and the **USA** had the privilege to empower Kenyans and diasporians on investing back home. It was an excellent delight to see so many investors in Zambia receiving their title deeds and bringing on board their networks so that together they can benefit. We thank all who turned up at the Radisson Blu Hotel in Lusaka during the team's stay that ended on 2<sup>nd</sup> March 2025. From the Optiven family **TAWATOLELA SANA!** We also had the privilege to host our top investors from Bujumbura Burundi Mr. Fablice Manirakiza. He was in the country to view our vast portfolio of projects, visit the Optiven offices and later visit our platinum project, Vipingo Prime by Optiven on 15<sup>th</sup> March 2025. Indeed this is an exciting opportunity to ensure that investors are at liberty to own a part of Kenya, thus from Optiven **MUHAWE IKAZE!**



Our investors from the Moslem faith observed Ramadan this month with a time of prayer and fasting. We take this opportunity to wish all our Moslem Investors **Ramadan Mubarak** as they celebrate **Eid al Fitr** as we open doors in April 2025. Other observations at Optiven included **International Women's Day** on 8<sup>th</sup> March 2025, **World Day for Happiness** on 20<sup>th</sup> March 2025 and the **World Recycling Day** on 18<sup>th</sup> March 2025 during which the Optiven Foundation awarded various schools under the **GoGreen Initiative** by Optiven.

The month of March is known globally as the month for women. At Optiven we not only celebrated the important role that our female staff play at the office, but we took it further to visit the St. Maurus Parish in the Mathare Slum Settlement, where we empowered mothers to children with autism with donations. For the staff we had a medical talk and motivation in partnership with Avenue Healthcare. As a company we also sponsored the all ladies safari rally team Heels-on-Wheels which participated in this year's World Rally Championships in Naivasha from the 20<sup>th</sup> March 2025.



Finally as a company, Optiven continued in its stride to keep the promise by issuing out title deeds to investors both locally and globally. To a blessed April 2025, cheers!

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



# OPTIVEN CASHBACK CAMPAIGN | 2000/- for every 200,00/- Investment in March...



The month of March opened up a time of celebration for investments champions across Optiven. This was under the new campaign titled Meza ya Mabingwa which translates loosely from the Swahili language as the Table for Champions. The campaign followed on the February cash back reward system where investors received 2,000 shillings for every 200,000 shillings invested in new properties or redeemed for already purchased properties. The campaign benefitted all investors with properties within the wide Optiven portfolio with presence in ten counties countrywide.

The campaign was especially appreciated by first time investors with many of them being in the diaspora. It's launch coincided with the arrival of various diaspora teams in the United States of America, Australia and Africa. Mary Wacuka, Associate Director for Strategy and Operations, while declaring the campaign officially open, noted that the development was mainly to give back to the Optiven investors even as they empower themselves socially and economically. She added, *"at Optiven all that we do is customer driven and because of this, our campaigns are tailored to serve our investors. The campaigns are also part of our corporate vision to empower and transform the society."*



With affordable installment payment plans, a wide variety of properties, and a professional team to serve you, get on board and begin your investment journey with Optiven today. For more information, interact with us on various social media platforms or talk to our team today on 0790300300. Optiven, inspiring possibilities.

## OFFERING AMENITIES That you desire

Security personnel

Borehole Water

Gate

Murram Roads

Elevated Water Tank

**GREAT OASIS GARDENS NANYUKI**

### PROPOSED VALUE ADDITIONS

- Compacted Murram roads
- Electricity on ground
- Beautiful Entry gate
- Water tower
- Solar street lights



# OPTIVEN DIASPORA TRIPS IN MARCH | Teams Empower Australia and USA ...

Optiven Diaspora teams took the runway once again with onsite trips to Europe and Australia. The teams were making a comeback to these key markets where they have impacted and empowered investors in the different properties at Optiven.

Optiven’s Team USA kicked off it’s activities in North Carolina as early as 19<sup>th</sup> of March 2025 before moving to Dallas, Texas on the 26<sup>th</sup> of March 2025. The team is expected to meet investors in Washington State come April where there will be title issuance, update on projects and customer feedback sessions in the cities of Spkane and Seattle respectively. Joan Williams, Sales Manager at Optiven and serving the USA Market says, *“our investors in the USA have turned up in large numbers to receive their title deeds and we are happy many are investing more.”* She was accompanied by Senior Sales Manager Faith Esther who empowered investors including those in Seattle, WA.



ABOVE: Optiven USA Sales Manager Joan Williams is in the USA to serve investors between 19<sup>th</sup> March 2025 to April 15<sup>th</sup> 2025.



ABOVE: The Optiven team USA member Faith Esther was in Seattle Washington from 11/3/2025

The Optiven team serving Australia also landed in the land down under with action happening in the coastal city of Perth between the 12<sup>th</sup> and 19<sup>th</sup> of March 2025. The team was making a third return trip to Perth and other Australian cities mainly to deliver the



ABOVE and BELOW: Optiven’s Team Australia was represented in Australia this March 2025 by Dennis Mwangi and George

promise of title deeds to investors and to provide information

on developments on real estate in Kenya so as to enable more investors to invest in real estate. Optiven has been delivering title deeds to the diaspora for over 15 years even as it celebrates 26 years of serving investors in real estate. During this time the company through it’s diaspora teams has left an indelible footprint of trust, dependability, honesty and professionalism in the diaspora spaces it has engaged with. In this time, the Optiven Diaspora spectrum has not failed to receive recognition including various awards from the diaspora and at the national stage. The company is determined to be the leading example of real estate investment and be the top option for investors whether locally or globally. With a dedicated office for the diaspora at the Optiven Global office in Karen and an increase in new markets within the continents of the world, Optiven is rearing to go with a mantra to serve while inspiring possibilities. [www.optiven.co.ke](http://www.optiven.co.ke)

## GOOD DEEDS ONLY!

Build memories, leave legacies - one Good Deed at a time!



## OPTIVEN JOINS STAKEHOLDERS | At Unveiling of Kenya Diaspora Policy 2024 ...

The launch of the Kenya Diaspora Policy 2024 was a great milestone and is expected to propel the document and its outcomes to Bill level in parliament soon. The launch held on Thursday, March 13, 2025, witnessed a historic



**ABOVE:** Optiven's Corporate Affairs Manager, Cathrine Khasoa (*center*) listens to feedback from the repatriation committee as the Chairlady, during the stakeholders engagement workshop on the Kenya Diaspora Policy during a meeting on 25<sup>th</sup> July 2024 in Naivasha.

“the stakeholders forum brought together a number of players including the private sector which was represented by Optiven. The deliberations centered on needs of diasporians and how to protect their investments while in diaspora. The issue of orientation for those entering the diaspora and repatriation of returnees was especially widely discussed during the July caucus courtesy of the State Department for Diaspora Affairs as well as the International Organization for Migration”. The comprehensive policy builds on the foundation laid by the 2014 Diaspora Policy, realigning and elevating the role of Kenyans abroad in national development.

The launch event, presided over by His Excellency Honorable Musalia Mudavadi , Prime Cabinet Secretary and Cabinet



**ABOVE:** Optiven's Corporate Affairs Manager, Cathrine Khasoa (*center*) looks on at the official launch of the Kenya Diaspora Policy in Nairobi on 13<sup>th</sup> March 2025.



Secretary for Foreign and Diaspora Affairs, unpacked the contents of the policy document aimed at transforming how the Government engages with the Kenyan diaspora and integrating them into the national development agenda. Accompanying him was Diaspora Affairs Principal Secretary Roseline Njogu, who highlighted the policy's potential to establish legal frameworks ensuring that Kenyans in the diaspora are actively involved in national matters. The launch was attended by members of the diplomatic corps in Nairobi, leaders of international organizations, and Kenyan diaspora representatives.

**LEFT:** Optiven's Diaspora Manager for the UK, Lilian Waweru (*right*) and Corporate Affairs Manager, Cathrine Khasoa (*left*) pose with the policy after the launch of the Kenya Diaspora Policy in Nairobi on 13/3/2025.



**OPTIVEN SERVES DIASPORA | Diasporians Visit Optiven Offices in March 2025...**



**ABOVE:** Diaspora Relationship Manager Lilian Waweru (left) and Sales Manager Danson Wachira hands over a title deed to Optiven customer from USA on 06/3/2025.

**ABOVE:** Diaspora Manager USA Faith Esther (left) is joined by a customer in San Francisco USA in March 2025.

**LEFT:** Diaspora Relationship Manager Lucy Maina (left) is joined by Director for Strategy & Operations, Mary Wacuka (second left), & Head of Global Markets, Christine Wakanyi (far right) to host Optiven customer from Australia on 05/3/2025.



**ABOVE:** Diaspora Manager for Africa, Diana Ross (left) and Sales Manager, Patrick Kogo (right) host Optiven customer from Zambia on 11/3/2025.

**ABOVE:** Senior Sales Manager for Canada, Jane Kiarie (left) hosted the Special Optiven Envoy for Canada on 11/3/2025.

**ABOVE:** Diaspora Relationship Manager Lilian Waweru (left) and Sales Manager Patrick Kogo host an Optiven customer from UK on 06/3/2025.



**ABOVE:** Kenyans Living and Working in Thailand gathered at Icon Siam, Chaopraya for a get together investment forum courtesy of Optiven in Asia on 8<sup>th</sup> March 2025 led by the Special Optiven Envoy Kellen Igoki.

**ABOVE:** Kenyans Living and Working in Australia gathered in Adelaide Australia on March 22<sup>nd</sup> 2025 at a meeting attended by the Optiven Australia team.

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**OPTIVEN PROMISES KEPT IN MARCH | Investors Receive Title Deeds Plus More ...**



**ABOVE:** Optiven Absa's Collins Munene (left) hands over a title deed to a customer on 4.3.2025.



**ABOVE:** Optiven Global's Wycliffe Kimathi (right) hands over a title deed to a customer on 8.3.2025.



**ABOVE:** Optiven Global's Rose Mueni (left) hands over a title deed to a customer on 4.3.2025.



**ABOVE:** Senior Sales Manager, Chantal Owuor (left) hands over a title deed to a happy customer on 10/3/2025.



**ABOVE:** Senior Sales Executives, Mary Gathitu (right) and Carringtone Chiakwira (right) hand over a title deed to a customer on 18/3/2025.



**ABOVE:** Senior Sales Manager, Alice Wambui (left) hands over a title deed to a customer on 21/3/2025.



**ABOVE:** Marketing staff from the Optiven offices celebrate being top achievers at a breakfast with the Director of Strategy Mary Wacuka, GM Kenya Tom Kibet, GM Global Joe Alando and Associate Director Martine Waweru on 11/3/2025



**ABOVE:** Optiven Group CEO Dr. George Wachiuri at the Hot 96 offices on 13/3/2025, where he spoke on Greatness Starts with Brave Choices.



# OPTIVEN'S VIPINGO SERENADED BY DEVELOPMENT AMENITIES



Secure the best  
**For your Future**

**OCEAN VIEW RIDGE - VIPINGO**



FROM AS LOW AS  
**KSH. 153K MONTHLY**

The Vipingo areas is growing in leaps and bounds with investors especially in real estate jostling for a piece of the pie. The real estate players in the region are also recognizing the reality of what Vipingo is becoming with the future of property development in sight. Optiven has been in the Vipingo area for close to a year now and it's footprint has been apparent at it's most preferred projects Vipingo Ridge and Vipingo Prime. The landscape in the Vipingo area is already changing with value additions at the project currently going at full throttle. The Vipingo area is now prime after it was gazette as an Special Economic Zone SEZ in November 2024, with an aim to attract investment and foster industrial growth.

Vipingo Ridge and Vipingo Prime are both home to a perimeter fences to ensure that the project is secured for the peace of mind for the investors. As is custom with Optiven the projects have so far had all the sub divided with beacons. The mix of investors who have completed their

payments for the project are a testament that there is a lot of development expected in the near future. Optiven on it's part is taking on the project with the improvements currently underway including a state of the art gate, internal roads infrastructure and amenities on site such as water.

The project is distinctly located in the hub of luxury homes in prospect, as investors look to build their dream homes on the property.

With key amenities including banks, schools, hospitals, hotels and top companies in the vicinity, investors can rest easy knowing that the project is a ready to build and settle project. Vipingo Ridge and Vipingo Prime are both much sought after properties with the project currently sold out at 58%.

Call us today to be a part of the VIPINGO family .



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



## OPTIVEN SPONSORS Heels-on-Wheels LADIES TEAM | Empowering Rally Enthusiasts...

It was not an ordinary month of March at Optiven. Whether it is the celebrations to mark Women's Day or the observation of the entire Women's month, Optiven went a step further. As the world moved it's attention to the 2025 World Rally Classic in Naivasha, Optiven stood to be counted as the brand was the proud sponsor of the all ladies team Heels on Wheels Ladies. As the dust rose and engines raved, a section of the Optiven team mingled with enthusiasts at the World Safari Rally in Naivasha, in celebrating the strength, empowerment, and resilience of women from around the world! The event kicked off at the Central Business District in Nairobi with the flag off on 20<sup>th</sup> March 2025 until 23<sup>rd</sup> March 2025. Commenting on the sponsorship, Cathrine Khasoa, Head of Corporate Affairs at Optiven said, *"the exciting rally was not just about thrilling adventures across the stunning landscapes of Kenya; but about women driving change, taking on challenges, and pushing boundaries in motorsport. Optiven is indeed proud of the milestones it has made in making a difference and supporting women initiatives in our society."* This was the second time that Optiven Limited has come on board to support the World Rally Championships in Kenya, the first time being in 2022.





## OPTIVEN CELEBRATES WORLD WOMENS DAY | Mathare Autism Families Benefit...

There is a great joy when you receive a surprise, and the same was the case at Mathare North on 7th March 2025. Young and old, male and female, parents and their children, all joined in the celebration of the presence of the Optiven team when it visited the St. Maurus Special School that hosts children living with disability. The school which is hosted at the St. Stephen's Catholic Church Mathare has been a beneficiary of support from the Optiven Foundation during special celebrations. This latest visit coincided with the observation of the International Women's Day 2025 under the theme Accelerate Action.



The Optiven team was represented by different departments including Telemarketing, Conversion, Hospitality, Digital and Corporate Affairs courtesy of the Optiven Foundation. Speaking at the event, Anne Nyaga, Optiven Foundation Coordinator encouraged the parents to be steadfast in caring for their special needs children, adding that they had great potential to be healthy. Speaking at the same event, Cathrine Khasoa, Head of Corporate Services at Optiven Limited said there is need to continually partner for a better and transformed society although women hold the key to a balanced and thriving society.



Madam Damaris, speaking on behalf of the staff at the St. Maurus Special School advised that a majority of the parents with special needs students at the school came from single parents many of whom had no consistent sources of income thus the need for support is great. The Optiven team was also led by Mr. Muchiri Muchoki the Head of Media at Optiven Limited as well Mercy Wechuli the Head of Telemarketing at Optiven Global office, among others. Optiven Limited has been a great contributor to societal transformation through it's soft arm the Optiven Foundation. Since 2014, the company has been involved in a number of philanthropic activities and initiatives within the country, in Rwanda, Uganda and Malawi as well as in the USA. The company's footprint in transforming the lives of those living with challenges has won the Optiven Foundation many awards for it's role in education, poverty eradication, environment and health. To all women, here's wishing you a happy international women's day.



# OPTIVEN CELEBRATES WORLD WOMENS DAY | Happy Women's Day to Our Staff ...



March is the global month that focusses on women and celebrating the milestones they have achieved. The year 2025 marks a significant milestone in the pursuit of gender equality and women's empowerment globally. This year commemorates the 30th anniversary of the Beijing Platform for Action (BPfA); three decades since the introduction of the Gender and Development (GAD) budget policy under the 1995 General Appropriations Act (RA 7845); and a scorecard for the plans in different countries on Gender-Responsive Development (PPGD).





## OPTIVEN HOSTS INVESTORS OVER COFFEE | CEO Empowers on Possibilities ...

Optiven Limited on 28<sup>th</sup> March 2025 hosted an exclusive Investment Over Coffee session at its headquarters located at Absa Towers in the Central Business District. The event provided an insightful discussion on available opportunities for investment in real estate and more so regarding the Optiven vast portfolio. Dr. George Wachiuri, the Optiven Group CEO and Mr. Tom Kibet, the General Manager at the Optiven Kenya office led discussions on wealth creation. Speaking at the event, Dr. George Wachiuri urged attendees to move from consumers to investors, emphasizing the importance of patience and financial discipline as pillars of success. The day closed on a high with connections and of course a tasty treat capped by a cup of coffee.



## OPTIVEN PROMOTES STAFF FOCUSING ON STRATEGY | Move to Spur Innovation ...



### FELIX IHURE MWANGI – DIGITAL

Optiven's Digital Team was in March boosted with the promotion of Mr. Felix Ihure Mwangi. Previously serving with the Strategic Business Units under the Optiven Group, Ihure was promoted to serve in the Real Estate team. A seasoned designer with an eye for creativity it is no doubt that his experience and expertise will propel the company and it's campaigns for marketing, public engagement and other aspects of design to the next level. Mr. Mwangi's promotion follows a series of similar promotions and new recruitments within Optiven in 2025 aimed at meeting the companies core areas of operation and the overall strategic mission of the company. He now takes over as Graphic Design Supervisor.



## FOUNDATION REWARDS SUSTAINABILITY CHAMPS | GoGreen Awards Schools

March 12 2025, saw the Optiven Foundation award St. Michael Mukui Secondary School in Kirinyaga as the best school in The Go Green na Optiven 2024. The school that got 56 out of 57 points from 19 participating schools impressed the judges with the seedling survival rate and the ownership of the project by the students proved why they emerged on top. Laburra Secondary School came in 2nd with 53 points while Bishop Ngoru Gathuaini came in 3rd with 52 points.

<https://www.optivenfoundation.org/news-and-blogs/go-green-season-2-assesment/>



The Optiven Foundation arrived at the school to fulfil its promises on the competition including awarding of the trophy for St. Michael Mukui and a 10,000-liter water tank. During the ceremony, Ann Nyaga, The Optiven Foundation coordinator underscored the importance of the institution's environmental club structure that saw a well-organized team while presenting and the presence of a nurse in the school further emphasized the initiative taken by the students. "The forest cover in Kenya is still below the 10% threshold with the objective of achieving at least 30% by 2050, but the effort we put into growing a sustainable future in the Go Green competition is a move towards the right direction," James Kamau, Judge of the Go Green commented. I want to stress that now that the competition is over let us continue incorporating sustainability initiatives to achieve SDG 11, 13 and 15 in line with UN, he concluded. While engaging the students, the environment club captain shared that the achievement would not have been possible without the support of the principal who has been instrumental since he joined the school. The transition between the students completing their high school to the students remaining and the new students joining was carefully factored and that ensured all students were well informed. At the end of the day, the judges recommended several factors to the school including water conservation, seed restoration especially fruit trees and encouraging the principal and teachers to continue supporting greening activities. Laburra Secondary School and Bishop Ngoru Gathuaini will be receiving their awards as the Top 3 schools in the competition before engagement of a possible Go Green Season 3 begins

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## 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





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