

APRIL 2025 EDITION

THE OPTIVEN POINT



**OPTIVEN
EMPOWERS
AFRICA, AMERICA,
& ASIA**



**OPTIVEN
CEO BAGS
WARRIOR
AWARD**



**CUSTOMERS RECEIVE
5K FOR EASTER
CAMPAIGN**

**"Our diaspora engagement in Africa, Asia
and Americas **creates meaningful pathways** for
investment back home"**

Dr. Wachiuri

WORD FROM THE C.E.O. | Leveraging Value to Empower Investors ...

"You may delay but time will not" this was said by Benjamin Franklin and still holds true. April is now past tense and we are well into the second part of the first half of the year. What a time to reflect and see what you have done to achieve your goals, or better still to review the steps you have taken towards that particular goal. At the end of the day, it is necessary to remember that winning is all about believing that anything is possible, because it is, especially if it is a positive outcome. So boldly, go forth and face the win ahead because it is possible, it is doable.

Winning is about that magical, **unexpected moment** that fills your heart with joy and reminds you that **anything is possible.**



In April, we celebrated a fantastic success trip in Nigeria and we are ever so thankful to the Kenyans resident in Nigeria, the people of Nigeria, the Kenyan Embassy in Abuja and the many new friends that I met together with the Optiven Africa team. From all of us **DAALU Nigeria**. We also had a team that empowered investors and delivered title deeds to Qatar and UAE as part of our engagements in Asia. From the Optiven in Asia team **SHUKRAN Asia**. Our team in the United States also made a comeback in April and this was to deliver the Optiven promise to our investors in different cities across the USA. From all of us at the Optiven in America team **THANK YOU**. And to cap our Diaspora Engagements, we had the honor to host the Kenyan Ambassador to Canberra Australia, His Excellency Ambassador Kogo at our offices this April. All in all, we are grateful to our customers in the Diaspora.

I was honored indeed to be awarded the Certificate of Honor during the Warriors for Good Awards that were held on 24th April 2025! This was a recognition for the work I do together with my family, friends, colleagues and well wishers in making a difference in our

communities. The recognition was alongside other key awardees who are themselves eminent persons in academia, investments, innovation and other fields. Asante Relinked Group for the award.

Finally as a company, Optiven continued in its stride to keep the promise by issuing out title deeds to investors both locally and globally. Going forward we are keen to embrace every opportunity to offer state of the art products and services to our investors. It is in empowering others to invest in real estate that we avail opportunities for creating wealth and improving the quality of living for our investors. A happy May 2025

Dr. George Wachiuri
Chief Executive Officer
Optiven Group



OPTIVEN CASHBACK CAMPAIGN | 5000/- for every 500,00/- Investment in April...

April is normally associated with the Easter period, a time when Christians reflect on the death and resurrection of the Lord Jesus Christ. It is also a time for family to get together and celebrate the union of closeness. To celebrate this important month, Optiven chose to reward its customers with a cashback under the exciting campaign dubbed #OptivenEasterBonanza. Investors whether new to the Optiven family through buying property or existing customers who choose to redeem their payments, whichever the case, there was a cashback payment of 5,000 shillings for every 500,000 shillings paid. The campaign was applicable across all the projects under the Optiven portfolio.

Joseph Alando, General Manager at Optiven Global offices said of the campaign, *"as a marketing initiative, this campaign not only works for investors who are keen to get great deals but also an opportunity for those seeking to pay cash for our affordable projects thus achieving their investment goals in a shorter time"*.

The projects under the Optiven portfolio range in price from 399,000 shillings and is inclusive of the title deed transfer fee, legal and survey fees as well as administrative fees. Begin the journey today, call us on **0790300300**.



Optiven...
INSPIRING POSSIBILITIES

FROM PLANNING TO OWNERSHIP

Useful for evaluating
your Real Estate
investment options

Useful for appending
your **signature** to the
Title Deed

From as
low as
220K
Monthly

KWACHUA EASTER NA VIPINGO PRIME



Optiven...
INSPIRING POSSIBILITIES

SOLD OUT

OPTIVEN EASTER BONANZA

THIS APRIL

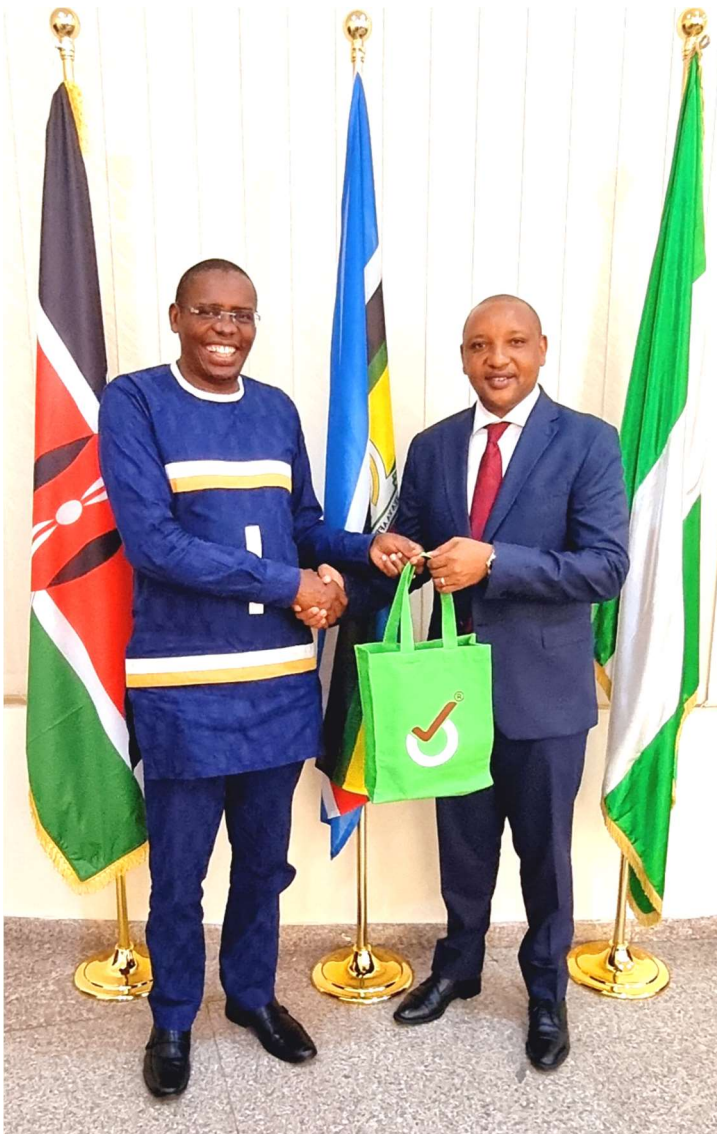
**This April, for every deposit or installment
of Ksh 500K toward any Optiven property, you
get Ksh 5,000 Cashback.**

T&C Apply

TEAM AFRICA EMPOWERS NIGERIA | CEO Leads Team to Abuja Investors in April ...

Oyinbo, might find it difficult to find their way in Nigeria. But not for Optiven's Team Africa which was making a return trip to Nigeria, the "**Giant of Africa**". In every way this reference fits the Green Nation of the West -NIGERIA for it is a country with a large population, diverse cultures, and vast economic potential. It's also recognized as a land of great diversity, boasting a wide array of ethnic groups, languages, and natural resources. It is these great parameters that continue to make Nigeria a country of interest for business and a destination worth engaging for the foreigners.

The Optiven Africa team were in Nigeria from the 4th of April 2025. The team visited a number of cities including Lagos and Abuja where investors came on board to discuss the opportunity to invest in Kenya. A special offer for a deposit of 19000 dollars was the campaign for Nigeria. And the investors had a vast array to pick from from the wide portfolio of Optiven properties. Speaking in Lagos during the high tea event at the Lagos Continental Hotel by Optiven, Dr. George Wachiuri, CEO noted that Nigeria remains a key market for Optiven with opportunities available in Kenya's real estate for foreign investments. He noted that, *"as Optiven we are versatile in our customer range where our properties are available for both Kenyans and citizens of the world. So far we have received great interest from African countries and Nigeria in particular."* The team also had an opportunity to pay a courtesy call to the Kenyan High Commission in Abuja where they met His Excellency the Ambassador Isaac Parashina on 7th April 2025.



TEAM ASIA EMPOWERS QATAR & UAE | Investors Receive Title Deeds & More ...

optiven's Team Asia carried the Optiven flag high in Qatar and Dubai this April 2025. The team was in the two countries to deliver title deeds to investors while at the same time sharing new and exciting deals available to new and current investors. The team landed in Qatar in the second week of April before moving to the United Arab Emirates from the third week of April. This is the third time the team is returning to the GCC nations where it has empowered investors to invest back home. During the visit, the team met individual investors as well as groups, chamas and sacco.



OPTIVEN EMPOWERS KENYANS IN QATAR

**HOW SECURE IS YOUR
FUTURE BACK HOME?**

QATAR
09/04/2025 - 12/04/2025
MILLENNIUM HOTEL DOHA



OPTIVEN EMPOWERS KENYANS IN UAE & QATAR

**HOW SECURE IS YOUR
FUTURE BACK HOME?**

QATAR 09/04/2025 - 12/04/2025
LUSAIL 13/04/2025 - 15/04/2025
DUBAI 16/04/2025 - 22/04/2025



TEAM AUSTRALIA HOSTS ENVOY | Visit by Kenyan Ambassador to Australia ...

The Optiven family was indeed delighted to host the Kenyan High Commissioner to Canberra Australia. His Excellency Ambassador Wilson Kogo paid a courtesy call to the Optiven Absa office where he met with the Optiven Australia team. During his visit on 10th April 2025 Ambassador Kogo also held consultative meetings with representatives of Optiven led by the General Manager for the Optiven Kenya office Mr. Tom Kibet, and Ms. Lucy Michere Diaspora Relationship Manager for Australia. Later, the team discussed strategic partnerships to empower Kenyans in the diaspora and back home. His passion for transformation, empowerment, and opportunity is truly admirable. He also had an opportunity to meet with the Optiven Group CEO Dr. George Wachiuri where they had a meeting to focus on international relations and it's role in transforming the lives of Kenyans in Australia. Optiven's Team Australia had the privilege to meet with Commissioner Kogo during their visit to Australia in March 2025 until 8th April 2025, when they also empowered investors and handed them their title deeds.



WHERE WILL YOU FIND OPTIVEN PROPERTIES | Here's A Glimpse Just for You...

Optiven Limited is Kenya's leading real estate company. With over 25 years of experience in the sector, the company has been singled out as the top company to inspire Africa by the London Stock Exchange Group. Optiven is well known for its professionalism, honesty, customer focus and innovation – which are the values that guide the company's operations. The company has also been awarded and rewarded for various aspects of its operations including customer service, sustainability, human resources and financial inclusivity among others.

The Optiven projects are available to investors at affordable prices. The projects are located in different counties across the country including properties in Nakuru, Nanyuki, Ngong, Naro Moru, Kangundo Road and the Coast among others. Optiven sells properties that are value added and depending on the level of the project, the pricing will tend to differ. The properties are available on 5 property levels. Investors with Optiven can be well assured that the properties are legitimate. Apart from offering value added land to our investors, Optiven also impacts the community by transforming their lives under the Optiven Foundation.

Join the Optiven family today, and begin the journey to owning property as well as meeting your investment goals. Call us today on **0790300300**, or visit our website for more information by logging on to www.optiven.co.ke



USHINDI GARDENS NAKURU

URBAN LIVING WITH CONVENIENCES NEARBY



Hospitals Available



Amazing Schools



Beautiful Malls




Security & Safety



Tourist Attraction



Scenery & Hiking



Beautiful Lakes



FUTURISTIC IMPRESSION



EXPERIENCE THE LUXURY AROUND



ACHIEVERS PHASE 2
KIMUKA, NGONG



SMART SOCIETY for smart people



Smart Value Additions

- Perimeter wall
- Cabro roads
- Public parks
- Electricity
- Club house
- Water

INVEST IN VIPINGO PRIME FROM
AS LOW AS **KSH. 220K MONTHLY**



Start your INVESTMENT JOURNEY TODAY!

Joy Lovers Club - Malindi



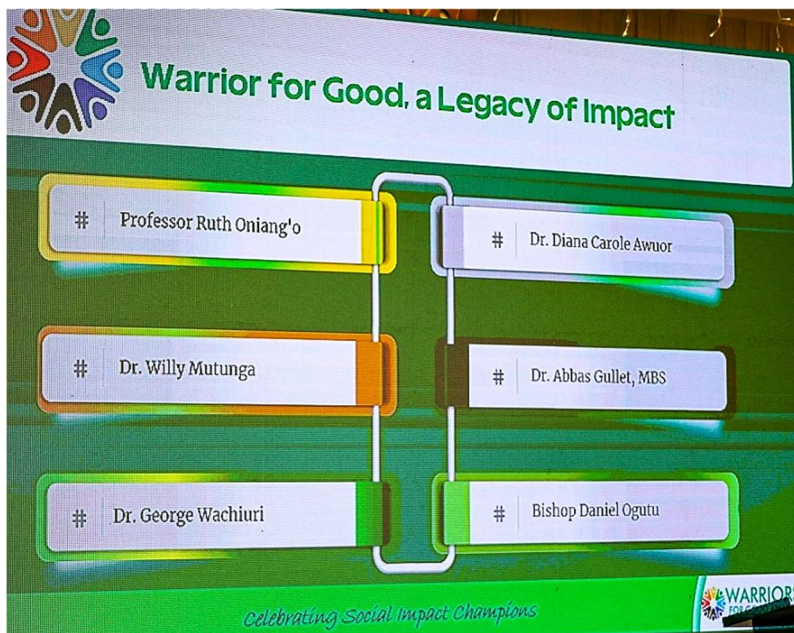
VALUE ADDITIONS

- Solar street lights
- Water on every plot
- Cabro roads
- Perimeter wall

OPTIVEN FOUNDATION AWARDED | Recognition for Sustainable Livelihoods...

The Optiven Foundation was on 25th April 2025 recognised and awarded for its role in enhancing, supporting and transforming lives through initiatives that build on sustainable livelihoods. By partnering with communities and well wishers, the Optiven Foundation has been at the forefront in supporting different initiatives including education, environment, poverty eradication and health promotion across the country. The award ceremony organized by Relinked Group honored over 20 businesses and foundations during a ceremony awarding Warriors of Good in Nairobi.

During the same event, Dr. George Wachiuri, the Optiven Group CEO and Chairman of the Optiven Foundation received a legacy award for his support to philanthropic endeavors alongside other eminent individuals shaping the philanthropy landscape. He dedicated his awards to beneficiaries of his philanthropy and peers supporting education initiatives.



OPTIVEN PROMISES & EVENTS IN APRIL | Investors Receive Title Deeds & More ...



ABOVE: Sales and Marketing Manager, Felix Wambua hands over a title deed to a happy customer on 8th April 2025



ABOVE: Optiven Group CEO Dr. George Wachiuri (left) hands over a title deed to a happy customer on 28th April 2025



ABOVE: The Optiven Conversion team collaborated to empower at the International Power Conference held at the Redeemed Gospel Church Huruma from 8th to 11th April 2025.



ABOVE: Optiven Asia hosted our SOE from the UAE at our offices on 4/9/2025



LEFT: Optiven Sales Managers Naomi Njebere and Sophie Buliro champion Success to our customers on 14/7/2025 via social media.



ABOVE: Optiven Kimuka champions were on the ground this April as developments continue on the gate at Kimuka Phase 2

OPTIVEN'S VIPINGO SERENADED BY DEVELOPMENT AMENITIES



Optiven...
INSPIRING POSSIBILITIES

Secure the best
For your Future

OCEAN VIEW RIDGE - VIPINGO

FROM AS LOW AS
KSH. 153K MONTHLY

The Vipingo area 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 its footprint has been apparent at its 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 its 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 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.

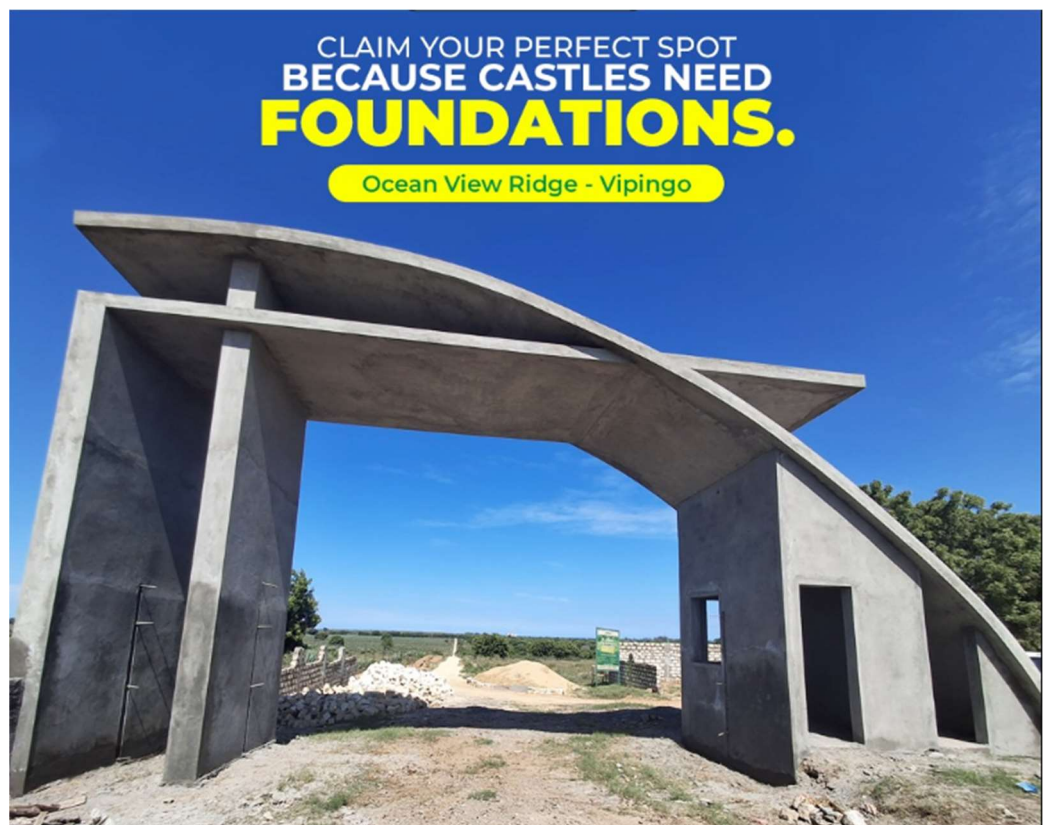
The Optiven Foundation has through the years become a benchmark for it's initiatives – a move that has led to the organization being recognized and bequeathed with different awards.

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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