

OCTOBER 2025 EDITION

THE OPTIVEN POINT

* **TITLE BONANZA:
KILIFI, MALINDI
& NANYUKI**

* **USHUJAA
CAMPAIGN
WITH
CASHBACK**

* **CUSTOMER
SERVICE WEEK
2025**

* **30 MARKETERS
ONBOARDED**

* **NEW
PROJECT
ALERT**

*(Success Gardens,
Riverside)*

“As our strategic vision unfolds, we continue to offer opportunities far and wide in our organization”

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

October is here with us and we are now getting into the actual end of the year 2025. As the Optiven family we are grateful for the immense support we continue to receive from our customers and it is for this reason that our celebration of Customer Service Week 2025 (6th to 10th October 2025) focused on our investors. We continue to provide opportunities for investors to be a part of the communities we create under our diversified portfolio. Indeed because of our customers we at Optiven are living out the theme MISSION POSSIBLE.

We are also delighted and humbled too to have been a part of different international days in October. I personally was at our Achiever's Paradise project in Kimuka on 10th October 2025 where I planted another tree to celebrate Mazingira Day. As a champion of the environment I continue to champion for the making of our environment better and leaving our earth better than we found it – because we only have one planet. The other observations included Mental Health Day, Girl Child Day, Smile Day and Poverty Eradication Day.

As part of our transformative agenda, we onboarded 30 new staff to serve in our sales and marketing departments. We believe that



ABOVE: Associate Director for Strategy & Operations, Mr. Lawrence Kesesi trains the new staff at the Optiven offices in Karen on 15th October 2025.

Nanyuki as we held two bonanzas this October 2025 to hand over title deeds to investors who had bought into the project. We take this opportunity to congratulate all our customers who received their title deeds at Joy Lovers Club, Vipingo Prime, Ocean View Ridge Vipingo, The Great Oasis Gadens and Ushindi Gardens. We closed the month with the launch of Success Gardens Riverside on Gatanga Road to meet demand for plots in the area for our customers.

To the current month good bye and to the new month, let us continue to inspire possibilities as we meet our resolutions.

Dr. George Wachiuri
Chief Executive Officer
Optiven Group

A graphic for 'Happy Customer Service Week'. It features the Optiven logo (GW) in a black circle at the top left. Below it, the text 'Happy CUSTOMER SERVICE WEEK' is written in a mix of red and black fonts. To the right is a photograph of Dr. George Wachiuri, the CEO, wearing a white traditional Kenyan outfit with a colorful patterned sash and glasses, smiling. Below the photo, there is a short message: 'This Customer Service Week 2025, Optiven Group appreciates our investors for trusting us on their investment journey. Guided by our core value, Customer Focus, we continually enhance our products and services to create lasting social and economic impact.' At the bottom left of the graphic are social media icons for Facebook, Instagram, YouTube, and X, along with the text 'DR. George Wachiuri www.georgewachiuri.com'. At the bottom of the graphic is a black banner with a red target icon and the text 'MISSION: POSSIBLE' in large, stylized letters, followed by 'CUSTOMER SERVICE WEEK OCTOBER 6 - 10' in white on a red background.

opportunities should be provided to enable as many people's lives as possible to be transformed. By the year 2030 we are intentional about growing our staff numbers to 30,000 staff serving globally. And as our strategic vision unfolds, we continue to offer opportunities far and wide in our organization. Congratulations to the new team.

This month we had a number of title deed bonanzas. These events are key to provide transparency in our processes where investors can rest easy knowing that they will receive their title deeds once they have completed the purchase process. Our largest team of over 100 marketers and sales people were in Kilifi and Malindi respectively where we handed over title deeds to our delighted customers. This was replicated in

OPTIVEN LAUNCHES USHUJAA CAMPAIGN | 3K for 300 Invested in September

The month of October provided yet another opportunity for investors in real estate to take advantage of the monthly campaign and rewards. The Ushujaa na Optiven campaign was launched to coincide with celebrations marking Mashujaa Day 2025 and ran through the whole month of October. Under the campaign, investors paying 200,000 shillings for their instalments and new investments receive 2000 shillings.

Collins Anja, Senior Sales and Marketing Manager at Optiven spoke to The Optiven Point and noted that, *“the campaign is applicable for payment for all our properties and it is also our way to appreciate our customers for trusting us as their investment partner of choice in real estate.”* According to Anja, the investors are the true Shujaaas by choosing to invest in Optiven properties.



**USHUJAA
NA OPTIVEN**

For every **Ksh.200K** you **Invest / Deposit** this **October** in any of our projects, you get a Cashback of **Ksh.2000**.



**USHUJAA
NA OPTIVEN**



**Optiven...
HELPING PROGRESS**

**KES 159K
KSH. 139K
CASH OFFER**

**MALINDI 8
BEI NAFUU
Usichelewe!!**

Watu wa boda mpo?

**SHAMBA 139K TU
NDEGE NI FREE!**

Valid from 6th - 12th Oct 2025

The campaign was a top up of a mini-campaign to mark Customer Service Week where investors making payments during the Customer Service Week 2025 made savings for their investments equivalent to 20,000 shillings. The mini campaign was specific to investors buying plots at Malindi Phase 7 project. The beneficiaries of the campaign will also enjoy a free round trip air ticket to view their investments courtesy of Optiven.

Christine Wakanyi, the Associate Director Customer Experience, Digital Marketing and Global Markets says, *“our customers are key to what we do and it was our onus to celebrate the Customer Service Week differently in 2025. We are happy that our customers bought into our campaign where properties were available for sale at 139,000 shillings instead of 159,000 shillings for plots at our Malindi 7 projects.”* The mini campaign ran from 6th October 2025 to 12th October 2025.

PROJECT UPDATES ACROSS THE PORTFOLIO | What Happened in October 2025?

1/10/2025 || OPTIVEN CUSTOMERS AT GREAT OASIS GARDENS RECEIVE TITLE DEEDS.



ABOVE: Optiven leadership celebrates customers who received their title deeds at the Great Oasis Gardens on 1/9/2025 in Nanyuki.

It is never a dull moment when investors with Optiven receive their title deeds. The atmosphere was filled with dance and glee as investors received their title deeds at the Great Oasis Gardens. For some this was the first time they were touching a title deed while for others this was a level up for their multiple investments. The Title Deed Bonanza, #NanyukiEdition was hosted by top leadership from Optiven Real Estate led by the Director for Strategy and Operations Mary Wachuka, General Managers Joe Alando and Tom Kibet assisted by the Project Champions who are also Senior Sales Manager, Brian Samante and Jackline Kibachia. A few plots are available on the project known for the Bigger is Better philosophy. Call 0790300300 today!

1/10/2025 || ELECTRICITY CONNECTION KICKS OFF AT SHALOM GARDENS PHASE 2

Investors at Shalom Gardens by Optiven can celebrate as electricity connections have begun at Phase 2 of the project. The project located in Kangundo municipality will now experience enhanced quality of life, with those commencing to build their dream homes having less worry on security. Electricity on site is one of the most awaited value additions and as is the culture with Optiven, this is delivered to ensure the projects maintain their ready to build status. This milestone is a step towards inspiring possibilities in social and economic transformation that Optiven is known for. Call 0790300300 today.

RIGHT: Engineers from Kenya Power install electricity at Shalom Gardens by Optiven on 1/10/2025.



3/10/2025 || VALUE ADDITION ON ROADS AT CELEBRATION GARDENS



There is something new happening at Celebration Gardens Phase 2. From the 3rd of October 2025 road engineers have been on the ground to kick start the grading of internal roads at the Kitengela-based project. The expected outcome is that the roads across the project will be upgraded to murrum standard by the end of the exercise. This milestone marks yet another step towards transforming the project into a vibrant community through undertaking the value additions.

Cecilia Ndegwa, Celebration Gardens Project Champion says, *“infrastructure is more than just roads — it’s about connecting investors to their dream homes with ease and convenience. The compacted murrum roads are a clear testament to our commitment to quality and delivering on our promises to our customers and stakeholders”*.



CECILIA NDEGWA,
Senior Sales & Marketing Manager
Celebration Gardens Champion.

PROPERTY FOCUS : THE GREAT OASIS GARDENS BY OPTIVEN, NANYUKI

The Great Oasis Gardens by Optiven is located in Nanyuki. It is the company's inaugural project in Laikipia County. The project is synonymous with mixed use under the slogan Bigger is Better. Located only 12 minutes from the Nanyuki Central Business City, the Great Oasis Gardens is a project available in different sizes of plots. The Optiven Point spoke to the project champions Jackline Kibachia and Brian Samante – both who serve as Senior Sales and Marketing Managers with Optiven.



Kibachia (left) gave an overview of the project noting that the Great Oasis Gardens was launched in 2021. *“Located along Nanyuki – Rumuruti road right opposite Mount Kenya Wildlife Estates (Ol Pajeta), the Great Oasis Gardens by Optiven is a mixed development project where investors have an option of building their own homes and business premises.”*



Her sentiments were echoed by Brian Samante (right) who says, *“recent developments in Laikipia County are an indicator that Nanyuki is aligned for growth”*. Samante adds that developments such as road infrastructure in line with the Nanyuki – Rumuruti road being upgraded to tarmac by the government is a plus. In addition, the area is expecting power connectivity to 70% households and the ripple effect will be a demand for residential and commercial developments.



Both Champions agree that The Great Oasis Gardens by Optiven has brought about the concept of gated communities with an option of having mixed development. This has impacted the lives of people living in Nanyuki positively especially those looking to live and build within the Optiven project.

OPTIVEN HOSTS INVESTORS AT TITLE DEED BONANZA AT GREAT OASIS

Keeping the promise to investors at the Great Oasis Gardens by Optiven was top of the agenda on 1st October 2025. Customers were on site to inspect their properties while a number were here to celebrate the milestone of being full property owners. The day was set aside to celebrate investors who had completed their payments by providing them with their title deeds. The event was one filled with emotion and celebration in one as Optiven CEO's Joe Alando and Tom Kibet together with the Project Champions Jackline Kibachia and Brian Samante led the celebrations. Mary Wachuka, the Director for Strategy and Operations at the Optiven Group was also present at the event held in Nanyuki.



OPTIVEN CELEBRATES CUSTOMER SERVICE WEEK || Themed MISSION POSSIBLE

The Customer Service Week 2025 kicked off in style and on a high at Optiven Limited under the theme “Mission Possible.” The celebration was officially launched by the Optiven Group Chief Executive Officer Dr. George Wachiuri, and chaperoned by Christine Kasaya, Associate Director Customer Experience, Digital Marketing and Global Markets.



Optiven received the “Best Customer Service Excellence Award” at the Starbrands 2025 and this year, customers were the top beneficiaries in the celebration of the 2025 Customer Service Week.

<https://www.optiven.co.ke/newsblogs/best-customer-service-excellence-award/>



During the launch, we announced an early Black Friday for an eighth of an acre at the recently launched Malindi Phase 8 by Optiven. The property is available for investors on a cash basis at a special price of 139,000 shillings from 159,000 shillings. In addition to this attractive pricing, the offer includes a return ticket to the cash buyers and a tour of Malindi Town courtesy of Optiven.



ABOVE: Members of staff serving in the Optiven Group Customer Experience Department pose with Associate Director Christine Kasaya (*first right*), the Head of Customer Experience at Optiven Group

OPTIVEN CUSTOMER SERVICE WEEK 2025 | Theme – MISSION POSSIBLE ...

It was a week full of activity, pomp and colour as Optiven staff coloured the Customer Service Week 2025 with themed dressing across the week. This was as the teams celebrated Customer Service Week under the theme MISSION POSSIBLE. To interact with the team, call us on 0790300300.



OPTIVEN HOSTS CONSTRUCTION INVESTORS | **Tripartite Partnership in Motion.**

Optiven...
INSPIRING POSSIBILITIES

HENRY KYANDA
MANAGING PARTNER
EVERSTRONG MASKANI

DR. WACHIURI
CEO, OPTIVEN GROUP

JAPHET PONDA
HEAD OF MORTGAGE FINANCE
CO-OPERATIVE BANK

Live On Zoom

HOME BUILDING MADE POSSIBLE WEBINAR

THEME: TURNING YOUR PLOT INTO A HOME

Over 200 investors mainly from the diaspora were present at the webinar entitled “home building made possible.” This was the first webinar under a tripartite collaborative partnership between Optiven Limited, the Cooperative Bank and Everstrong Maskani. The webinar held on Saturday The Manager in charge of the Goodhome Mortgage division of the Cooperative Bank Mr. Japhet Ponda who serves as the Head of Mortgage Finance, Co-operative Bank was among the speakers on the webinar. Mr. Ponda took the opportunity to share details of Kenya Refinance Mortgage Company, KMRC - the process of financing for investors keen on building on their properties in Kenya including the collaboration with the Kenya Refinance Mortgage Company KMRC, requirements for the loan, qualification criteria, time frames for the loans and details of banking. Mr. Henry

Kyanda the Managing Partner at Everstrong Maskani, made a presentation on the expertise and stress free engagement that the customers will enjoy as they build their dream homes considering the important role of project management in the process.

The Optiven Maskani Coop partnership is a tripartite collaboration between Optiven, Co-operative Bank of Kenya, and Everstrong Maskani LLP. It was launched in July 2025 with the aim of simplifying and making affordable home ownership in Kenya a reality. Under the partnership, Optiven facilitates land ownership, Co-op Bank provides financing through a mortgage, while Everstrong Maskani LLP handles the home design and construction process, offering a complete, unified solution to clients. The signing ceremony for the partnership was done at the Optiven Group offices at Zamani Business Park in Karen and was officiated by the host Chief Executive Officer, Dr. George Wachiuri of Optiven; Mr. Henry Kyanda, Managing Partner at Everstrong Maskani and Mr. Japhet Ponda Head of Mortgage Finance, Co-operative Bank.



With over 26 years serving in the real estate sector, Optiven Limited is Kenya’s leading real estate company. It’s

TURN YOUR PLOT INTO A HOME.

USHINDI GARDENS NAKURU

Financing - **Co-op Bank**
Construction - **Everstrong Maskani**

OWN A HOME
FROM
AS LOW AS
KSH. 3.37M

CO-OPERATIVE BANK
We are you

EVERSTRONG MASKANI

offices are located at Zamani Business Park in Karen Nairobi and the company has projects in 10 counties. The company is also renowned for its award-winning prowess with local and international recognitions for its branding, customer service, financial inclusivity, innovation, philanthropy and leadership. Welcome to Optiven.

OPTIVEN IS HOME

We have arrived at our **New Aboard** in Karen.
Located centrally at **Zamani Business Park, Karen**
Welcome to **Optiven Global Head quarters**



0790 300 300 | 0723 400 500

www.optiven.co.ke | info@optiven.co.ke

OPTIVEN SPONSORS SHE SPARKLES EVENT | Director Graduates at Event ...

The Optiven team was among the exhibitors at the 2025 She Sparkles Conference held on 4th October 2025. The event was held at Hyatt Regency in Westlands with women from all walks of life in attendance. The Optiven team was led by the Director for Strategy and Operations Mary Wachuka who was also celebrated for completing the She Sparkles coaching conference. Other team members were top Sales and Marketing Managers Jackline Kibachia and Pauline Mbula.

The team were able to interact with investors at the event and empower them with knowledge and opportunities for investing in real estate at the business exhibition held on the premises.



MAZINGIRA CHAMPIONS ACROSS OPTIVEN | Site Managers Lead Tree Planting...

Optiven joined the rest of the country in celebrating Mazingira Day 2025 under the theme, "Citizen-Centric Tree Growing and Environmental Stewardship". The celebration is core to the corporate strategy on sustainability and the Foundation Core Value on Environment. While Optiven has been at the forefront in taking sustainability literally to its operations, this year the frontline soldiers were Site Managers who manage the projects on behalf of the company. This month we celebrate our Site Managers as the Mazingira Champions.



ABOVE: Dennis Mwanzia, the Optiven Site Manager at Happy Gardens in Kitengela, plants a pixie tree at the project on Mazingira Day 10th October 2025



ABOVE: Franklin Amendi, the Optiven Site Manager at Achievers Paradise in Kimuka Ngong', plants a tree at the project on Mazingira Day 10th October 2025



ABOVE: Ephraim Maina, the Optiven Site Manager at Oasis Gardens in Nanyuki, plants a tree at the project on Mazingira Day 10th October 2025

OPTIVEN ONBOARDS NEW STAFF | Move to Impact Market Strategically

With eyes set on a strong 2025 finish, Optiven Limited this October showed a strong commitment to growth and market leadership by onboarding a new team of 30. This infusion of talent comes as the company aims to capitalize on and strengthen market presence in the competitive real estate market. The new staff underwent an intensive training session led by department heads from various functions within Optiven. This comprehensive training covered essential areas in our operations including sales, product knowledge, customer relations, corporate values and digital strategies. Welcoming the new team, Dr. George Wachiuri, Founder and CEO Optiven Group, emphasized the importance of this investment ensuring the new team are trusted investment advisors.



ABOVE: Associate Director, Strategy and Operations at Optiven Mr. Lawrence Kesesi (*standing*) trains the new marketing team on 15th October 2025.

OPTIVEN LAUNCHES SUCCESS GARDENS RIVERSIDE | Exclusive Gatanga Plots



Optiven has launched the third phase of its project on Gatanga Road. The launch held on 22nd October 2025 marked the presentation of a unique project that will sell out quarter plots to investors. The new phase which is adjacent to phase 2 is located on exit number 18 of the Thika Super Highway and has only 9 plots, selling at an introductory price of 6.95 million. Optiven offered a special gift for the buyers to celebrate the milestone with the customers. Success Gardens Riverside is serenaded with a beautiful river frontage, in proximity with key amenities, and an already developed neighbourhood. Be a part of the Success Gardens Riverside today.

OPTIVEN CUSTOMERS LAND IN COAST | Investors on Project Visit in Vipingo...

Investors at Ocean View Ridge Vipingo by Optiven had a great opportunity to view their properties this month. The investors made a flight visit to the coast on Saturday 18th October 2025 as part of the package for investing with Optiven at Ocean View Ridge Vipingo and Vipingo Prime – both projects by Optiven. The investors were received at the airport by the Optiven Staff serving the Coastal Region before being taken to the project with the Optiven courtesy van and later flying back to Nairobi. Ocean View Ridge Vipingo and Vipingo Prime are ready to build projects by Optiven in the coastal region. The projects with unique value additions and ready title deeds continue to transform the coastal landscape. You too can be a part of the community by taking advantage of the 153,000 shillings monthly instalments to secure your piece of paradise at Kenya's fast-growing coastline.



OPTIVEN EMPOWERS DIASPORA INVESTORS | Teams in USA and South Africa ...

Optiven's Diaspora team returned to Kenya this October 2025 after touring the USA to empower Kenyans living and working in different cities. The team delivered title deeds for investors who had completed their payments for different projects. From the Optiven Africa Desk, Optiven was well represented at the Kenyan Pretoria Day held in South Africa. The celebration was held on 18th October 2025 at the Fountains Valley Resort in Groenkloof Pretoria. Madam Mercy Oluoch Gech, Special Optiven Envoy in South Africa took the opportunity to empower guests on the projects available for their investment.

OPTIVEN CUSTOMERS RECEIVE TITLE DEEDS | Promises Kept to Happy Investors



ABOVE: Mr. Nicolas Rop, Optiven Limited Senior Sales Manager (left) hands over a title deed to a happy client on 13/10/2025.

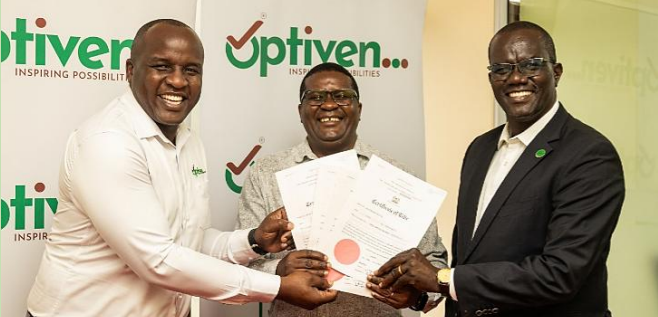


ABOVE: Caroline Wanjiru, Sales Executive at Optiven, hands over a title deed to a clients at Optiven Global Office Karen on 5/10/2025.

RIGHT: Jackline Kibachia (left) & Pauline Mbula (right) Senior Sales Managers at Optiven were present at She Sparkles Conference on 4/10/2025.



ABOVE: Mr. Enos Orongo, (left) Senior Sales Manager at Optiven Limited hands over a title deed to a happy client on 17/10/2025. Looking on is Optiven’s Corporate Affairs Manager Cathrine Khasoa



ABOVE: Mr. Tom Kibet, Optiven Limited CEO, (left) and Mr. Enos Orongo Senior Sales Manager (right) hand over a title deed to a happy client on 14/10/2025.



ABOVE: Optiven Group CEO Dr. George Wachiuri (left) with a happy customer at Kibali Cha Watoto Project this October 2025.

OPTIVEN FOUNDATION BENEFITS FROM BOOKS | **After the Plunge Book Review**

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.



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



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.

Join us by donating and making it possible to transform lives at the community level. Any amount is a great step towards making a difference.

Goodbye to Renting!

YOUR LAND THEIR FUTURE

Invest from as low as 13K Monthly

