

THE OPTIVEN POINT



**TWO CAMPAIGNS
LAUNCHED IN
NOVEMBER**

**BEST OF KAREN
BUSINESS AWARD**

**CEOS EMPOWERED
AT DIASPORA
CONCLAVE**

**FOUNDATION
CELEBRATES
HEALTH PILLAR**

“Optiven is incredibly honoured to receive this recognition – The Best Real Estate”

Dr. Wachiuri

WORD FROM THE C.E.O. | A Time to Look Back in Retrospect to Evaluate Ourselves

It is officially that time of the year, the glee and glow of Christmas red and white and of course all things celebration. This is a tinkle alarm that with this season, there is no time as this to signal the end of the year and the opening of the celebrations that come with the end of the year. However, I must note that as some celebrate others have nothing to look back to with regard to their achievements this year. Thinking back to the resolutions we made at the beginning of the year, what have you been able to tick off your list? An honest look at this space and of course critical feedback will go a long way to advise how you have performed on your goals and aspirations.

November is now done but as we look back as the Optiven family, we are humbled at the joy of winning the Best of Karen business award for the year 2024. This is a catalyst to propel us to be better and we thank all who voted for us. At Optiven we continued to celebrate our 25 years of transformation with the launch of exciting campaigns to benefit our customers. The Black Fridays in November have been a game changer and the latest campaign, #NyakuaChristmasnaOptiven garnered interest.

It was a great month for empowerment, kicking off with the invitation to Biashara Leo forum, the Optiven Clergy Breakfast and the Men's Wellness Summit. We also had a number of other key events where we were happy to empower with the leadership teams across Optiven.



As we close the last quarter of the year, we are still cognizant of the importance of investments and more so in real estate. While the celebrations take foot consider making decisions to invest for posterity

and the Optiven real estate portfolio is a rich menu from where you can take your pick. Our desire is to celebrate with you as your transform your life socially and economically.

Dr. George Wachiuri
Chief Executive Officer
Optiven Group



OPTIVEN LAUNCHES DOUBLE CAMPAIGN | November Rewards Investors with Plots ...

November provided yet another opportunity for investors at Optiven to reap big while investing in real estate. Through the marketing arm, Optiven relaunched its 25th Anniversary campaign series #Optivenat25Bonanza – but this time with the tag AMPLIFIED. The campaign is a game changer for Optiven customers as their investments will also reward them a free plot courtesy of Optiven.

The campaign which comes back to back with the October campaign #Optivenat25Reloaded will focus on the largest real estate project under Optiven in the coastal region dubbed Ocean View Ridge Vipingo and Ocean View Ridge Prime. The campaign was endorsed by the General Manager for Optiven Global, Mr. Joe Alando and General Manager for Optiven Absa office, Mr. Tom Kibet, among other top managers serving the Optiven real estate sales and marketing team. Optiven Group Chief Executive Officer Dr. George Wachiuri, was at hand to officially launch the campaign on 4th November 2024. The key giveaway for investors was free plots for every purchase of a quarter acre of land at the premier Vipingo Prime by Optiven in the month of December

The second campaign targetted special discounts for various projects within the Optiven portfolio and was targetted at investors making cash payments. The campaign which was launched on the first Friday of the month continued for three weeks with the exception of the last week Friday which was the 29th November 2024. Customers investing were able to save cash to the tune of over 70,000 shillings and 30,000 shillings. The campaign was all inclusive meaning the cost covered not just the land but other costs including the title deed transfer and survey as well as legal fees.

BLACK FRIDAY COMES EARLY CASH PURCHASE

399K 329K ONLY

BLACK FRIDAY

OFFER VALID 72HRS - 21ST - 24TH NOV 2024
00:00:01 HRS (THURSDAY) to 23:59:59 HRS (SUNDAY)

GREAT OASIS GARDENS - NANYUKI

- ✓ ELECTRIC PERIMETER FENCE
- ✓ ELEVATED WATER TANK
- ✓ BOREHOLE WATER
- ✓ MURRAM ROADS

BLACK FRIDAY COMES EARLY CASH PURCHASE

139K 109K ONLY

BLACK FRIDAY

OFFER VALID 72HRS - 21ST - 24TH NOV 2024
00:00:01 HRS (THURSDAY) to 23:59:59 HRS (SUNDAY)

MALINDI PHASE 7 - MALINDI

Optiven... INSPIRING POSSIBILITIES

OPTIVEN AT 25 BONANZA AMPLIFIED

Buy a **1/4 Acre Vipingo Prime Plot** worth **KES 6M** and **GET a FREE PLOT TODAY!**

T&Cs Apply

OPTIVEN CEO EMPOWERS BUSINESS FORUM | Dr. Wachiuri Calls for Innovation for Profit

The month of November begun with a life changing opportunity to empower a business forum under the Stunner Biz portfolio. The opportunity was led by the Optiven Group CEO, Dr. George Wachiuri who was also the main speaker at the event and was accompanied by Mr. Joe Alando, GM, Optiven Global at the event held on 11th November 2024 at the Movenpick Hotel. The theme for the event was celebrate, connect and conquer with young entrepreneurs tapping success nuggets for business. According to Dr. Wachiuri, ***“this for me is an amazing opportunity to move the youth in redefining how business is done and setting a bold pace for our future.”*** Dr. Wachiuri spoke on the exciting topic of Transformation where he guided on how to transform dreams into legacies and build impactful businesses for a successful future. Appreciating the opportunity, Dr. Wachiuri added that the engagement is part of how the future will be brighter by shaping a better tomorrow.



GREAT OASIS GARDENS

From **KES. 399K**

VALUE ADDITIONS

- ✔ Borehole Water
- ✔ Electric Perimeter Fence
- ✔ Five Convenient Access Gates
- ✔ Murram Roads
- ✔ Elevated Water Tank
- ✔ Security Oversight (By Registered Firm)

OPTIVEN HOSTS CLERGY BREAKFAST | Visit to Victory Gardens Leverages Gated Community



In a heartwarming show of gratitude on the 11th November 2024, Optiven Limited hosted a Thanksgiving Clergy Breakfast at GMC Place Kitengela. The event was a special occasion for clergy from different denominations to come together under the theme, *Reflect, Inspire and Connect*. Dr. George Wachiuri was the guest speaker at the event and in his capacity as Founder and CEO of Optiven Group, he expressed his gratitude for the clergy for making time. Dr. Wachiuri further acknowledged the Jewish culture and its role in not only guiding personal lives but also the profound impact on businesses citing the significance of philanthropy in transforming communities. In his words, *“the market place recognizes and values the ministry and this collaboration is the foundation for successful businesses”* he explained.

The event was also addressed by Joe Alando, the General Manager at Optiven Karen who encouraged the attendees to be intentional in improving their economic status and also develop the potential of their congregants. Speaking to The Optiven Point, Alando noted that *“pastors are blessed to be a blessing. They channel God’s blessing to their members through coaching and championing a growth culture, challenging their congregants on comfort zones, cheerleading their progress, chastising and correcting them with love as well as celebrating their achievements.”*

Mr. Tom Kibet the General Manager at the Optiven Absa office took a moment to empower the clergy on the different projects available in the Optiven portfolio. He also shared information with regard to the Optiven Foundation. The engaging session provided a platform for the guests to share experiences and a notable speaker emphasized on the value of focusing on social and economic prosperity as well as the spiritual wellbeing. A hearty breakfast courtesy of GMC Place Kitengela, led the next event to a site visit at the four star level project of Victory Gardens by Optiven in Kitengela.



PRIME PROPERTIES FOR SALE IN:

- ✓ Malindi
- ✓ Nakuru
- ✓ Kitale
- ✓ Nanyuki
- ✓ Machakos
- ✓ Ngong
- ✓ Naro Moru
- ✓ Vipingo
- ✓ Kajiado



OPTIVEN HOSTS INVESTORS AT KIMUKA PROJECT | Investment over Choma gets interest

To close the month of November on a high, investors interested or developing already bought property at Achievers Paradise by Optiven gathered on 30th November at the Kimuka based project. This was an opportunity for the investors to experience the project and developments therein while at the same time getting to network with their current and potential neighbours. The event which occurred against a backdrop of intense rain was an apt opportunity too to experience how an Optiven project looks like when it has rained. Head of Corporate Affairs Cathrine Khasoa while commenting on the event advised that there is need for investors to visit the projects they are investing in. She noted that *“any good project will be open for investors to visit and even stay in order to put to test the value additions which must include accessibility and the general ambience of the property. For example the rainy season is the best time to showcase how the project drainage is managed as well as the all weather roads.”* The event summit was it’s ending with investors selecting their properties while others engaging with those already building to see how they can both improve their social and economic status, over a mbuzi rib.



FREE ENTRY

Optiven...
INSPIRING POSSIBILITIES

**RARUA
MBAVU**
NA PLOTI

VENUE: ACHIEVERS PHASE 2 - KIMUKA, NGONG

DATE: 30TH NOV 2024 TIME: 10AM - 2PM

FREE ENTRY

Optiven...
INSPIRING POSSIBILITIES

I will be Attending
**RARUA
MBAVU**
NA PLOTI
KIMUKA, NGONG

LET'S GO TOGETHER

OPTIVEN CEO's THOUGHTS ON COP29 | ESG in the Corporate Spaces Vis-à-vis Profitability ...

The question I have heard most frequently in the last decade has had to do with the Optiven role in corporate growth. Interesting that this crops up around this season when the world congregates in Baku, Azerbaijan to discuss three key aspects that will shape the future. A lot of climate talk has preceded the arrival of delegates in the Asian country although there is more to the 29th session of the UN Climate Change Conference. The key role for participants is to represent their countries as they also submit climate plans in the form of the next round of Nationally Determined Contributions to #ClimateAction (NDCs) in 2025. The bottomline however is how can environment, social and governance initiatives lead to profitability? <https://www.georgewachiuri.com/wachiuri-renewable-energy-the-answer-to-sustainable-real-estate/>

While majority of the corporates all the way to the emerging medium and small enterprises, the focus seems to be on a minimum compliance with little to show for what has been done. The mirage of our time then is when corporates use their narrative of what has been done on environment, social and governance as a corporate growth strategy. Why do they do this?

1. Stakeholders are able to understand the company's insights where sustainability impact is concerned.
2. Environment, social and governance reports are windows to how a company approaches and applies its sustainability plans
3. Partners, suppliers and investors are able to assess risks and take advantage of the opportunities

Another key success component for ESG is inclusivity capped with the need for all the voices with regard to matters climate being heard. The case of COP29 is a platform to embrace multi stakeholders to create viable solution in beating the challenges of climate change. The how is the issue if we are to determine outcomes of tacking the issues at hand:-

- a. Decision makers can scale up partnerships across the board. The decisions made on the board room table should reflect on the ground meaning corporates can work with the communities at the grassroot level.



ABOVE: Dr. George Wachiuri joins investors at Success Gardens by Optiven on 22nd July 2024 during a tree planting day.



ABOVE: Dr. George Wachiuri, the Chairman of the Optiven Foundation joins customers at a tree planting day on 21st April 2022 at Achievers Paradise in Kimuka.

- b. Policy makers ought to make sensible policies that are accompanied with incentives. For example, carbon credits can empower communities to mitigate climate change and make an income.

- c. Data driven decisions will provide a better approach to expected outcomes. Research has shown that expected outcomes stand at at least 30% where data is a consideration at the decision making level.

We cannot do without our environment and this is why we begun the GoGreen initiative. Launched in 2020 we are on the go with different initiatives that can be verified on the ground including in sectors such as renewable energy, water management and sustainability advocacy. At the end of the day, we only have one planet, let's care for it.

OPTIVEN EMPOWERS AT CEO'S CONCLAVE EVENT | **Launch of AAMECC to Boost Economy**

Ruzaimi Mohamad the High Commissioner for Malaysia in Kenya has underscored the role of the private sector in growing the country's economy. Speaking at the second edition of the CEO's Conclave Dinner in Nairobi, organized by the Africa Asia Chamber of Commerce, he noted that "sustainable business practices and social responsibility are essential components for success in today's corporate world." He was speaking as the chief guest at the relaunch of the Africa Asia Chamber of Commerce which was rebranding to the Africa Asia Middle East Chamber of Commerce AAMECC aimed at boosting the economy. The new outfit was officially launched by Dr. Julius Kipng'etich of Jubilee Insurance Kenya on 15th November 2024 at the Ole Mara Kempinski hotel.



Dr. George Wachiuri, the Optiven Group Chief Executive was represented at the Conclave by Mr. Joe Alando, GM, Optiven Global who spoke on the event theme, "Sustainable business practices and social Responsibility in todays business world - The Case of Optiven Real Estate Company in Kenya".

In his remarks Mr. Alando noted that at Optiven, sustainability is envisioned from inside out and outside to get a fine balance towards doing good as a driver to good business. This Optiven has done through internal leadership structures, communication structures, decision structures and succession planning as a business are key aspects of our leadership and governance conversations towards an ethical and socially responsible organization. He took the opportunity to share insights from Optiven about Commitment to Environmental Conservation and Preservation, social awareness and social impact, as well as Governance and Ethics. Alando was joined at the event by top Diaspora Sales Managers Faith Mathenge and Joan Williams. Optiven has had an impacting role in the countries under the AAMECC chamber of commerce where it has been serving customers in Africa, Asia and the Middle East. Among the countries impacted and visited in the year 2024 include in Africa, Zambia, Burundi and Botswana headed by Angela Marindich, the Diaspora Relationship Manager for Africa ; in Asia, Dubai, Qatar and Oman, in Middle East Israel. According to the Head of Global Markets, Christine Kasaya, "the opportunity to leverage with the newly rebranded Africa Asia Middle East Chamber of Commerce is a step towards empowering more Kenyans to invest back home in peace" .



ABOVE: Nennette Solange Dos Santos from Angola Business Beyond Borders and Dr. Ezekiel Mutua CEO Music Copyright Society of Kenya with Mr. Joe Alando of Optiven Global during the CEOs and Investors Conclave organized by the Africa Asia & Middle East Chamber of Commerce on 15th November 2024.

OPTIVEN EMPOWERS AT AFRICA ASIA MIDDLE EAST CHAMBER OF COMMERCE EVENT



OPTIVEN BAGS BEST OF KAREN AWARD | Kenya's Real Estate Champion Roars On to WIN!!!

Optiven Limited emerged as the winners for “The Best of Karen Business Award – Real Estate” category at the Best of Karen Awards held on 15th November at The Hub, Karen. This accolade comes 2 years after Optiven Limited officially launched the Optiven Global Office in Karen at the Zamani Business Park. *“This award is a significant achievement to Optiven Limited,”* highlighted General Manager Joe Alando. *“When we launched the Optiven Global Office, the vision was to create lasting impact and serve clients to this prime location and today’s recognition confirms we are on the right path”* he said. Since the launch, Optiven has gone ahead and expanded reach visiting over 120 cities. <https://www.optiven.co.ke/newsblogs/optiven-global-office-a-year-later/>

The Optiven Global Office is a strategically located office premise located at the heart of Karen offering proximity to investors. The quiet aesthetically pleasing and professional environment serves a crucial role in expanding our reach and influence in real estate especially in Karen and surrounding affluent areas. The Best of Karen Awards celebrate excellence in industry recognition of Optiven highlights the positive transformation in social economic transformation. Optiven was represented at the event by Senior Sales Managers from the Optiven Global office.



OPTIVEN CEO EMPOWERS MEN'S SUMMIT | Dr. Wachiuri Shares on His Journey of Optiven...



Top male executives representing both corporate, religious and private organizations gathered at the Villa Rosa Kempinski on 28th November 2024. The event was hosted under AVORCAP asset managers, with the aim being to deliberate on Men's Wellness with Dr. George Wachiuri gracing the event as the Chief Guest. Dr. Wachiuri took the opportunity to share his own journey and triumph over mental health which was the impetus to his first book Soaring Like An Eagle. In his remarks he encouraged the attendees to measure success based on the value and impact it has on others. He advised that the parameters of success.

Dr. Wachiuri was accompanied by a number of top managers serving in different branches of the Optiven group among them,

Mr. Joe Alando the General Manager at Optiven Global office in Karen, Mr. John Macharia and Mr. Enos Orongo both serving at the Karen office and Fred Mwashigadi, Alex Ngacha and William Nagilae all serving at Absa Optiven offices.

OPTIVEN DELIVERS TITLE DEED PROMISE | Investors Receive Title Deeds for Investments ...



Optiven...
FUNGA MWAKA NA PLOTI
WITH OPTIVEN LIMITED
THURSDAY | 10:30 PM | 19th DECEMBER
Live On Zoom Nairobi, Kenyan Time (GMT)

Optiven...
FUNGA MWAKA NA PLOTI
WITH OPTIVEN LIMITED
THURSDAY | 10:30 PM | 19th DECEMBER
Live On Zoom Nairobi, Kenyan Time (GMT)

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OPTIVEN OBSERVES GLOBAL DIABETES DAY | Focus on Foundation's Health Pillar...



detection.

The Optiven Foundation contribute by advocating for environmental protection in conflicted areas providing humanitarian aid. While the International Day for Preventing the Exploitation of the Environment highlights the need to protect natural resources and provide sustainable practices, peace is mandatory to minimize environmental change.

<https://www.optivenfoundation.org/news-and-blogs/optiven-foundation-donates-1-million-to-redcross/>

"At the Optiven Foundation, we believe that breaking barriers in healthcare and promoting environmental protection go hand in hand. We are committed to ensuring communities have resources, knowledge and support to create a more equitable future," Ann Nyagah, The Optiven Foundation coordinator commented. The Optiven Foundation is open to partner with you to make a difference in four pillars – health, education, poverty eradication and environment. Through your purchase of property within the Optiven portfolio you contribute 5% to the foundation to transform society. For more information on the achievements of the Optiven Foundation, please click www.optivenfoundation.org

The International day for Diabetes and International Day for Preventing Exploitation of the Environment in War and Armed Conflicts represent two critical global health and environmental issues. The Optiven Foundation is playing an active role through the Environmental Protection and the Health and Dignity pillar that not only provide immediate support but create long term resilience. The World Diabetes Day is observed annually on the 14th November with the theme for 2024 "Breaking Barriers and Bridging Gaps" highlighting the need for equitable care. The Foundation works with various stakeholders to create awareness, educating on prevention measures and importance of early



**Optiven...
INSPIRING POSSIBILITIES**

**NYAKUA
CHRISTMAS
NA OPTIVEN**

For every **Ksh.300K** you Invest/Deposit this **December** in any of our projects, you get a Cashback of **Ksh.4,000** for shopping.

T&C'S APPLY

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.

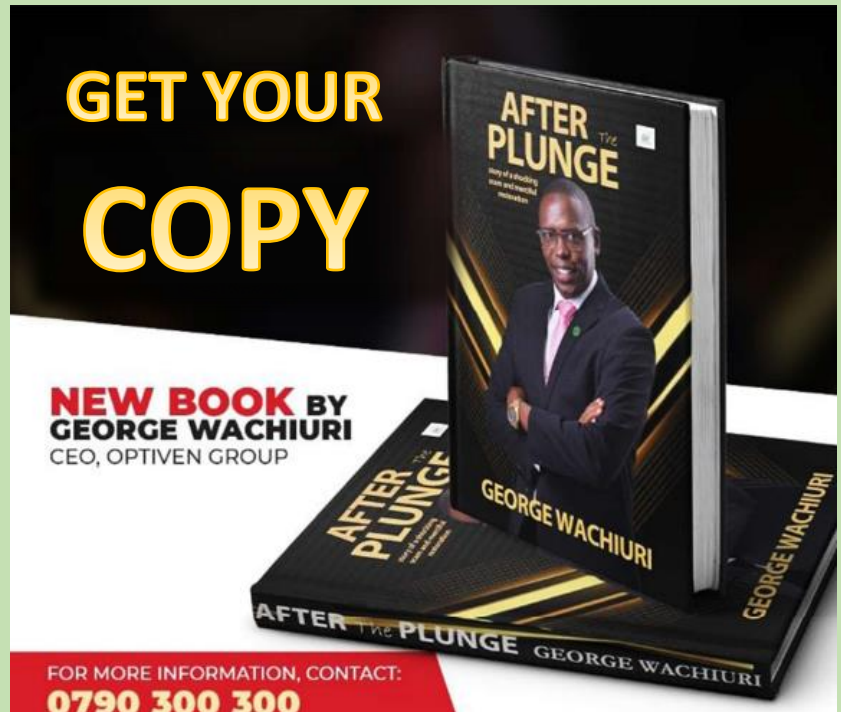
Wachiuri also advised that the proceeds of sales from the books would be of benefit to

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



The image shows a book launch event for "After the Plunge" by George Wachiuri. Three people are standing in front of a backdrop that reads "UNVEILING OF GW AFTER THE PLUNGE". On the left is a woman in a gold dress, in the center is George Wachiuri in a suit and bow tie, and on the right is a woman in a white dress. They are holding copies of the book. A circular logo for "GW GEORGE WACHIURI CEO & FOUNDER OPTIVEN GROUP" is in the top left. Social media icons for Twitter, Facebook, and Instagram are in the top right. The bottom of the image features the text "AFTER THE PLUNGE" and "georgewachiuri.com".



The image shows the book cover for "AFTER THE PLUNGE" by George Wachiuri. The cover is black with yellow and white text. It features a photo of George Wachiuri in a suit. The text on the cover includes "AFTER THE PLUNGE", "A story of a struggling man and his remarkable journey", and "GEORGE WACHIURI". A large yellow and white text overlay reads "GET YOUR COPY". Below the book, a red banner says "NEW BOOK BY GEORGE WACHIURI CEO, OPTIVEN GROUP". At the bottom, a red banner says "FOR MORE INFORMATION, CONTACT: 0790 300 300".

aces s 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” by calling 0718 776033 or log on to www.georgewachiuri.com

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