

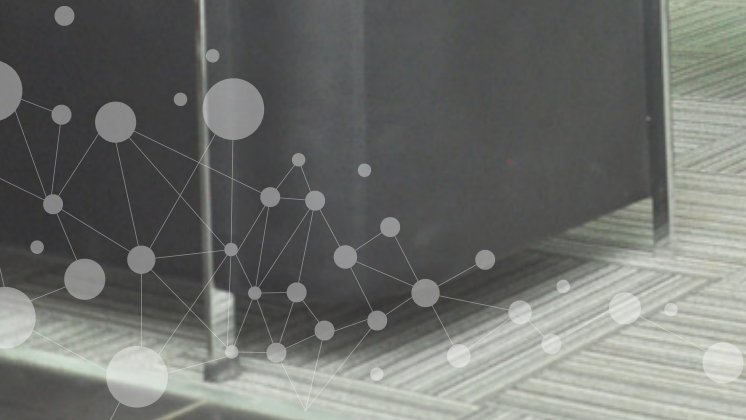


REAL ESTATE
PROFILE



OUR MISSION

We work to deliver quality aspirational real estate developments for our clients



Overview

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Why Invest in Real Estate
Our Strategy
Growth Drivers in Real Estate
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Research and Site Acquisition
Project Management
Quality Control and Assurance
Project Procurement
Project Finance
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Amara Ridge
The Alma
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The Ridge

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**Strategy is
straightforward - just
pick a general
direction and
implement like hell**

— Jack Welch

CYTONN REAL ESTATE



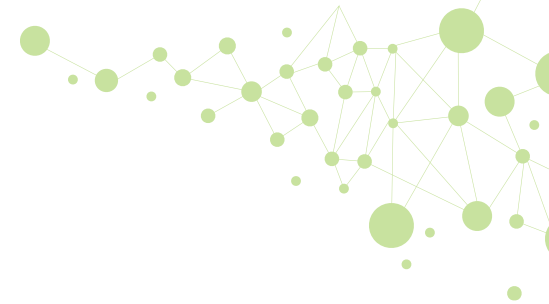
We are a real estate development firm that seeks to develop institutional grade real estate having a team with extensive and deep experience in real estate development and finance.

At Cytonn Real Estate, we work to deliver quality and aspirational real estate developments that encourage great community living.

This is achieved through;

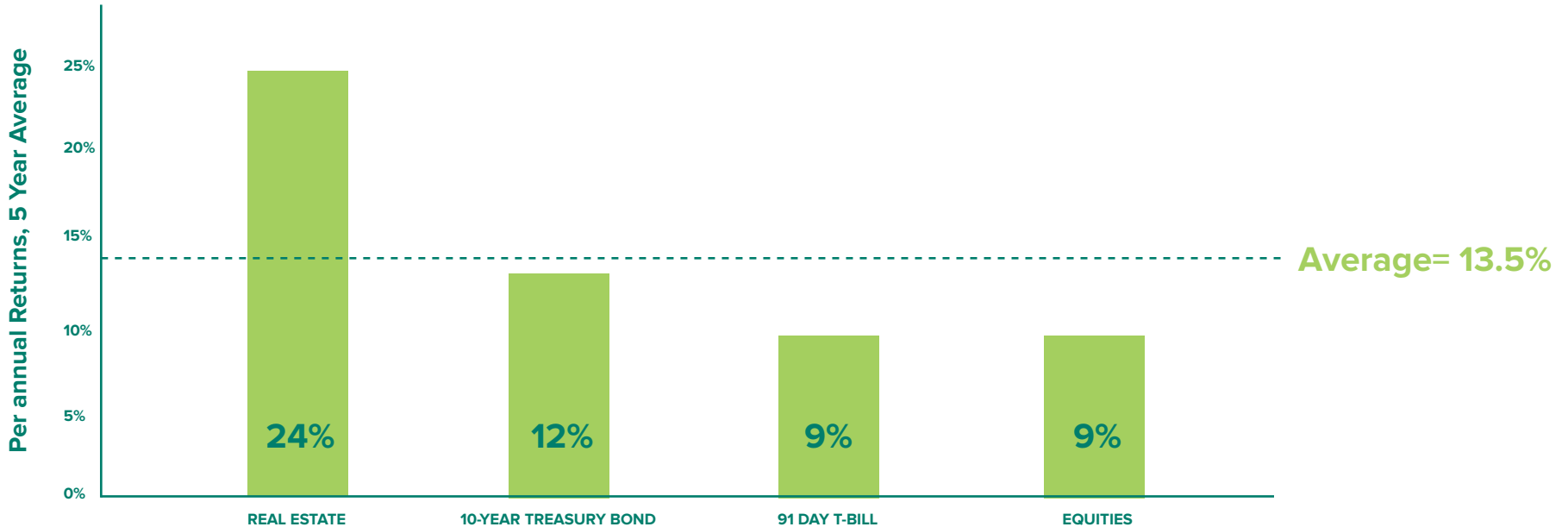
Experienced Team	Institutionalized Development	Partnerships	Staff Alignment
We have a dynamic team with experience spanning across various sectors in the real estate industry	We aim to bring together the demand and the supply side of real estate under one roof	Our diverse local and global networks help us bring together land owners through joint venture agreements and tap into capital to drive economic growth	Every staff member is an owner in the firm and project teams compensation is aligned to the project's performance

WHY INVEST IN REAL ESTATE



“ The best investment on earth is earth.
-Louis Glickman

Real estate has continuously delivered long stable returns compared to other asset classes



① High Returns

Real estate has consistently outperformed other asset classes over the last five years. With returns of about 24% p.a, against an average of 13.5% p.a in all asset classes.

② Inflation Hedge

Real estate provides a hedge against inflation as the assets value grow in tandem or higher than the inflation rate.

③ Security of Returns

Unlike traditional investments whose returns fluctuate with market performance, real estate returns have minimal variance and as the value increases over time, they provide a source of stable and consistent returns.

OUR STRATEGY



We bring together financing capabilities through our strong alignment with both global and local financing institutions, development capabilities through Cytonn Real Estate and land owners through joint ventures.

This deal process creates a perfect synergy that leads to development of various real estate themes.

GROWTH DRIVERS IN REAL ESTATE



Owning a home is a keystone to wealth – both financial affluence and emotional security.

-Suze Orman

A large housing deficit, growth of the middle class and demographic trends are just a few of the factors driving our thematic investments in real estate.

Below is a list of what we focus on based on the key factors driving the economy:

KEY THEME	REAL ESTATE SECTOR PROVIDING EXPOSURE TO KEY THEME				
	Master Planned Communities	Commercial Office Parks	Commercial Mixed-Use	Suburban Malls	Hospitality
Large Housing Deficit	●		●		
Growth of Middle Class	●	●	●	●	●
Demographic Trends	●	●	●	●	●
Improved Infrastructure	●	●	●	●	●
Political Decentralization	●	●	●	●	●
Kenya as a Regional Hub	●	●	●	●	●

OUR TEAM



To ensure that we deliver institutional grade real estate developments for our clients, we have a dedicated team with extensive and deep experience in real estate development.



**Chief Investments Officer &
Head of Real Estate**

Elizabeth N. Nkukuu, CFA



Director of Acquisition

James Maina



Senior Real Estate Manager

Frank Ndubi



**Market Research & Site
Acquisition Manager**

Johnson Denge

For bios, visit www.cytonn.com



Project Manager

Robert M. Mwebi



Project Manager

Martin Gitonga



Project Manager

Peter Karenju



Project Manager

David W. Mutua



Quality Control & Assurance Associate

Christopher Ngugi

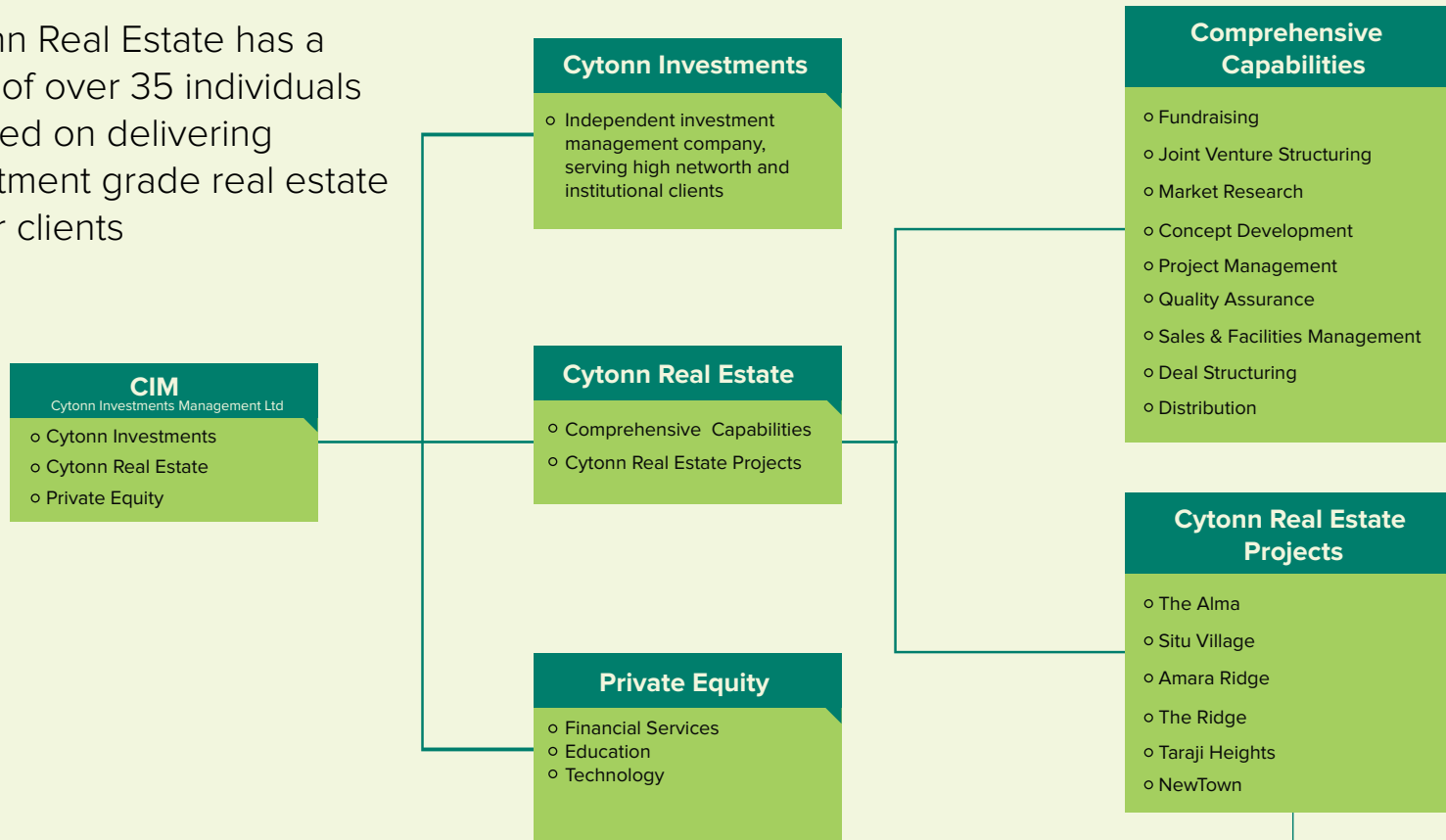


Legal Analyst

Doreen N. Onwong'a

OUR ORGANISATION STRUCTURE

Cytonn Real Estate has a team of over 35 individuals focused on delivering investment grade real estate to our clients




We also have a distribution team of more than 60 individuals focused on selling real estate to our clients

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Our Comprehensive Capabilities

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Now, one thing I tell everyone is learn about real estate. Repeat after me: real estate provides the highest returns, the greatest values and the least risk.

— Armstrong Williams

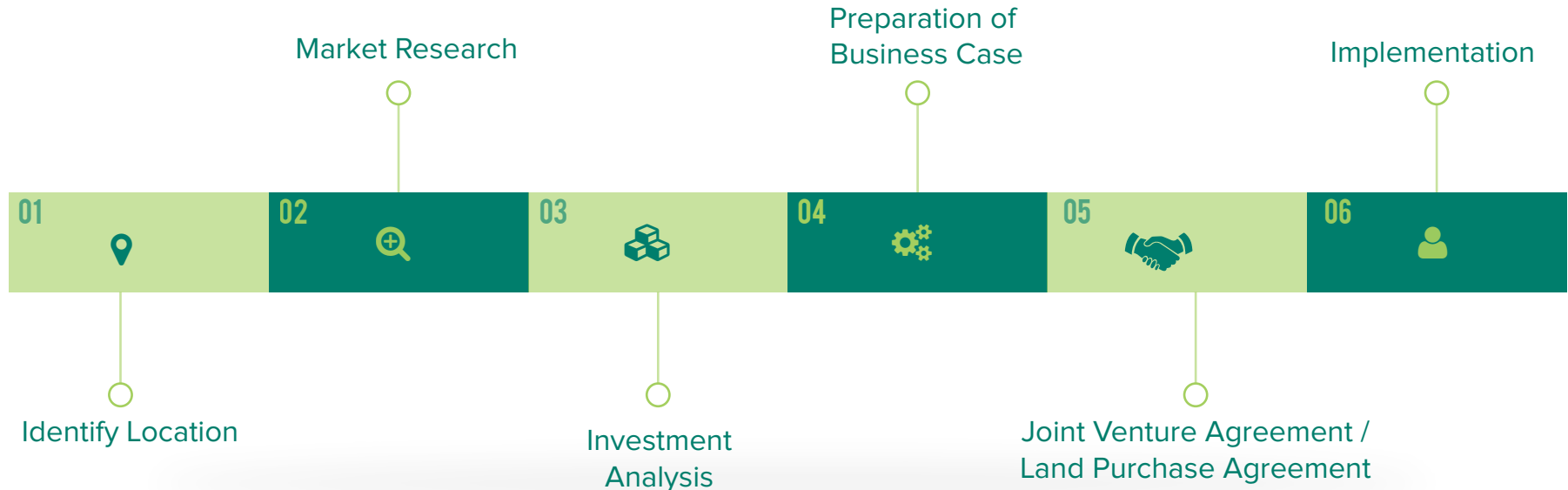
RESEARCH AND SITE ACQUISITION



“ Purchased with common sense, paid for in full, and managed with reasonable care, real estate is about the safest investment in the world.
-Franklin D. Roosevelt

To us, real estate research is not just about data collection and analysis, we go further to look at the existing gaps, enhancing market knowledge and informing concept development. It requires understanding the market, identifying an opportunity and tapping into it with the main focus of achieving the highest and best use.

The Site Acquisition Process



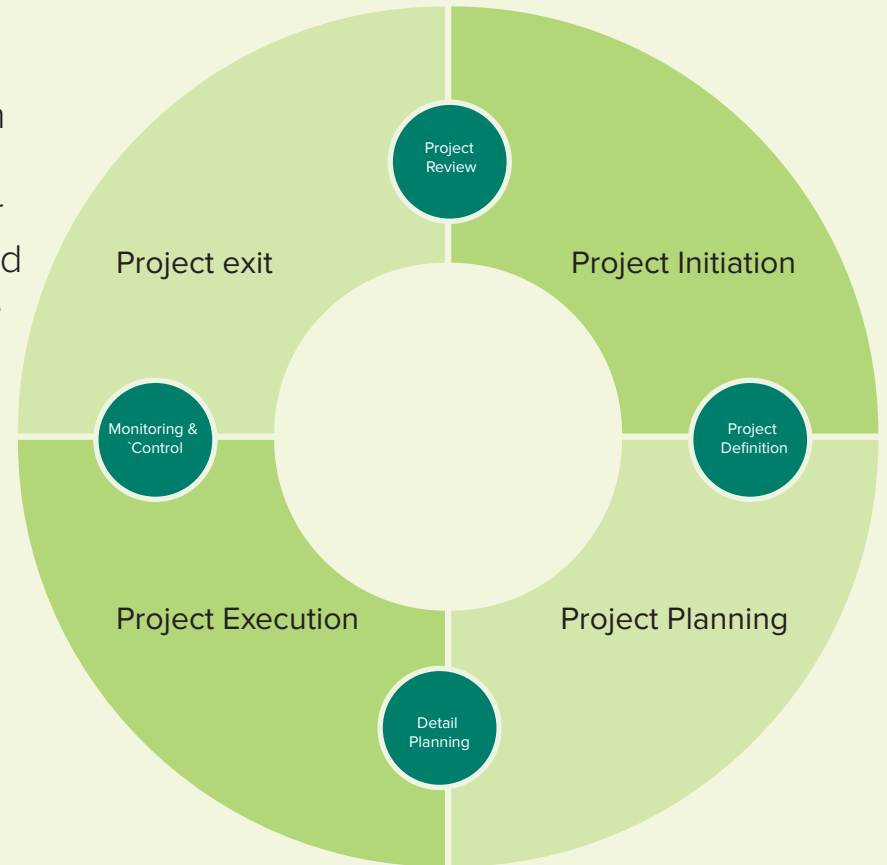
PROJECT MANAGEMENT

To deliver on real estate, projects must be done on time, on budget and to the best quality.

In real estate, you make or lose money depending on the people you choose to work with in your projects. Backed by the extensive and deep experience of our team, Cytonn Real Estate applies experience gathered from previous projects to ensure that our projects are delivered within budget, time and quality.

Our project team is involved in;

- + Concept design
- + Project planning
- + Project execution
- + Monitoring and control
- + Project exit



QUALITY CONTROL & ASSURANCE



Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives.

- *William A. Foster*

Quality control and assurance involves overseeing project implementation processes from pre-development to project exit. We aim for the highest quality standards that ensure client's interests and expectations are met.

Through this we aim;

- + To ensure timely project delivery
- + To provide value for money
- + To ensure quality products that conform to standards
- + To ensure safety
- + To ensure product functionality

PROJECT PROCUREMENT



Efficiency is doing things right; effectiveness is doing the right things.

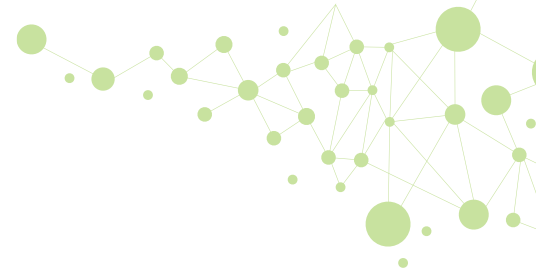
-Peter Drucker

An effective procurement system is key to the success of a project. At Cytonn this function is core to the delivery of our projects. We go beyond obtaining goods and services from external vendors to realise value for money through strategic sourcing.

How we do it;

- + Cost effectiveness through sourcing goods and services both locally and globally
- + Quality of goods and services
- + Timely delivery
- + Value optimization from supplier relationships reducing risks and managing compliance

PROJECT FINANCE



Given the capital intensive nature of real estate it is important to be able to couple investors capital with developers.

OUR KEY COMPETENCIES IN PROJECT FINANCE ARE:



RISK ANALYSIS



In risk analysis, we carry out sensitivity, scenario and variance analysis and evaluate all factors that might come to play in the development process. We thus ensure that all risks are mitigated and sufficient resources are set apart for development.

FUND RAISING & DEAL STRUCTURING



We work with Cytonn Investments, to source for and structure financing for our clients. We avail financing of the requisite magnitude at attractive rates and at our clients' convenience

INVESTMENT ANALYSIS



Our analysts are well equipped with skills that enable them undertake real estate investment analysis that serves as an evaluation criterion for projects being undertaken.

AGENCY, PROPERTY & FACILITIES MANAGEMENT



Cytonn Properties through Agency and Facilities Management ensures maximization of returns and minimization of costs in a development.

PROPERTY & FACILITIES MANAGEMENT

- It involves maintenance planning, asset life cycle analysis and budgeting.
- It ensures maintenance, administration and financial planning giving the development and its assets a longer shelf life.

AGENCY

- Through a targeted marketing strategy, Cytonn Agency is able to maximize distribution by selling and letting properties on behalf of other entities.

FRANCHISING



If you want to walk fast, walk alone; if you want to walk far, walk together.

-African Proverb

Cytonn offers the opportunity for other businesses to carry our brand through franchising, giving them a platform to market and distribute our products.

Our franchisees benefit in the following ways:

BRAND

Cytonn Real Estate is a strong brand in real estate investments both locally and regionally. Our franchisees benefit by riding on the brand promoting their market visibility.

TRAINING

We offer training in real estate, business development, sales and marketing ensuring franchisees keep abreast with developments in the market.

STRONG REFERRAL NETWORK

Clients are referred to our franchise offices for products that meet their needs. This boosts sales volumes for our franchisees.

STRONG SUPPORT SYSTEM

Cytonn Real Estate is committed to ensuring the success of its franchisees. This is achieved through provision of a strong back office with resources and technological platforms to aid in sales administration, commissions and pricing.

DEVELOPMENT CONSULTANCY



We partner with other developers and help them get great concepts that offer great investment returns by offering our capabilities to support their projects and monitor the execution of the same to fruition.

Cytonn Real Estate

- 1 Fundraising
- 2 Joint Venture Structuring
- 3 Market Research
- 4 Concept Development
- 5 Project Management
- 6 Quality Assurance
- 7 Sales & Facilities Management
- 8 Deal Structuring



External Parties Projects

We offer our capabilities to enable external parties achieve success in their projects.



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AMARA RIDGE

Amara Ridge is an exclusive gated community with a breathtaking, distinct and luxurious design at the heart of Karen.

The development features two designs:

- + **Classical design** with timeless architecture, grand arrival, elegant arches and lavish spaces to cater for every family need while ensuring a signature lifestyle
- + **Contemporary design** offers a modern feel with a sleek canopy at the entrance. It provides lavish spaces for a distinctive signature lifestyle

100% sold off-plan with buyers getting upto 25% p.a returns and investors getting annualized capital gains of 33%* p.a*



Amenities include:

- Top of the world club house with meeting place and children play area
- Swimming pools
- Power backup
- Water recycling plant for irrigation
- 24-hour security
- DSQ for two persons
- Paved roads





THE ALMA

The Alma is a signature development strategically positioned in the heart of the fast growing Ruaka neighbourhood, 20 minutes from the Nairobi CBD.

The development comprises modern apartments with impeccable finishing. These include;

- 1 Bedroom
- 2 Bedroom
- 3 Bedroom

Early Investors achieved returns of up to 55% p.a*



Amenities include:

- CCTV & 24 hrs security
- Retail centre
- Swimming pool
- Elevated playing fields
- Nursery/ Daycare
- Laundry mart
- Sky gardens
- Reverse osmosis plant
- Waste water treatment





SITU VILLAGE

Situ village is an exclusive world class gated community set on 29.4 acres in Karen offering a live, work and play environment, and a great investment.

The development is nestled in the scenic ravine of the Mbagathi and Ololua Ridges and with frontage to the Mbagathi River and Ololua Forest.

The development features two architectural designs that give a homely yet unique feel:

- + **Andalusian design** with long and rectangular natural stone walls, tile roofs covering the tops of the expansive homes and windows set within thick walls and lined with sloping sills
- + **Mediterranean design** with low pitched tile roof, wrought iron balconies, arches over the windows and doors, cladded walls and patio

A healthy living and serene lifestyle in an affluent, secure and attractive suburb



Amenities include:

- Club house
- CCTV & 24 hrs security
- ICT infrastructure
- Well-manicured gardens
- Jogging track
- Swimming pool
- Convenience stores
- Power back up
- Street lighting





NEWTOWN

NewTown is an exceptional integrated master planned development located in Athi River, Machakos County approximately 10km off Mombasa Road along Mutongoni Road.

The development, which sits on approximately 1000 acres, aims to provide a world class city that will create traction in the area while improving people's way of living, work and leisure.

Newtown will be a contemporary expression of a livable, sustainable and a major employment generator; reinforced by residential, tourism, educational, logistic, commercial and retail land uses; and supported by a multimodal transport system in order to confirm and manifest its role and stature as a destination of choice.

New, urban destination of choice



- Residential
- Commercial
- Logistics/ Industrial
- Recreation
- Education





THE RIDGE

The Ridge is a secure comprehensive mixed-use development comprised of luxurious apartments located just 10km from the Nairobi CBD in the lush suburb of Ridgeways.

The apartments include;

- 1 Bedroom
- 2 Bedroom
- 3 bedroom
- 3 Bedroom with DSQ
- 3 Bedroom with DSQ Premium
- Terraced Units
- Penthouse

Whether for investment or occupancy, The Ridge offers a unique opportunity to be part of a luxurious lifestyle development in one of the most sought after neighborhoods in Nairobi, Kenya.

*Luxury with a touch of convenience and community living; with early buyers getting discounts as high as 20%**




THE RIDGE
LUXURIOUS LIFESTYLE

Amenities include:

- CCTV & 24 hrs security
- Retail centre
- Serviced apartments
- Landscaped courtyards
- Swimming pool
- Boutique offices
- Ample parking
- A rooftop restaurant







**TO INVEST WITH US OR TO
PURCHASE ANY OF OUR
ASPIRATIONAL REAL ESTATE**

Contact us through email: info@cytonn.com | tel:+254 709 101 000



ONLINE HELP:

info@cytonn.com

www.cytonn.com

[@CytonnInvest](https://twitter.com/CytonnInvest)

[f Cytonn Investments](https://www.facebook.com/CytonnInvestments)



KENYA OFFICES:

3rd Floor, Liaison House, State House Avenue, Nairobi, Kenya

6th Floor, The Chancery, Valley Road, Nairobi, Kenya

6th Floor, Fedha Plaza, Westlands, Nairobi, Kenya

P.O. BOX 20695 - 00200, Nairobi, Kenya

☎ +254 709 101 000



US OFFICES:

6411 Ivy Lane, Suite 112 Greenbelt, MD 20770

☎ +1 (301) 982 - 2560

☎ +1 (301) 825 - 9948