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# I. Ruaka Overview

# Ruaka Overview

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- Ruaka forms part the Nairobi Metropolis, and is located North West of Nairobi, 15 Km from the Nairobi CBD - a 20 minute drive from the CBD and 40 minute drive during rush-hour
- The skyline of Ruaka, once a small rural centre known for its security challenges, has changed drastically over the last five years to become a secure, vibrant middle income satellite town mainly driven by infrastructural developments:
  - **A Good Transport Network:** The new Northern Bypass eased accessibility into Ruaka and connected Ruaka to Thika. Limuru Road connects Ruaka to the City Centre
  - **Hotels, Malls and Recreational Facilities:** Ruaka is surrounded by luxurious hotels such as Tribe Hotel and lavish malls like The Village Market, Rosslyn Mall & Two Rivers which creates and opportunity for employment thus favouring property development to house this increase in personnel
  - **Hospitals:** Hospitals and clinics such as the Agha Khan Hospital, Gertrude's Hospital and the Garden Park Medical centre offer residents fast medical attention in case of emergencies

# Ruaka Overview

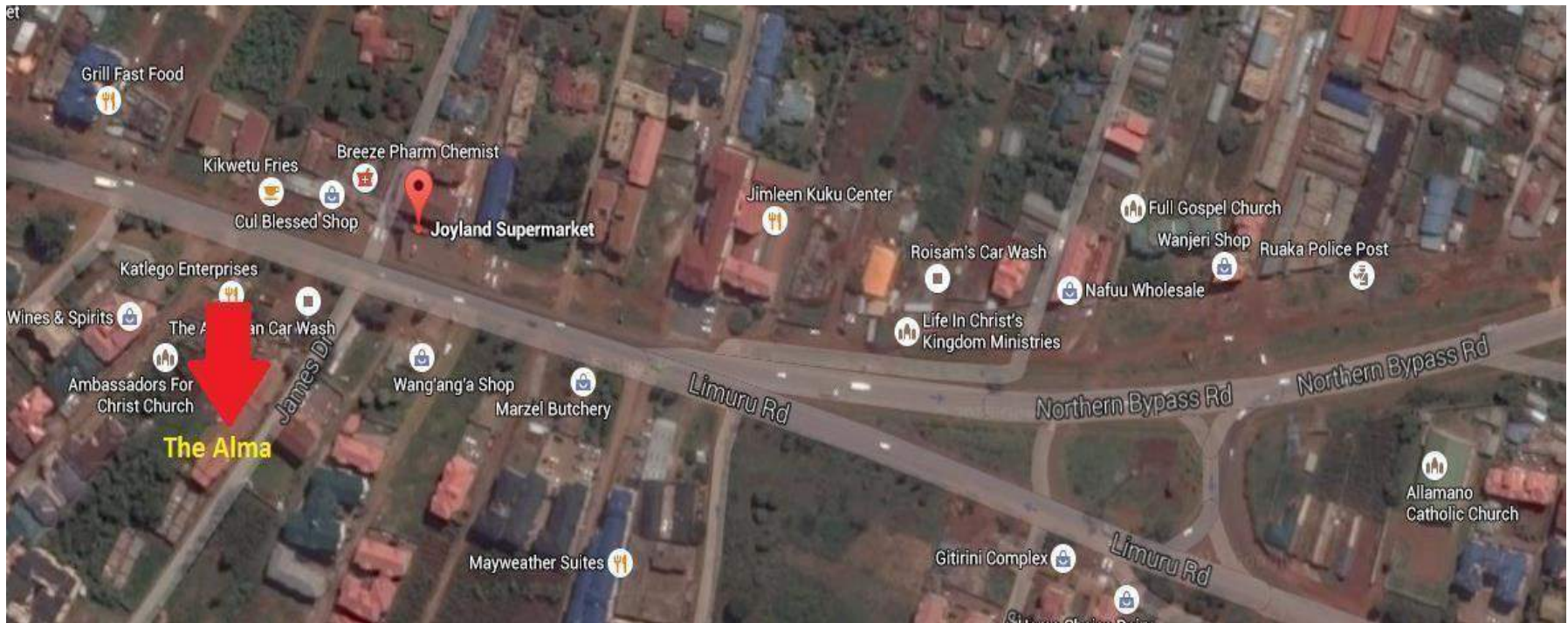
- **International Organisations:** Close proximity to United Nations Environmental Program in Gigiri (8 Minutes from Ruaka) provides Ruaka with an attractive catchment area from the UNEP population
- **Affordability:** The standard of living in Ruaka is relatively affordable compared to its neighboring areas thus attracting the middle class
- **Security:** Due to county measures on security and a general increase in security personnel in the country, Ruaka has seen an improvement in security
- **Diverse Population:** It ranges from foreigners to both wealthy and middle class locals

**Whether for investment or occupation, The Alma in Ruaka offers a unique opportunity to be part of a comprehensive development in an upcoming neighborhood, that is set to reprice upwards with the opening of Two Rivers Mall**

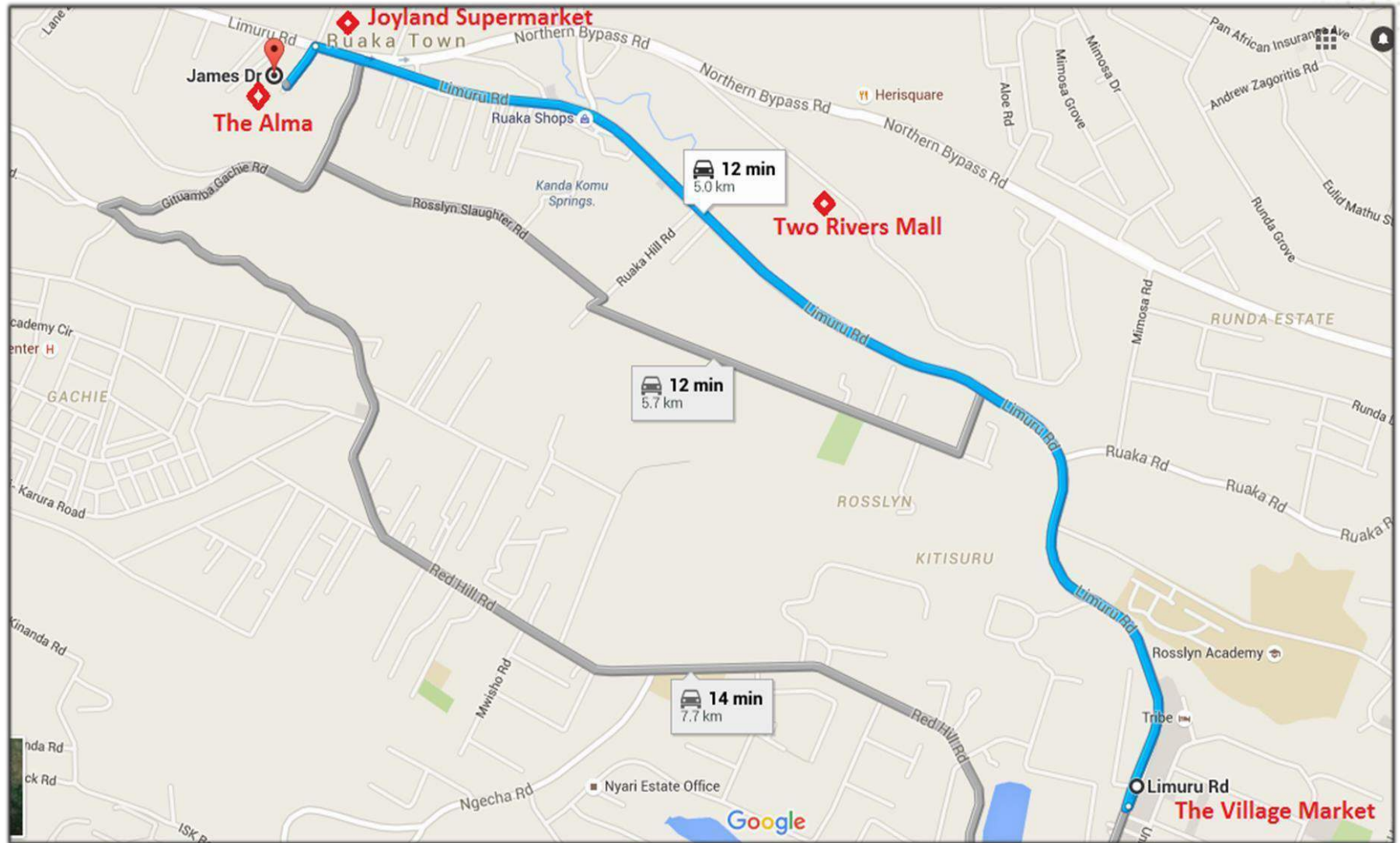


# The Alma - A Private & Serene Living Environment

- The project is strategically positioned in the heart of the fast growing Ruaka neighborhood. It is located just after Joyland supermarket on the left if you are coming from Nairobi
- The adjacent high-end suburbs; Runda, Rosslyn and Muthaiga also make the location secure and attractive for investors



# Site Location



## II. Project Highlights



# Welcome to The Alma – A residential community with a difference





# The Aerial View by day





# The Commercial Hub



# Elevated, well-manicured gardens and play-fields





# The Club House



# Floor Plan: 1 Bedroom



## Key Features

- Size – 51 sqm
- Spacious Lounge



# Floor Plan: 2 Bedroom



## Key Features

- Size – 87sqm
- Kitchen Pantry
- Kitchen Yard
- Spacious lounge with a balcony
- 2 Bathrooms, master ensuite

# Floor Plan: 3 Bedroom



## Key Features

- Size – 117 sqm
- DSQ
- Kitchen Yard and Pantry
- Spacious lounge with a balcony
- 2 Bathrooms, master ensuite



# **III. Investment Opportunity**

# Pricing Structure

- We are currently selling at an off-plan price
- This offer is valid for a limited period only for the first 10% of the units sold at this price

**All values are in Kshs unless stated**

|                        | <b>Cash Plan</b><br>10% deposit<br>90% within 90 days | <b>Instalment Plan</b><br>10% deposit<br>80% staggered over<br>construction period<br>10% on completion | <b>Mortgage Plan</b><br>10% deposit<br>90% upon completion | <b>Zero Deposit</b><br>10% deposit staggered<br>over 6 months<br>90% on completion |
|------------------------|---|---|--|--|
|                        | <b>Pricing</b>  | <b>Pricing</b>  | <b>Pricing</b>   | <b>Pricing</b>   |
| <b>1 Bedroom Units</b> | 6.0 Million   | 6.3 Million   | 7.01 Million   | 7.1 Million  |
| <b>2 Bedroom Units</b> | 9.4 Million   | 9.9 Million   | 10.9 Million   | 11.0 Million   |
| <b>3 Bedroom Units</b> | 12.3 Million  | 12.9 Million  | 15.1 Million   | 16.3 Million   |

# Opportunity for a potential 28% Per Annum Total Return

The Alma offers investors a very attractive return on investment due to:

- Upcoming developments in the area, namely the Two Rivers Mall and Rosslyn Riviera Mall present a huge opportunity for capital appreciation
- Easy rental uptake given the work opportunities in the location, as well as the commercial and lifestyle facilities in The Alma

| Units     | Current Rental Income pm | Rental Yield p.a | Capital Appreciation p.a | Total Return p.a |
|-----------|--------------------------|------------------|--------------------------|------------------|
| 1 Bedroom | Kshs 27,500              | 5%               | 23%                      | 28%              |
| 2 Bedroom | Kshs 47,500              | 5%               | 23%                      | 28%              |
| 3 Bedroom | Kshs 62,500              | 5%               | 23%                      | 28%              |

