



# Cytonn Annual Market Outlook - 2018

## Company updates

- Our Investment Analyst, Caleb Mugendi, discussed the continued staff lay off in the banking sector. Watch Caleb on Citizen TV [here](#)
- Our Investments Analyst, Patrick Mumu, discussed the 2018 Market Outlook. Watch Patrick on KBC Channel 1 [here](#)
- The Q4'2017 Sharp Cents, a quarterly publication by Cytonn Investments is now available. You can download the online version [here](#)
- We recently launched a technology driven newsletter, which showcases Cytonn Technologies products and achievements. You can download the Newsletter [here](#)
- We continue to hold weekly workshops and site visits on how to build wealth through real estate investments. The weekly workshops and site visits target both investors looking to invest in real estate directly and those interested in high yield investment products to familiarize themselves with how we support our high yields. Watch progress videos and pictures of **The Alma**, **Amara Ridge**, **The Ridge**, and **Taraji Heights**. Key to note is that our cost of capital is priced off the loan markets, where all-in pricing ranges from 16.0% to 20.0% and our yield on real estate developments ranges from 23.0% to 25.0%, hence our top-line gross spread is about 6.0%. If interested in attending the site visits, kindly register [here](#)
- We continue to see very strong interest in our weekly Private Wealth Management Training (largely covering financial planning and structured products). The training is at no cost and is open only to pre-screened participants. We also continue to see institutions and investment groups interested in the trainings for their teams. The Wealth Management Trainings are run by the Cytonn Foundation under its financial literacy pillar. If interested in our Private Wealth Management Training for your employees or investment group please get in touch with us through [clientservices@cytonn.com](mailto:clientservices@cytonn.com) or book through this link [Wealth Management Training](#). To view the Wealth Management Training topics, click [here](#)
- For recent news about the company, see our news section [here](#)
- We have 10 investment-ready projects, offering attractive development and buyer targeted returns of around 23.0% to 25.0% p.a. See further details here: [Summary of Investment-Ready Projects](#)
- To invest in any of our current or upcoming real estate projects, please visit [Cytonn Real Estate](#)
  - [Cytonn Towers](#), where we are only selling residential units in the first phase of residential apartments, is currently about 20.0% sold. See [Cytonn Towers](#)
  - [The Alma](#) phase one which is 55.0% sold. See [The Alma](#)
  - [Amara Ridge](#) has currently 100.0% uptake. See [Amara Ridge](#)
  - [Situ Village](#) is currently 22.0% sold. See [Situ Village](#)
  - [The Ridge](#) (Phase 1) is currently 31.0% sold. See [The Ridge](#)
  - [Taraji Heights](#) is currently 14.0% sold. See [Taraji Heights](#)
  - [RiverRun Estates](#) (Phase 1) is currently 11.0% sold. See [RiverRun Estates](#)
- With over 10 investment ready projects worth over Kshs 82.0 billion of project value, we shall be very selective on new real estate projects going forward, only focusing on Joint Ventures and real estate opportunities with deep value. We are increasingly focused on private equity deals. Should

you have any deals in banking, insurance, education, hospitality and technology sectors, kindly email a teaser to [PE@cytonn.com](mailto:PE@cytonn.com).

- We continue to beef up the team with ongoing hires for a Senior IT Engineer, among others. Visit the [Careers](#) section at [Cytonn's Website](#) to apply.
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