

INVEST IN KENYA

NEXT

NEXT

NEXT is an international brand developing ambitious innovative projects in the markets of Georgia, UAE and Kenya.

6000 +

hotel rooms and branded apartments

450 000 m²

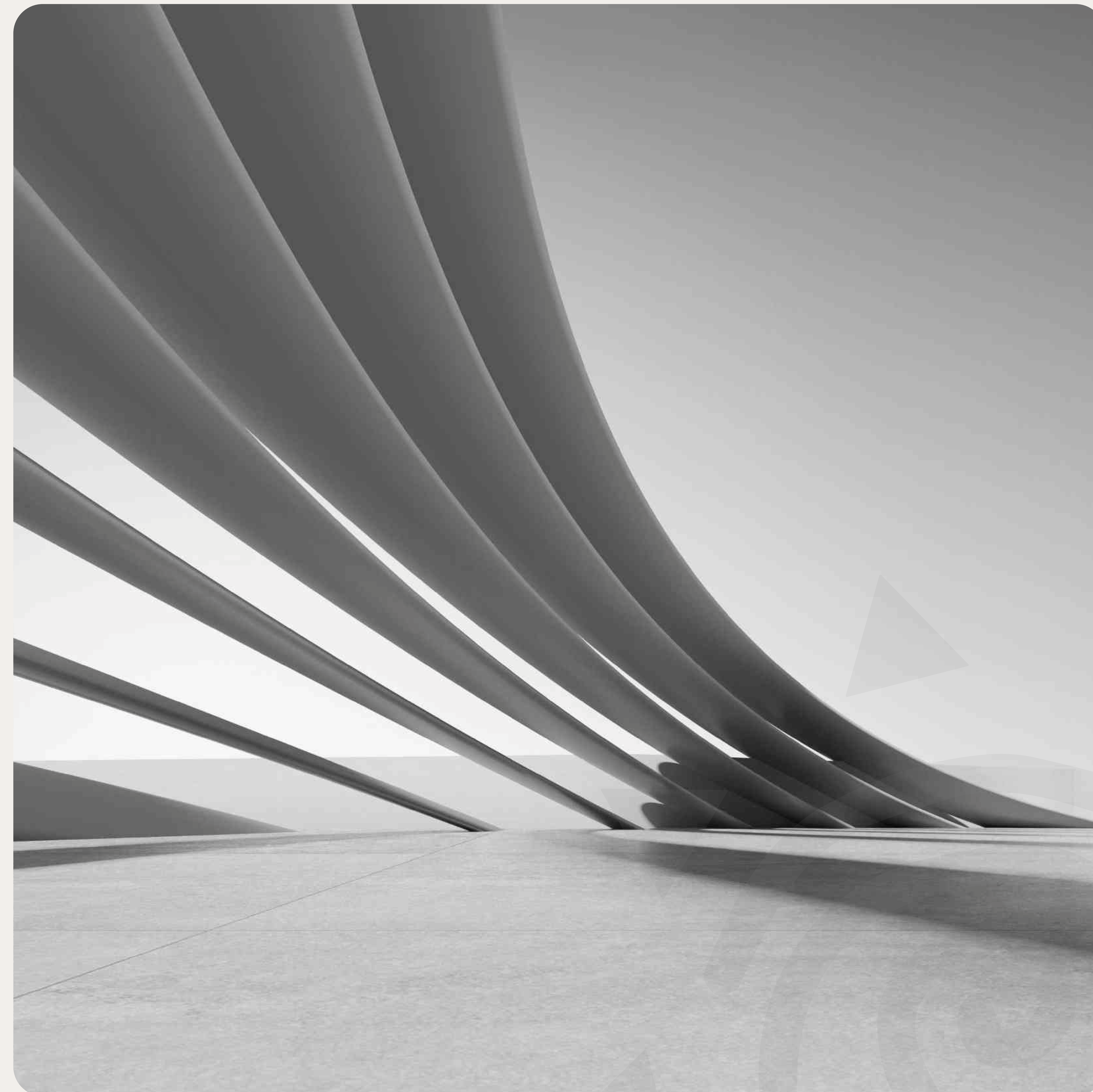
total residential and commercial space built

10 OFFICES

Georgia, UAE, Ukraine, Kazakhstan, Poland, Kenya

AWARDS

Leading Hospitality Developer in Georgia for Premium Real Estate



NEXT

SUPERIOR PROPERTIES. SUPERIOR PROSPECTS

Setting the top standard of sophisticated living and redefining the new investment culture.

GEORGIA

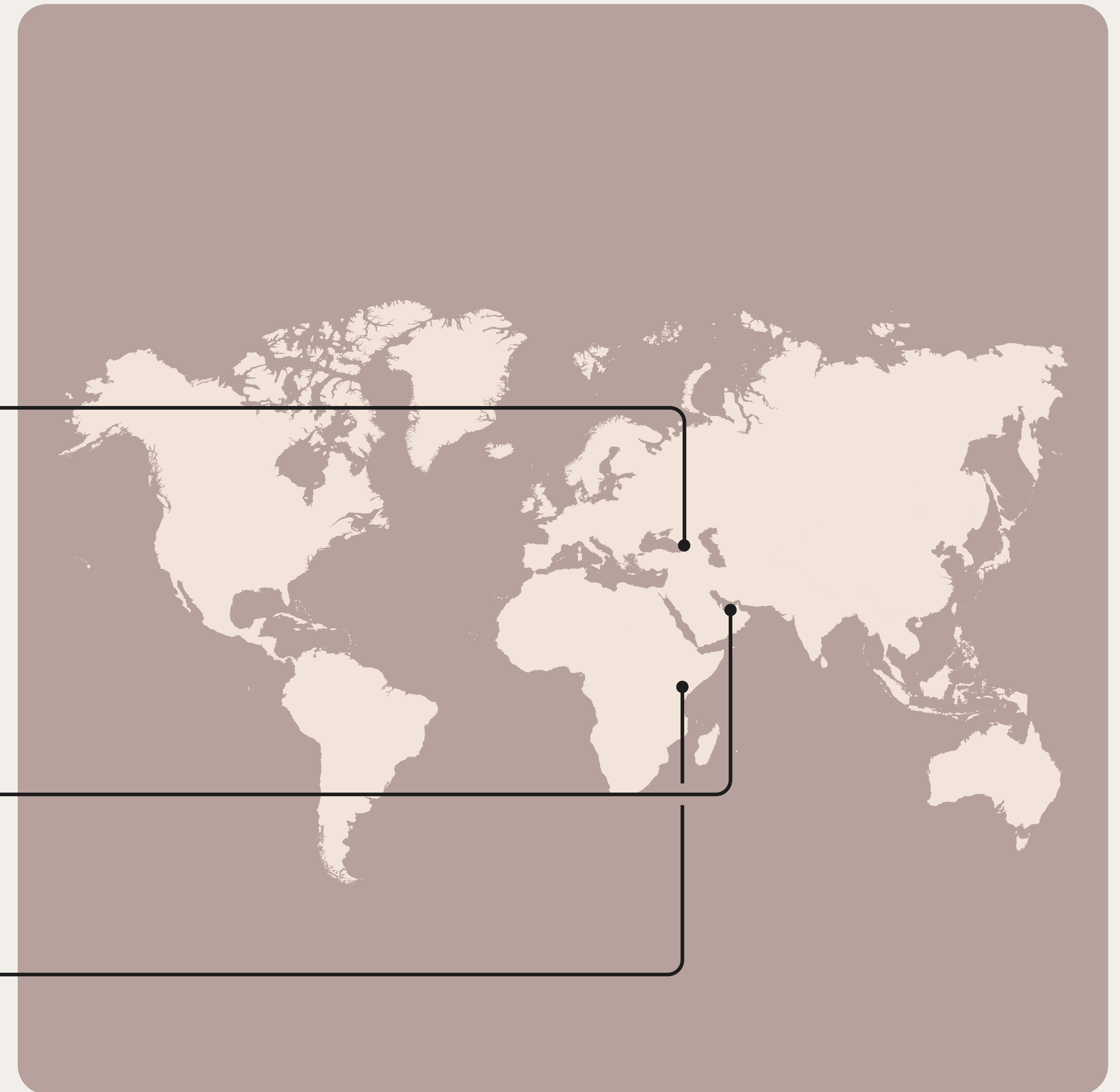
Next Green	Wyndham Residences
Next Apartments	Radisson Blu Residences
Next White	Next Gardens
Villa Park	Next Downtown
Next Collection	Tbilisi Downtown
Next Address	

UAE

Next Coral
Villa by Next

KENYA

Next Amani



KENYA

A LAND OF VITALITY AND POTENTIAL

Kenya offers a unique blend of natural beauty, cultural richness, and economic potential. The country is home to diverse wildlife, complemented by modern infrastructure that supports its rapidly growing economy.

As a regional hub in East Africa, Kenya combines its rich traditions with advancements in technology and urban development, making it an attractive destination for both business and tourism.

The energy of its population drives innovation and growth, positioning Kenya as a key player in Africa's economic landscape, with opportunities in sectors ranging from agriculture to technology and sustainable development.





NATURE, PEOPLE AND CULTURE

Kenya hosts over 40 ethnic groups, each contributing its own distinct heritage, traditions, and languages. This cultural diversity is a key feature of the country.

Hospitality runs deep in Kenyan culture, and the common greeting, “Karibu,” is more than just a word—it’s an open invitation to experience the heart of Kenya, reflecting the warmth and generosity of its people.



KENYA'S WONDERS

Maasai Mara

Known for its world-famous Great Migration, the Maasai Mara is a must-see destination for anyone seeking the thrill of witnessing wildlife in its most natural form. It's an experience that will stay with you forever.

Nairobi National Park

Few places in the world can boast a national park within a bustling capital city, but Nairobi can. Just minutes from the center of town, Nairobi National Park offers a unique chance to witness rhinos, giraffes, lions, and more, all with the city skyline as your backdrop.

Amboseli National Park

At the foot of Mount Kilimanjaro, the world's highest free-standing mountain, lies Amboseli National Park. Known for its large elephant herds and incredible views of the mountain, Amboseli offers a stunning perspective of Africa's iconic landscapes.

Lamu Island

For those seeking historical charm, the island of Lamu is a hidden gem. This UNESCO World Heritage Site is Kenya's oldest continually inhabited town, filled with narrow streets, intricately carved wooden doors, and an atmosphere that feels like stepping back in time.

Diani Beach

Kenya isn't all about wildlife and savannahs—it's also home to some of the most beautiful beaches in the world. Diani Beach on the Kenyan coast is a tropical paradise of white sand, crystal-clear waters, and coral reefs teeming with marine life.

INVESTING IN KENYA

- A STRATEGIC CHOICE

Kenya is a country on the rise, and the world is taking notice.

With its GDP soaring to **USD 60 billion**, the country is rapidly becoming a key player in the global economy. What sets Kenya apart is its strategic location in East Africa, providing access to over 400 million people in the East African Community (EAC)—one of the largest and most dynamic economic regions on the continent.

Kenya's business landscape is as diverse as its culture. From Nairobi, where global giants like **Google, Coca-Cola, and Microsoft** have set up regional headquarters, to its thriving financial sector, Kenya has developed into a business-friendly hub. Its robust stock exchange and favorable policies have attracted significant foreign direct investment (FDI), making it a prime destination for those looking to expand their global footprint.



MAJOR INTERNATIONAL BRANDS IN KENYA INCLUDE:

Coca-Cola

IBM

Google

Microsoft

Visa

Heineken

KFC

Nike

Adidas

Fashion Brands





KENYA'S EXCHANGE RATE:

The Kenyan Shilling (KES) remains relatively stable, providing an advantageous environment for international business and trade.

1 USD = 125 KES (avarage)

1 EUR = 140 KES (avarage)

1 GBP = 166 KES (avarage)



TAX BENEFITS AND INCENTIVES

Kenya offers a highly favorable tax regime that includes a variety of incentives designed to stimulate growth, especially for businesses operating within Special Economic Zones (SEZs) like Tatu City. The tax advantages range from personal income tax benefits to corporate and property tax incentives.

INCOME TAX	CORPORATE TAX	PROPERTY TAX	CAPITAL GAINS TAX	VALUE ADDED TAX (VAT)
Personal Income Tax Kenya's personal income tax is progressive, with rates ranging from 10% to 30%, depending on income levels.	General Corporate Tax Resident companies in Kenya are taxed at 30%, while non-residents face a 37.5% rate.	Rates and Land Rent Property taxes vary by county, and Tatu City properties may enjoy exemptions.	Tax Rate A 5% capital gains tax applies to property sales, with possible exemptions under SEZ rules.	Standard Rate Kenya's standard VAT rate is 16%, but supplies in SEZs like Tatu City are zero-rated, reducing business costs.
Business Income Businesses in Tatu City pay a corporate tax of 30%, ensuring a stable growth environment.	Special Economic Zones Businesses in Tatu City benefit from a reduced corporate tax rate—10% for the first 10 years, and 15% for the next 10 years.	Stamp Duty Stamp duty is 4% in urban areas, 2% in rural areas, with exemptions possible for SEZ properties.		

*Information about Incentives in the Special Economic Zones (SEZ) in Kenya by Ministry of Investments, Trade & Industry <https://www.investkenya.go.ke/wp-content/uploads/2024/02/Incentives-Package.pdf>

EFFICIENT TRANSPORT AND CONNECTIVITY

KENYA'S AIRPORTS

Kenya is a well-connected destination with major international airports, including Jomo Kenyatta International Airport (Nairobi) and Moi International Airport (Mombasa), serving as key hubs in Africa.

COUNTRIES WITH DIRECT FLIGHTS TO KENYA:

United States

United Kingdom

Germany

France

Netherlands

Turkey

Qatar

United Arab Emirates

Johannesburg

India



EFFICIENT TRANSPORT AND CONNECTIVITY

SUSTAINABLE MOBILITY

The ongoing expansion of Nairobi's expressways and the Standard Gauge Railway (SGR) connecting Nairobi to Mombasa has revolutionized the country's logistics making transport more efficient and boosting regional trade.

METRO RAIL AND PUBLIC TRANSIT

Public transit options include a modern rail system and upcoming metro lines, ensuring efficient movement for the city's growing population.





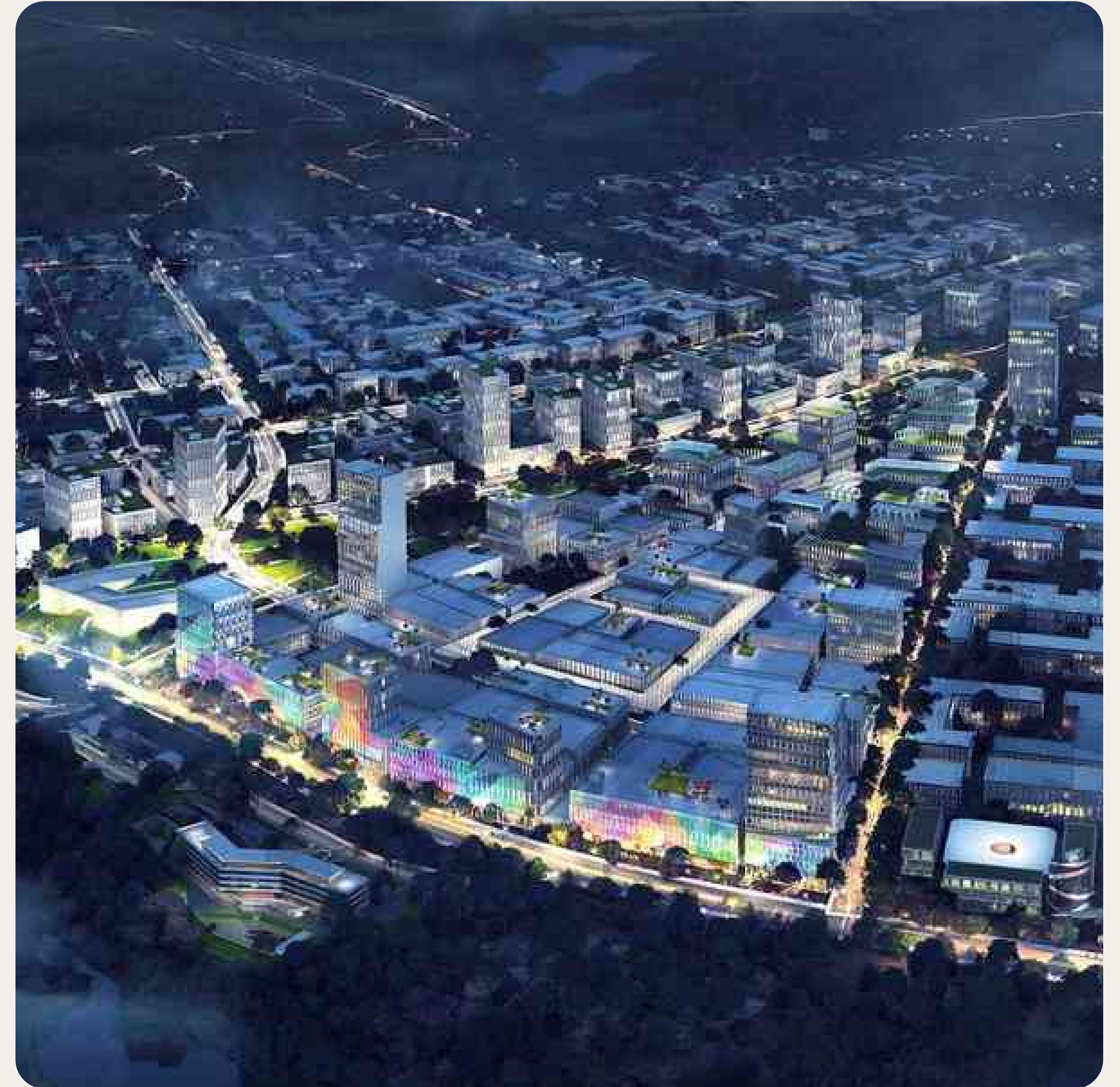
NEXT'S FIRST STEPS IN AFRICA

TATU CITY

The project is situated in TATU CENTRAL, the central business district of Tatu City.

Modern urban living, just 25 minutes away from the Nairobi city centre, spreads across a sprawling 5,000-acre landscape. Designed to provide a holistic living experience, it offers residents and businesses a host of unique advantages that set it apart from any other city in Kenya.

As a Special Economic Zone, Tatu City provides significant economic incentives, including reduced corporate taxes, zero-rated VAT, and import duty exemptions.



NEXT AMANI

With unmatched elegance, exceptional infrastructure,
and breathtaking surroundings, NEXT AMANI
promises unforgettable experiences

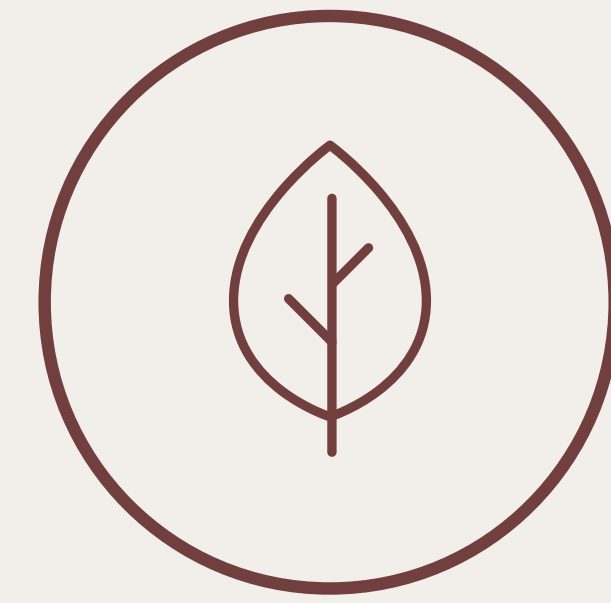




5-STAR LEISURE FACILITIES



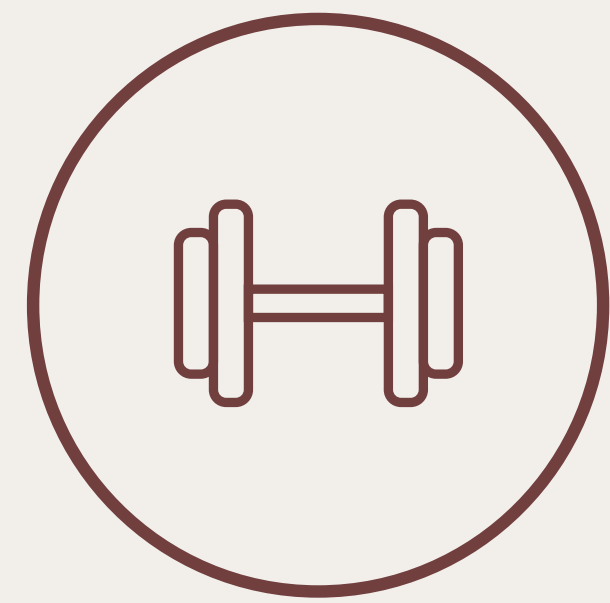
Outdoor Swimming
Pool



Garden



Common Relaxation
Areas



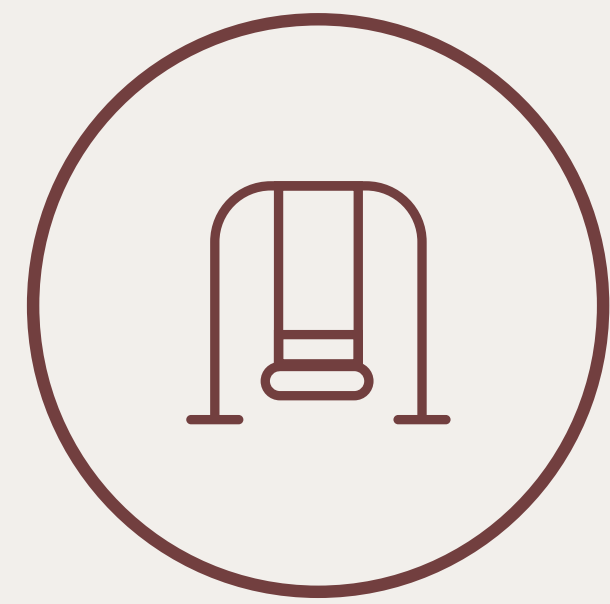
Fitness Center



Restaurant



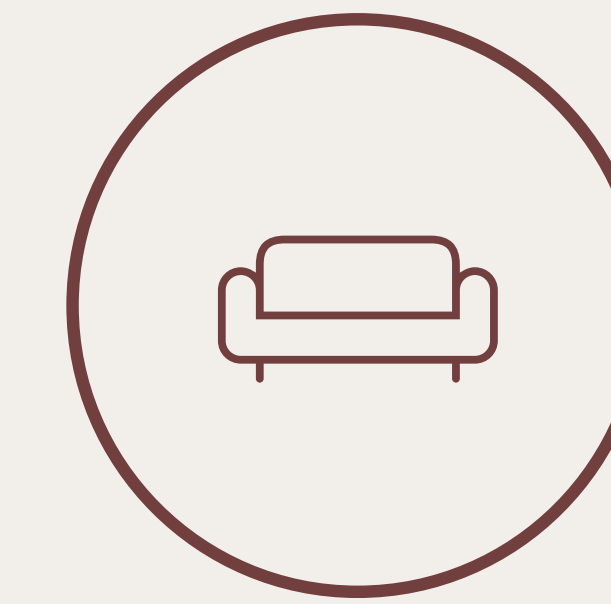
Commercial Spaces



Children's Zone

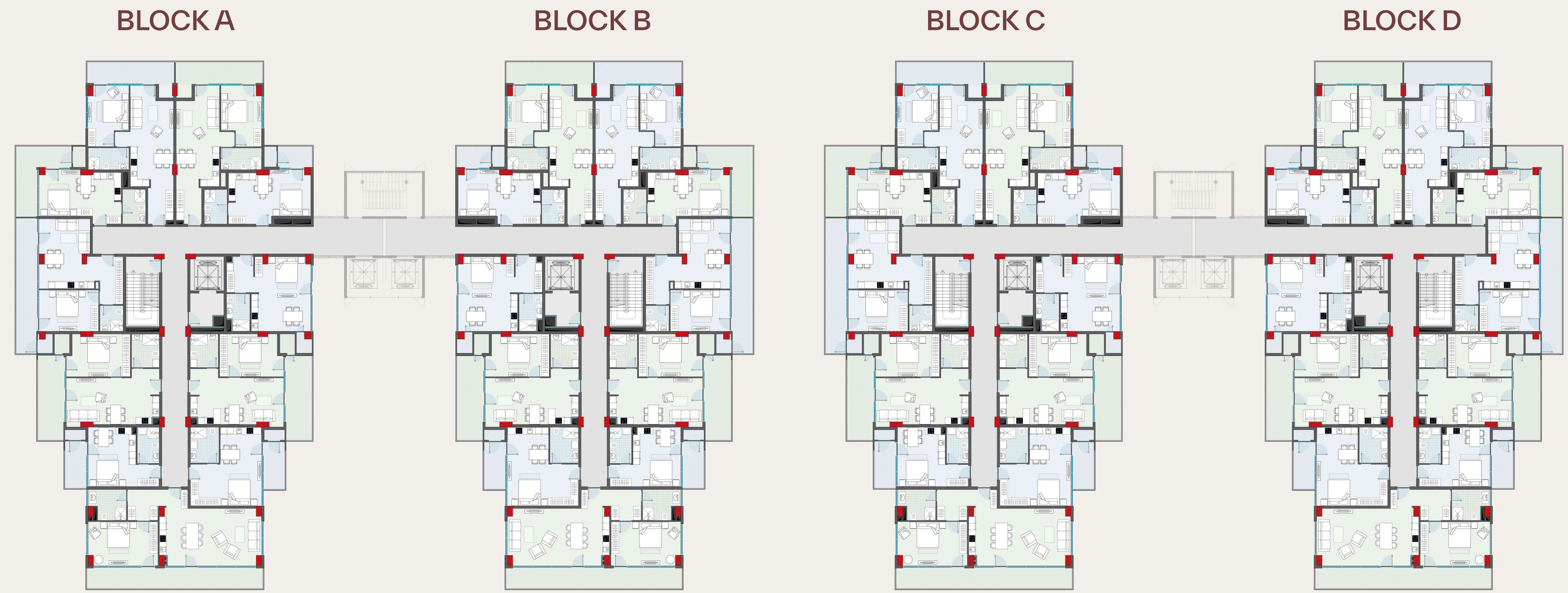


Parking



Lobby

MASTER PLAN



RESIDENTIAL SPACES

- Studio
- One-bedroom apartment
- Two-bedroom apartment
- Three-bedroom apartment

PURCHASE TERMS

STARTING FROM:

\$60 000

FIRST PAYMENT:

10%

0% INSTALLMENT PAYMENT PLAN:

SEPTEMBER 2028



