

POSITIVE IMPACT AND SUSTAINABILITY

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Asilia strives to make a positive impact on the wilderness areas where it has a presence, benefiting both nature and the local people. Over the years Asilia has structurally improved the prospects of a number of wilderness areas in East Africa. For example, we opened up the northern Serengeti for tourism a decade ago, being the first operator there and bringing in a scheduled flight. The area is now one of the most successful areas in the Serengeti eco-system, providing both local employment and protection for the game from poachers. Our involvement in the Maasai Mara community conservancies is even more ground-breaking, having been a leading party in every aspect of the governance and area management. Asilia is determined to have a similar positive effect on other pioneering areas such as Rubondo Island and Ruaha National Park.

Asilia has implemented a US\$5 per person per night conservation charge as we want to continue to expand on our conservation and development efforts in the areas that we are committed to. Especially in these times of lower demand for East Africa, conservation efforts and crucial wildlife areas run the risk of collapsing under low occupancies and heavy discounts. Whilst we will continue to discount where necessary, we also wish to safeguard our necessary investments in conservation and the management / development of the areas.

Asilia continues to care for local communities by supporting people's livelihoods and education. Throughout 2014/15 more than 95% of the Asilia employee base are continental citizens and over 30% of the total staff are from local communities, growing to above 50% being from local communities in camps. The percentage of female managers

in the organization increased by 7% to total 104 employees which is something we are very proud of, including 2 members of the Executive Team.

Asilia started the Vegetable garden project in the Western Serengeti (outside the National Park) during 2014-2015. The vegetables are grown by the local communities and Asilia then purchases the vegetables from the local community in order to obtain fresh produce for the camps. Once it is up and running we intend to scale it up and involve other operators as well so that the local people benefit even more. Asilia also continues to support a portfolio of smaller local and regional projects.



Asilia has also expanded its sustainable operations in the form of solar power systems, solar water boilers in camp, waste management and waste water management as well as being one of the two largest contributors to Carbon offset through Carbon Tanzania.

Finally, Asilia's board members are role models for the industry as they are actively involved in various local and national organizations to improve standards and positive impact in tourism or to progress related good causes in community support and conservation.

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Positive Impact highlights 2014/2015

Even though 2014-2015 was a very challenging year, we again managed to significantly increase our overall contributions to the national parks, wilderness areas and national economies in East Africa, from USD 5.5mn to USD 6.9mn.

The online platform AsiliaGiving.org was launched during 2014-2015, enabling our guests to easily donate to various community and conservation projects that Asilia is supporting or actively involved in. The Asilia. Giving platform operates on the backbone of two new charitable organisations that we established in the USA (501-c3) and the UK. This enables our guests and other parties to make cost-efficient and tax-deductible donations to the projects that we support. Through the platform we: raised US\$216,000 for various Positive Impact projects - almost double the previous year.

- **US\$135,000** raised for the Save the Mara campaign,
- **US\$45,000** for Conservation projects,
- **Various scholarships** in Tanzania (one student is currently a trainee at Sayari camp).
- **Asilia Charitable Trusts U.S.A. & U.K.** set up in 2014/15 with following objectives:

The Asilia.Giving charitable entity is organized and operated exclusively for educational, conservation and community empowerment purposes. The specific purposes of the charity include:

- The advancement of community development;
- The advancement of environmental protection, wildlife and crucial habitat conservation and/or improvement;
- The advancement of outreach and communication to promote and increased appreciation of biodiversity and nature;
- The advancement of community health and/or the saving of lives;
- The advancement of education; and
- The advancement of science and research

We boosted awareness of our Positive Impact activities in all our camps, through various educational materials such as the below.



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General area planning

For all areas frameworks are finalised and schools and communities selected. For Rubondo and Zanzibar, we have not identified an effective conservation project yet.

Area	Conservation Projects	Schools	Communities
Serengeti: Sayari, Olakira, Kimondo, Dunia, Ubuntu, Namiri	The Serengeti Lion (Guardian) Project / The Serengeti Cheetah Project	Piyaya Primary School, Machochwe Primary School, Merenga Primary School, Osinoni Primary School, Kibaso Primary School	Osinoni, Piyaya, Machochwe ward (Mbalimbali, Kitendguma, Namapendo, Machochwe, Marenga), Kibaso
Tarangire: Oliver's Camp, Little Oliver's	The African People and Wildlife Fund Giraffe Project	Sambwa Primary School	Sambwa Village
Ruaha: Kwihala	Ruaha Carnivore Project	Tunga Malenga Primary School	Tunga Malenga Village
Rubondo: Rubondo Island Camp	Project not defined yet	Katemwe B School, Maisome Secondary School	Maisome Island and Kasenyi Village located on neighbouring Ikuza Island
Zanzibar: Matemwe	Working on Mnemba Atol protection set up with partners	Kigomani School	Kigomani Village
The Greater Mara: Naboisho, Rekero, Mara Bush Houses, Mara Mobile	Mara Lion Project / Mara Cheetah Project (KWT)	Mbitin Primary School, Ngousani Primary School, Aitong Primary School	Talek, Ole Sere, Nkoilale, Aitong, Ngousani, Maorijo, Imarti, Lemek
Safari Ops: Arusha Office	Serengeti Lion (Guardian) Project	Children Concern Foundation Orphanage	N/A

Mention Of Oliver's Camp and Justin and Jackie in an article on Tarangire by Saturday Star (SA) Magazine for "Down Where the Wild Things are" Article by Sunday Star Magazine – "Oliver's Camp in Tarangire is one of Tanzania's and East Africa's best kept secrets"

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Habitat, ecosystem & wildlife

Financial contribution to government and governmental institutions in charge of nature

Asilia had a total contribution to governments, national parks and conservancies of USD 6.9 mn which is an increase of 25% compared to prior year of which park fees increased by 31% from previous year over USD 2.9 mn in taxes were paid representing an increase of 17%

Statutory and Park Fee Payments/ Social Responsibility	2010/11	2011/12	2012/13	2013/14	2014/15	Delta% 2012/13 and 2013/14	Delta% 2013/14 and 2014/15
Taxes	1,170	1,631	1,861	2,498	2,918	34%	17%
VAT	498	702	740	1,061	1,167	43%	10%
Pay roll tax and Social Security contribution	490	795	949	1,277	1,650	35%	29%
Other taxes (Levies)	183	134	172	161	102	-6%	-36%
Parkfees	1,440	2,036	2,289	2,998	3,940	31%	31%
Park fees (TANAPA, NCAA)	1,440	2,036	2,289	2,358	3,237	3%	37%
Park fees (Mara, Naboisho)			na	640	703	na	10%
Total taxes & park fees paid	2,610	3,667	4,150	5,497	6,858	32%	25%



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Delivering positive Impact

- Increased our solar footprint - 7 out of 16 camps run in a hybrid set up - solar water boilers for all guest tents
- Waste management separation of plastics, glass, metal, paper and organic waste.
- Carbon offset through Carbon Tanzania. Asilia is one of the two largest contributors to this initiative.
- Environmental Management system has been set up and is currently being implemented in the operations.
- 2014-15 waste and water statistics for our Tanzanian camps captured as part of the monthly closing routine

WASTE & WATER STATISTICS (ALL CAMPS AND MATEMWE)		11 Dec	Dec 13	13/14	14/15	11 Dec	Dec 13	13/14	14/15	% 11/12 12/13	% 12/13 13/14	% 12/13 14/15
	Unit	TOTAL	TOTAL	TOTAL	TOTAL	Per bn	Per bn	Per bn	Per bn			
Total Waste	kg	46,811	45,467	76,759	83,030	1.74	1.49	2.22	2.18	-14%	50%	-2%
Paper/Wood	kg	2,079	1,947	5,294	12,718	0.08	0.06	0.15	0.33	-17%	141%	118%
Aluminum/Tin	kg	3,885	2,997	5,016	9,460	0.14	0.1	0.15	0.25	-32%	48%	71%
Food Waste	kg	27,151	32,743	45,392	44,533	1.01	1.07	1.32	1.17	6%	23%	-11%
Plastics	kg	7,198	6,886	6,830	7,852	0.27	0.23	0.2	0.21	-16%	-12%	4%
Glass	kg	7,035	9,570	9,540	8,467	0.26	0.31	0.28	0.22	20%	-12%	-19%
Water	Hec.ltr	166,739	230,136	118,513	312,317	6.19	7.53	3.43	8.21	22%	-54%	139%

In terms of Financial Value
www.carbontanzania.com

Notes:

- 1) All figures are unaudited and not derived from our financial system, but based on monthly recordings in camp.
- 2) Only 10 months usage has been recorded for usage and bednights as most camps are closed during April-May
- 3) Though Asilia has done its utmost to ensure accuracy of the numbers the numbers are generally of a single entry nature and some marginal errors occur from time to time. Internally we monitor trends for management purposes.
- 4) Measurement of water not consistent yet per camp, in 13/14 Matemwe water measurement not correct due to break down of water meters (as a result of salinity). Water includes also shower/toilet water and water used by staff.

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The table below sets out the 2014-15 fuel usage statistics for all our properties.

FUEL & UTILITY STATISTICS (ALL CAMPS AND MATEMWE)		11 Dec	Dec 13	13/14	14/15	11 Dec	Dec 13	13/14	14/15	% 11/12 12/13	% 12/13 13/14	% 12/13 14/15
	Unit	TOTAL	TOTAL	TOTAL	TOTAL	Per bn	Per bn	Per bn	Per bn			
Generator hours	Hours	11,952	16,667	13,416	13,947	0.44	0.55	0.39	0.36	23%	-29%	-7%
Diesel (liters)	Ltrs	179,461	201,267	192,505	244,676	6.66	6.58	5.58	6.31	-1%	-15%	13%
Petrol (liters)	Ltrs	14,618	13,615	16,574	30,036	0.54	0.45	0.48	0.77	-18%	8%	61%
Kerosine (liters)	Ltrs	12,756	11,037	7,950	7,863	0.47	0.36	0.23	0.2	-24%	-36%	-12%
LPG / gas (40 kg bottles)	kg	25,727	26,571	29,805	33,224	0.95	0.87	0.86	0.86	-9%	-1%	-1%
Carbonton Footprint	Carbonton	598	653	633	812	0.022	0.021	0.018	0.021	-4%	-14%	14%

Notes:

- 1) Petrol usage has increased due to Kimond and Kwihala (petrol generator), Rubondo(boats) and use of Petrol transfer vehicles in Arusha and Nairobi
- 2) All figures are unaudited and not derived from the financial system, but based on monthly recordings in camp.
- 3) Only 10 months usage has been recorded for usage and bednights as most camps are closed during April-May
- 4) Though Asilia has done its utmost to ensure accuracy of the numbers the numbers are generally of a single entry nature and some marginal errors occur from time to time. Internally we monitor trends for management purposes.
- 5) All Carbon emission figures are calculated based on the standards from the World Resource Institute and the IPCC (Inter-governmental Panel on Climate Change).






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External recognition & auditing

Our strong positive impact performance continued to gain recognition from third parties, both within and outside of our own industry. External audits and outside recognition provide a degree of success of our efforts on the positive impact front, as well as

more generally a degree of validation of our vision and approach.

The table below provides an overview of the main awards we received in the last 2 years.

Award	Contents
	<ul style="list-style-type: none"> • WINNER Tourism for Tomorrow Business Awards 2014 • 1st out of 3 finalist nominated in leading Business category • Arguably the highest accolade in the global Travel and Tourism industry in recognition of Asilia's position as a leader in pioneering responsible tourism. • Pipped global brands Tui Travel and Cathay Pacific to the prestigious World Travel and Tourism Council's Tourism for Tomorrow Business Award which recognises tourism businesses which successfully integrate sustainable tourism best practices into their planning and operations. Asilia Africa was the only Africa based winner across the award's 6 categories.
	<ul style="list-style-type: none"> • In the second half of 2012 Asilia became a Certified B Corporation as one of the first companies in Africa. Thereby it joined the leading global movement of entrepreneurs that use business to solve social and environmental problems. This is important recognition in the United States in particular.
	<ul style="list-style-type: none"> • In August 2012 we were the first sustainable safari/lodge company in Africa to receive a 5-star rating for sustainability from GIIRS, and we continue to be one of the few East-African companies to be rated by GIIRS. • The GIIRS 5 star rating was reconfirmed March 2014 and will be reviewed on annual basis. The 2015 review is ongoing.
	<ul style="list-style-type: none"> • Asilia has been at the spearhead of Responsible Tourism Tanzania, an organization that advances responsible tourism standards, and Asilia's camps meet the highest level of standards currently applied by RTZ.
	<ul style="list-style-type: none"> • Rekero and Naboisho successfully completed their Eco Tourism assessments in 2015 and were awarded the Silver Eco-Certification level. Rekero will apply for the Gold certification level in 2015.