



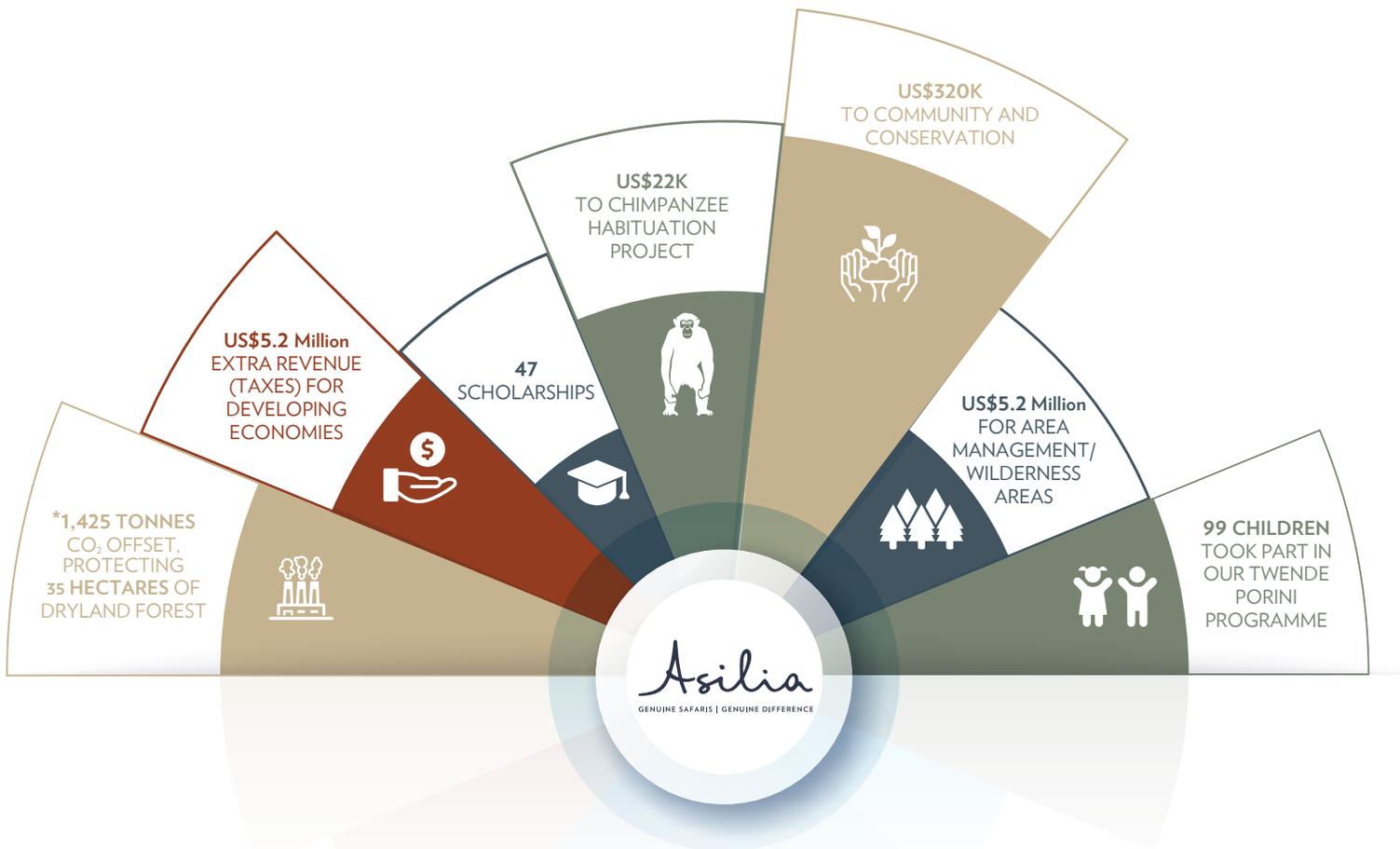
POSITIVE IMPACT
2019/20

Asilia

POSITIVE IMPACT

We are a company deeply committed to making a positive impact on conservation of wild areas and rural communities through our responsible tourism operations. Our approach is multi-pronged, leaving a positive impact on communities and conservation through direct contributions and stakeholder influence: We generate significant revenue for area management (approximately US\$5.2 million in park and conservancy fees during the year 2019/20); we provide job opportunities and educational support for rural communities in our areas; and we make various other contributions to conservation and community projects through our AsiliaGiving donation platform.

Furthermore, through tourism, we seek to create awareness in our guests of the challenges of development, as well as helping educate local communities on the value of protecting the environment and the benefits of the tourism sector. We are an active and respected voice in policymaking, bringing the entire industry to a higher level. We also make substantial contributions to the national economies of these African countries in the form of taxes and levies (approximately US\$5.2 million during 2019/20).



* Substantial increase seen this year, due to inclusion of safari ops cars and transfers in offset.

POSITIVE IMPACT HIGHLIGHTS FOR 2019/20

- USAID Protect came on board in support of Asilia's conservation efforts with a grant of US\$200K to support the protection of vulnerable predators and prey in the Eastern Serengeti through increased tourism and patrols. The USAID project brought in further success by engaging with communities with wildlife conservation by providing conservation-orientated books for the school children. USAID also supported the children by supplying them with four full sets of football and netball jerseys, among other supplies.
- Our guests are pleased with the Ngorongoro Boma visits at The Highlands, where they experience the exciting Maasai way of life as well as an opportunity to support the community by donating to families and villages. Through boma visits, guests have contributed US\$17,504 for the year.
- We welcomed four new implementing partners to our Positive Impact portfolio: the Tarangire Lion

Research Initiative in Tarangire National Park, the Range Wide Conservation Program for Cheetah and African Wild Dogs in the Ngorongoro Conservation Area, the Masai Mara Wildlife Conservancies Association (MMWCA in Kenya and the Wildlife Conservation Network (Lion Recovery Fund) in Selous Game Reserve. All of these partners and regions heavily rely on Asilia for the support and conservation of these species and wild regions.

- We hosted 99 scholars for Twende Porini in Selous Game Reserve, Rubondo National Park and Mara Naboisho Conservancy.
- We redesigned the Asilia Positive Impact Report for the reporting year of 2018/19. The new design highlights the incredible work of Asilia's Positive Impact partners, our training programmes and shares stories of beneficiaries impacted by AsiliaGiving.



SUMMARY OF COMMUNITY AND CONSERVATION EFFORTS

Asilia's community support took multiple forms in 2019/20, with several activities occurring with gratitude to guest donations through Empowers Africa. Donations helped support the completion of two classrooms at the Katemwa B Primary School on Rubondo Island and a new musical instrument set for the students at Tungamalenga Primary School to continue studies of practical music. Further donations received supported the Olchaniemelok School in the Ngorongoro Conservation Area, supporting students without school uniforms and other essential school supplies.



Asilia donated 302 desks in total to school communities in 2019/20. One hundred desks were allocated to two schools in Usangu's Mapogolo and Mlungu Primary School. More than 75 uniforms and 300 exercise books were donated, and 150 mattresses were bought through the USAID Protect project and donated to three boarding primary schools in Ngorongoro — Arash, Olalaa and Piyaya.

We further supported nearby Arusha and Babati communities by purchasing building materials for Mrisho Gambo Secondary School in Olasiti and Mamire Secondary School in Babati, where we supported the expansion of a girl's dormitory as requested by the Regional Commissioner for Manyara. The Regional Commissioner for Arusha was grateful for the support and acknowledged Asilia's support to the communities through local media.

Asilia celebrated 15 years in December 2019 by involving local communities and schools to plant 100 trees and providing dustbins in the schools.



Asilia staff and students planting trees at Olasiti Secondary School

In 2019/20, we expanded our conservation approach to Selous Game Reserve with the aim of improving and educating Selous Game Reserve law enforcement on the conservation of lion and other key species; the Ngorongoro Conservation Area with a focus on resolving human-wildlife conflict; and Tarangire National Park, focusing on ecological studies of the African lion's movements and habitat utilization in the Tarangire-Manyara ecosystem.

We have donated close to US\$43K to new projects that will be supported for one year. Further extension of other projects continues to make a huge impact in the areas

that they operate. USAID granted Asilia US\$200K in the support of biodiversity, conservation and protection of carnivore breeding sites in the Eastern Serengeti National Park. The grant agreement is for one year from July 2019-June 2020, between Asilia and USAID Protect, with collaborations from Asilia implementing partner Frankfurt Zoological Society and in partnership with Tanzania National Parks (TANAPA). The project kicked off in September 2019 with effective training to rangers who embarked on patrols to the threatened areas. Within just a few months of implementing the patrols, rangers caught a total of 399 livestock, among them, were 84 cows and 315 sheep, which were compounded.



TANAPA rangers during patrols

POSITIVE IMPACT IN PRACTICE

SCHOLARSHIPS

We have awarded 40 scholarships opportunities to 14 local communities that surround our properties in the 2019/20 year. We are thrilled to continue to enrol more girls into the programme this year. Asilia was recognised at the Vocational College in Arusha (VETA) school graduation for our contribution toward offering scholarship and internship opportunities to youth.

In Kenya, we awarded four scholarships this year through The Maa Trust, a long-standing implementing partner that sponsors students for the programme every year. In addition, through Asilia we secured three more full scholarships, and three partial scholarships for the Maa Trust through social media and Classic Africa, a travel and tour operator from the United States. We have also facilitated one female guide scholarship from the Koiyaki Guiding School through a generous guest donation.

In October 2019, the Mara Elephant Project received US\$7,500 from Asilia designated to the MEP Ranger School fees program. The new program ensures each MEP ranger has the school fees provided in full for up to two of their children for one year. This offer extends to primary, secondary, university or vocational education and includes boarding and day school. This was 50 percent of the funds needed for this project.

WE HAVE
AWARDED

48

SCHOLARSHIPS
IN 12 MONTHS

June 2019 — May 2020

TANZANIA

40 students for the scholarship programme in VETA College. They have joined different courses such as Housekeeping and Food and Beverage programme. Awardees come from 14 villages close to our camps.



KENYA

Four secondary school scholarships through The Maa Trust and three through Asilia.



KENYA

One full sponsorship to become a guide at Koiyaki guiding school.



POSITIVE IMPACT IN PRACTICE

TWENDE PORINI

We held two Twende Porini in Tanzania in October and November 2019 that hosted 84 scholars in Selous Game Reserve and Rubondo National Park. The children participated in Asilia's 15-year anniversary celebration by planting trees in their schools. Proudly, we had the Minister of Tourism and Natural Resources Hon. Hamisi Kigwangalla attend the Twende Porini in Rubondo. He held a session with the children and went for a nature walk, with the programme airing on local television stations.

Twende Porini in Kenya at Encounter Mara was a great success. Fifteen children and one teacher were hosted at the camp, where the Encounter Mara Twende planted 25 trees and joined guests from Naboisho Camp for the 15 years of Asilia anniversary celebration.



POSITIVE IMPACT IN PRACTICE

USANGU WETLANDS

The Usangu Wetlands remain a threatened area, vulnerable to direct anthropogenic activities such as agriculture and livestock herding. During the financial year, we had Andre Botha, who works for Endangered Wildlife Trust, visit Ruaha to give a four-day training course to TANAPA personnel from Katavi, Kitulo and Katavi National Parks.



We had a total of 20 men and women from Ecology and Protection departments attend training on identifying, handling and decontaminating wildlife poisoning incidents. Training was initiated by Asilia to strengthen the response and confidence of TANAPA in dealing with these events. We anticipate an exciting time ahead for conservation and guest experience in the pioneering area, and have a substantial positive impact on the security in Usangu, the national park's rangers and the local community for Madibira and Mabarali, who have all seen no legal opportunities come from Usangu so far.

POSITIVE IMPACT IN PRACTICE

SOUTHERN TANZANIA ELEPHANT PROJECT

Southern Tanzania Elephant Project (STEP) is a Tanzanian elephant conservation NGO that works with wildlife authorities and communities to increase protection for elephants and to enhance human-elephant coexistence.

STEP conducted 40 hours of flying with their special light aircraft in Rungwa-Kizigo-Muhesi Game Reserves during the period of three months of rains. It was important to provide this aerial support during the rainy season because the challenges of muddy roads and rushing rivers make it otherwise difficult for rangers to conduct their regular patrols. Poachers take advantage of this, moving lightly and conducting illegal activity, hence making the wet season a risky time for poaching.



Running a multi-year research project in Ruaha National Park to assess population status

Additionally, STEP is using camera traps to study how elephants access water — a key resource — in different parts of their range. We have 13 cameras placed along elephant trails to water on the Great Ruaha River and five on village land adjacent to Ruaha National Park. We have been surprised to learn how many Ruaha elephants come to drink at water sources on village land. In fact, one of our village camera traps detected 36 bull elephants drinking at a village water source in a single night.

Between July and October, we also placed a large camera trap (>400 km²) grid in the beautiful miombo woodlands of Rungwa Game Reserve. This camera trap's data will be used to study elephant activity patterns, grouping patterns and habitat use. This work is in collaboration with Charlotte Searle and Paolo Strampelli of the University of Oxford, who will be analyzing carnivore photographs, and is supported by Ruaha Carnivore Project and Tanzania Wildlife Management Authority. The cameras detected 43 mammal species, including cheetah and endangered wild dog.

Supporting the protection of MBOMIPA Wildlife Management Area

To the south of Ruaha National Park lies MBOMIPA WMA, a key area for elephants and other wildlife that regularly use both sides of the Great Ruaha River. We continue to support the protection of MBOMIPA by funding three teams of village game scouts (VGS) who conduct monthly foot and vehicle patrols (minimum 21 patrol days per team, per month), by paying scout wages and providing food and supplies. Between June and October, VGS covered more than 5,000 km on foot and made eight arrests. One fantastic result of the VGS' hard work is that no elephants have been poached in MBOMIPA so far.



POSITIVE IMPACT IN PRACTICE

KENYA WILDLIFE TRUST AND MARA PREDATOR CONSERVATION PROGRAMME

The Kenya Wildlife Trust (KWT) and the Kenya Wildlife Service Director General signed a three-year MoU between the two organisations. This is great news for KWT, as they are now recognised as an official KWS (and government) partner.

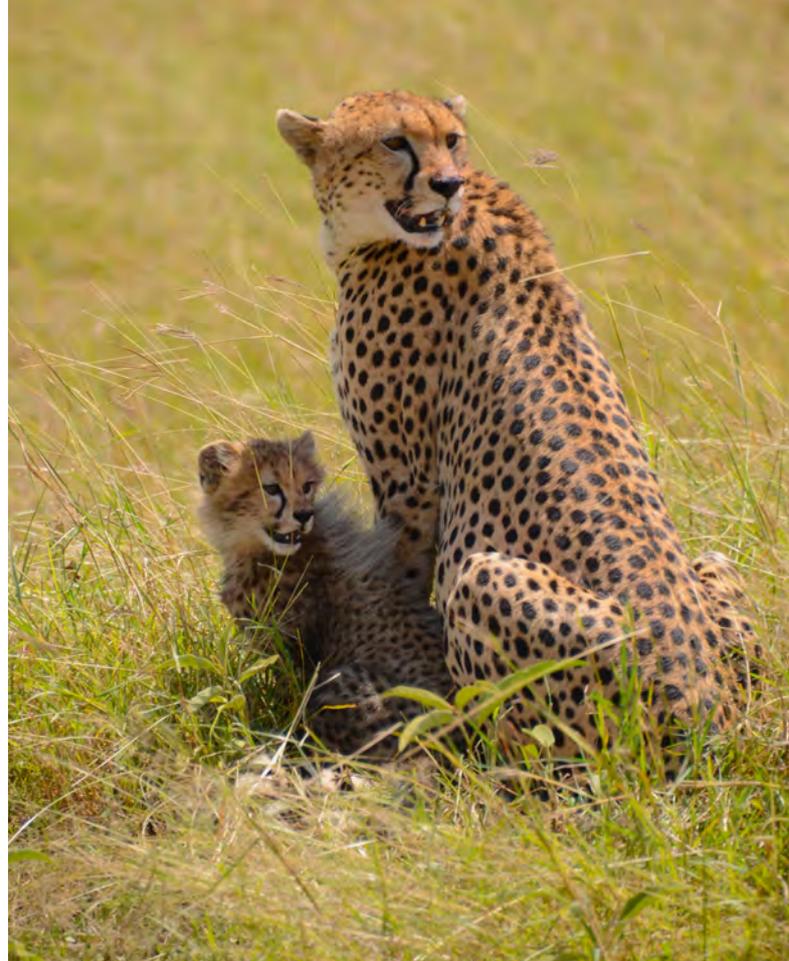
Mara Predator Conservation Programme (MPCP)

Wildlife Clubs

Asilia supported a conservation trip to the Lewa Wildlife Conservancy for 45 Wildlife Club members from the nine schools we work with in the Mara. The children were accompanied by four teachers and MPCP's Community Outreach Officer. The goal of the trip was to give children an insight into a different conservation area beyond the Mara to gain a broader understanding and appreciation of variations in conservation approaches adopted in different landscapes.

MPCP predator monitoring

Wild dogs denning at Mara Bush Houses in Mara North was exciting news. John Loveland sponsored a collar for this pack, however, unfortunately, numerous attempts by MPCP and KWS failed to collar the alpha female before they left the den. MPCP were delighted to be able to document wild dogs denning in the Mara, the first proper documentation of such an event since the 1980s.



Supporting KWT fundraising initiative

A fundraising photography safari and survey special with Trai Anfield Photographic Safaris raised over US\$6,000 from the core trip held at Encounter Mara in March 2020.

POSITIVE IMPACT IN PRACTICE

MAA BEADWORK PROJECT

This financial year saw the construction and completion of the Maa Vocational Training Centre, which will be used for training for youth and women. It includes an IT hub, two classrooms, one large hall and offices.

Maa Beadwork was progressing well and hovered around financial sustainability before the COVID-19 pandemic hit in March 2020. The number of women employed increased to 579 thanks to support from Naboisho Conservancy to employ 84 women from Nkoilale Community. A second Maa Beadwork outlet opened in Nkoilale targeting camps on that side of the Mara and anyone transiting to the conservancy by road.



Food parcels during COVID-19

Sidekick Foundation/Mara Elephant Project donated US\$17.5K to the Maa Trust to distribute food packages to women engaged in Maa Beadwork and Maa Honey who lost their source of income due to COVID-19, as well to children in the scholarship programme who are unexpectedly at home rather than away at boarding school. Food bundles were distributed to 637 families over a two-week period in April 2020, and a food bundle should sustain a family of four for one month. Alongside food distribution, the women were trained on social distancing, handwashing and coronavirus symptoms. Asilia provided transport to Enooronkon, on the Naboisho Conservancy border and Nkoilale and helped distribute 172 parcels.

EXTERNAL RECOGNITION AND AUDITING



Responsible Tourism Tanzania (RTTZ) audited 13 of Asilia's camps in the country – Dunia, Namiri Plains, Oliver's, Little Oliver's, Sayari, The Highlands, Jabali Ridge, Roho ya Selous, Olakira, Ubuntu and Kimondo Migration Camps – for sustainability and awarded them Tree Level, the highest fully qualified level of sustainability. We continue to use our own eco-performance for internal use to ensure we adhere to the standard set out by RTTZ.



All of our camps in the Mara – Encounter Mara, Mara Bush Houses, Naboisho and Rekeru – have been recognised at the highest level of Gold Eco-Rated by Eco Tourism Kenya.



As a result of receiving Tree Level ratings in Tanzania and Gold Level ratings in Kenya, all of the aforementioned camps have been recognised by Fair Trade Tourism as leaders in sustainable African tourism. A recent study found that Asilia is far ahead of its competitors with nearly 50 percent of its portfolio accredited to global sustainability levels.



Asilia Africa remains the only safari company in Africa certified by the Global Impact Investment Rating System (GIIRS). With a Platinum level rating, we have further raised the bar by improving our GIIRS score by four points in the 2018/19 year, putting Asilia in the top 10 percent of recognised impact companies worldwide.



We offset 1,425 tonnes of CO₂ in East Africa for the 2018/19 financial year. This is the equivalent of taking about 118 mid-sized cars off the roads for one year. As a result, we were able to protect approximately 35 hectares of dryland forest in the Yaeda Valley, home to East Africa's last remaining hunter-gatherers, the Hadzabe.

SUSTAINABILITY

ASILIA GROUP TOTAL (CAMPS AND MATEMWE)

UTILITY MANAGEMENT STATISTICS	Unit	19/20	18/19	17/18	16/17	15/16
Total waste	Unit	132,268	172,881	118,750	161,363	167,768
Paper/Wood	Kg	14,338	8,064	31,526	28,640	42,507
Aluminum/Tin	Kg	8,257	11,803	18,131	5,197	20,146
Food waste	Kg	82,332	108,225	48,732	91,553	79,777
Plastics	Kg	13,452	19,457	9,422	24,347	14,148
Glass	Kg	13,889	25,332	10,939	11,627	11,190
Water	Litres	27,116,693	35,465,012	28,164,176	16,966,489	73,199,710
Rain water	Litres	866,546	622,290	531,130	452,100	618,320
Recycled water	Litres	88,246	1,601,725	332,061	1,328,000	70,311
Electricity	KwH	180,861	147,572	126,584	113,479	95,622
Generator hours	KwH	19,617	26,878	14,482	20,053	18,380
Diesel*	Litres	406,951	295,493	319,755	289,963	253,601
Petrol*	Litres	37,069	33,292	37,170	35,641	33,855
Kerosene	Litres	3,505	4,502	5,730	6,984	9,976
Gas	Litres	59,895	57,148	55,640	42,800	36,869
Carbon output*	Carbon Tonne	1,425	987	1,064	962	857

+ Water, Waste and Electricity numbers substantially decreased due to closures as a result of COVID-19 in 2019/20. Measurement methods and routines for waste and water management need further attention during 2020/21 season.

* Substantial increase seen this year, due to inclusion of safari ops cars and transfers in offset.

FINANCIAL CONTRIBUTIONS TO AREA MANAGEMENT AND NATIONAL GOVERNMENT

STATUTORY AND PARK FEE PAYMENTS/ SOCIAL RESPONSIBILITY	2019/20	2018/19	2017/18	2016/17	2015/16	Delta% 2018/19 and 2019/20	Delta% 2017/18 and 2018/19	Delta% 2016/17 and 2017/18	Delta% 2015/16 and 2016/17
(000 US\$)									
Taxes	5,168	4,822	3,822	3,467	3,109	7%	26%	10%	12%
Corporate taxes	744	461	129	257	157	61%	257%	-50%	100%
VAT	1,593	1,612	1,326	1,154	1,384	-1%	22%	15%	-17%
Payroll taxes	2,626	2,587	2,200	1,838	1,663	2%	18%	20%	11%
Other taxes (levies)	205	162	167	218	62	26%	-3%	-23%	252%
Park and other fees	5,204	5,241	4,203	4,149	3,948	-1%	25%	1%	-5%
Park fees (TANAPA, NCAA)	3,908	3,752	2,863	2,885	2,998	4%	31%	-1%	-4%
Park fees (Mara, Naboisho, Ol Pejeta)	1,085	1,278	1,131	1,064	877	-15%	13%	6%	21%
Conservation fee	211	211	209	200	73	0%	1%	4%	17%
Total taxes & park fees paid	10,373	10,063	8,025	7,616	7,056	3%	25%	5%	8%

PEOPLE AND ORGANISATION

GENERAL

We are incredibly proud of our Asilia family culture. It is the spirit of our people; their character, genuineness, individuality and the overarching family feel that really sets us apart as a company. We believe this is a key element of our success, and this proved to be the case during the difficult challenges we faced with the COVID-19 pandemic during the last quarter of this year. Our Asilia family members truly came together in the spirit of teamwork during this challenging time. We continue to live by our values – Genuine, Dedicated to Service, Consistent Quality, Teamwork, Going the Extra Mile, Caring Family Spirit, and Driven to Do Good.

Our Asilia family maintained a consistent headcount of just over 900 full-time employees across the group throughout most of 2019/20. We continue to employ over 30 percent of our staff from local communities, and just over 30 percent of our managers are female. Of course, due to the global pandemic, we had to terminate some contracts that were due to expire toward the end of 2019/20 and implement pay cuts throughout the organisation. This led to a reduced overall headcount of 880 employees by the end of the financial year (after year-end, in June-July 2020, we sadly had a further retrenchment of 220 people). Despite the challenges we faced during this time, the team spirit among our employees was uplifting and inspirational. We work closely as a team, and value everyone's contribution and dedication. We care deeply about our guests, about each other as a family, our neighbours and our environment. We are committed to every task or job that we set out to and go the extra mile to satisfy every customer or simply to assist a colleague.



TRAINING AND DEVELOPMENT

Our extensive annual training programmes continued throughout the first half of 2019/20 with Foundation Guide Training TZ, Waiter Training Chef Training TZ, Guiding Training – KE and TZ, Emergency Response Training, Assistant Trainee Manager Training, and Manager Service Training in the Mara. Unfortunately, due to the pandemic, we had to put all our training programmes on hold, however they were quickly replaced with our new COVID-19 Health and Safety protocol training, as well as various in-house training programmes.

We also had incredibly successful training on our new sales system, Bazaruto, led by our company training manager. Eighty-seven members of staff received full systems training across Cape Town, Nairobi and Arusha; approximately 30 hours per person, and additionally all passed a 3-hour assessment. This covered sales consultants, finance, marketing, agent relationship managers, product and senior management teams, leading to a greater understanding between departments.

We continued our training efforts in the commercial space throughout the year, completing various soft skill courses including time management, balancing priorities, accountability in the workplace, business etiquette, emotional intelligence, and critical thinking. In our IT Department, various online workshops were attended and totalled 35 hours. This included cybersecurity, Office 365 administration, active directory and server maintenance, as well as a QlikView designer course for our business intelligence team.

We also ran our annual sales team Familiarisation Trips with 14 staff across various departments. They saw close to 100 properties, which included a strong emphasis on balancing Asilia and third-party properties in order to promote the destination management side of the business and easier cross-selling opportunities. Approximately 2,500 hours were spent in the field inspecting and experiencing properties across a very diverse product set.

