

Asilia

GENUINE SAFARIS GENUINE DIFFERENCE

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POSITIVE IMPACT REPORT
VOLUME 1 • JUNE 2019 – MAY 2021

19

NOW MORE THAN EVER, TOURISM CAN HAVE A POSITIVE IMPACT IN EAST AFRICA. DESPITE THE CHALLENGES THE COVID-19 PANDEMIC HAS BROUGHT, WE ARE PROUD TO SHARE WHAT WE HAVE ACHIEVED IN THE LAST TWO YEARS WITH THE SUPPORT OF OUR IMPLEMENTING PARTNERS AND YOUR CONTRIBUTIONS.

THANK YOU FOR YOUR SUPPORT.



OUR STORY

ASILIA AFRICA IS ONE OF EAST AFRICA'S LONG-STANDING SAFARI COMPANIES

Meaning 'genuine' or 'authentic' in Swahili, we've built a reputation for incredible safari experiences and our unwavering commitment to empowering both people and nature alike in the region.

Asilia was built by passionate people with deep roots in East Africa's original family-run safari companies: Rekeru Camp in 1986 and Oliver's Camp in 1992. In 2004, they combined their experience, family spirit and commitment to East Africa and formed Asilia. Together, they sought to offer safari experiences paired with conservation efforts that bring meaningful change to the region. Today, we are a fast-growing, leading safari operator, employing nearly 700 people in 17 bespoke camps and lodges in Kenya, Tanzania and Zanzibar.

Staying in our camps is only half the story when you join Asilia on safari. We believe that tourism should be used for good and, when

practiced responsibly, can be a driving force in both the conservation and development of East Africa. This belief guides everything we do — from where we source our energy and materials used at camps, to how we hire and empower local staff and work alongside community and conservation programmes.

When you choose Asilia for your safari holiday, you're supporting these efforts and many other conservation initiatives across some of East Africa's crucial wilderness areas.

Our promise to you: A genuine safari that makes a genuine difference.

OUR VISION

To empower the crucial wilderness areas in East Africa to thrive, benefitting local people and nature alike.



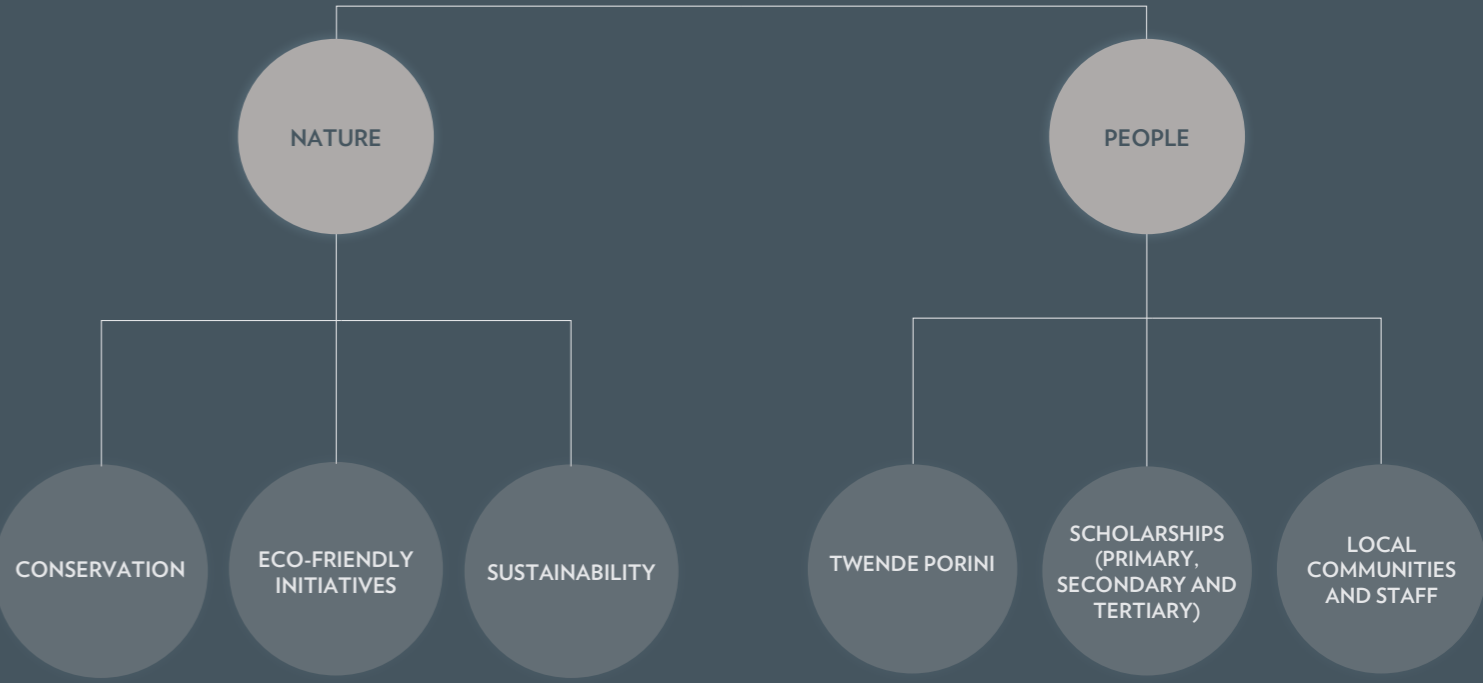


OUR APPROACH

In East Africa, growing human populations often conflict with the conservation of the natural environment. Asilia's Positive Impact work supports projects that equally work to improve the lives of local people and protect surrounding nature. With the support of key implementing partners, we have adopted an 'areas approach,' whereby we consider how to holistically protect whole areas and ecosystems at a time. Together, we look beyond the core wilderness areas of our camp locations to include the buffer zones and corridors that sustain these regions. In a world where pockets of protected wilderness are becoming smaller and smaller, natural passages are essential to keeping these core wilderness areas intact. Your contributions support our implementing partners — experts in the areas, local people and ecosystems in East Africa — and their programmes that address educational, social and economic development of local communities, as well as conservation issues within these regions.

AREAS

- Masai Mara
- Oi Pejeta Conservancy
- Serengeti National Park
- Tarangire National Park
- Rubondo Island National Park
- Ngorongoro Conservation Area
- Ruaha National Park
- Nyerere National Park
- Zanzibar Island



OUR IMPLEMENTING PARTNERS

We couldn't achieve our goals in Positive Impact without the help of our implementing partners. Asilia's Positive Impact team builds relationships with various nonprofit community development and conservation organisations on the ground that we call implementing partners. Working hand-in-hand with these organisations, we're able to best understand the needs of the regions where we operate to help support projects aligned to our Positive Impact goals.

TANZANIA

SERENGETI CHEETAH PROJECT



Kamitei Foundation



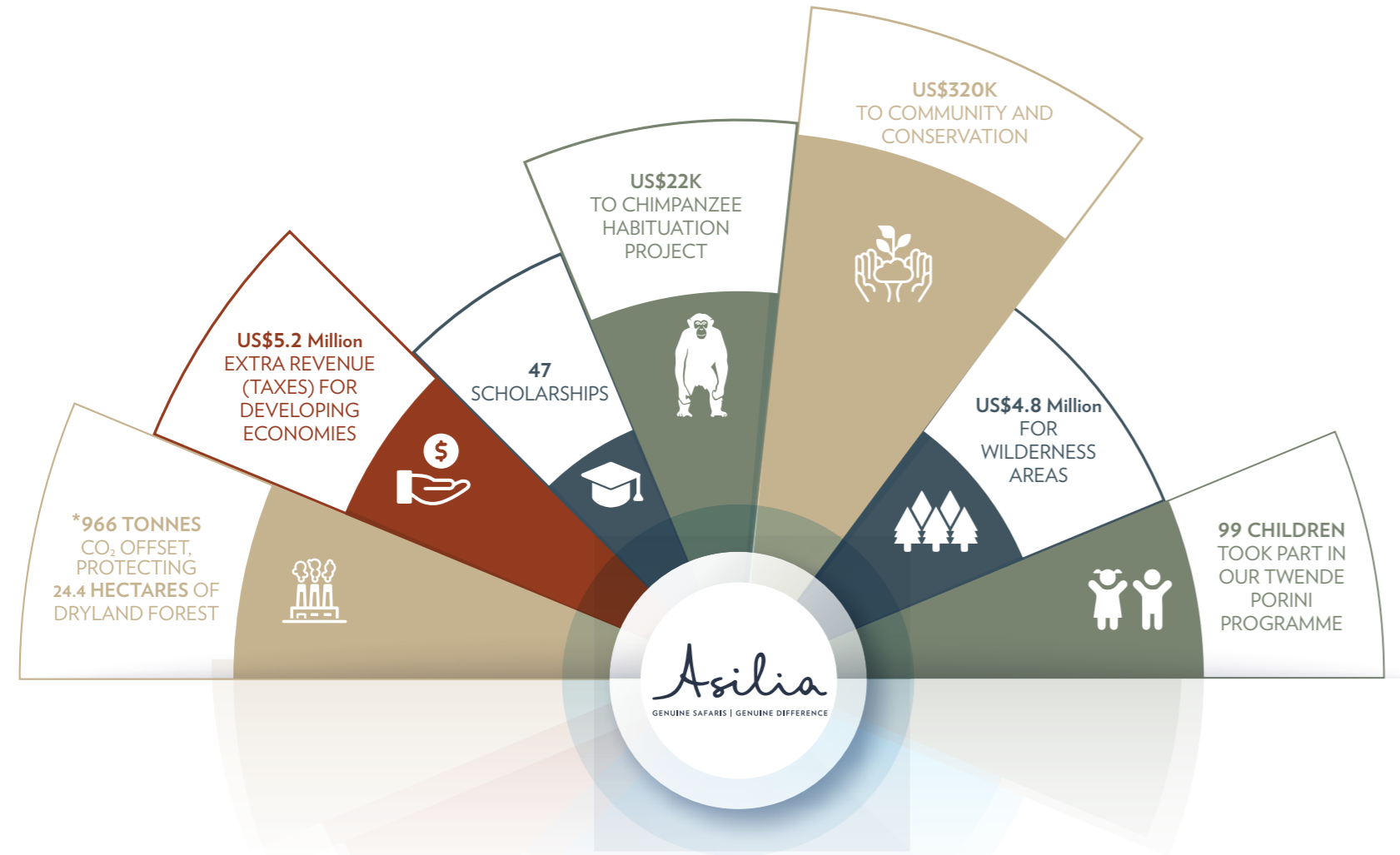
KENYA



OUR POSITIVE IMPACT CONTRIBUTIONS

REPORTING ON AUDITING FIGURES FROM JUNE 2019-MAY 2020

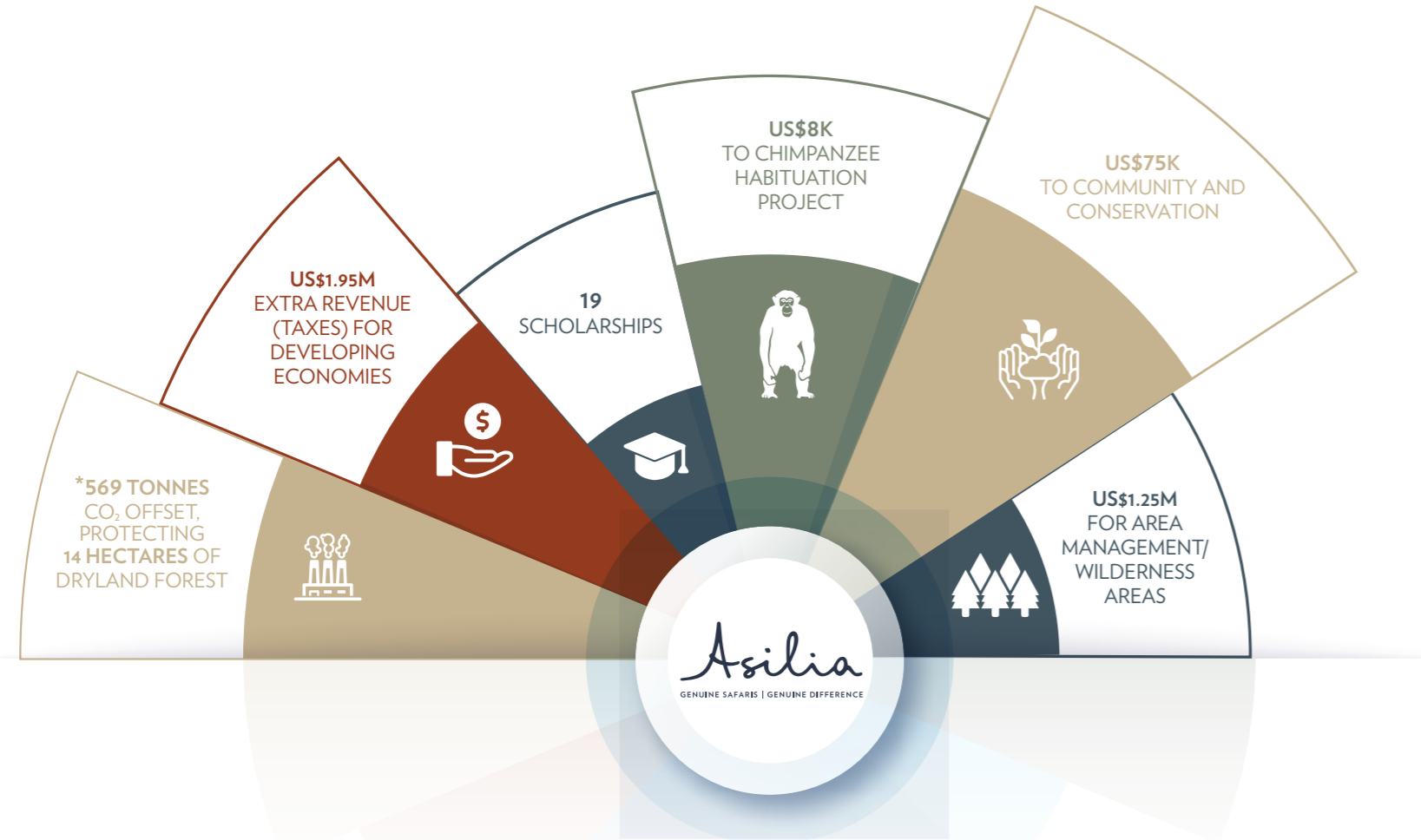
**Due to the COVID-19 pandemic beginning in March 2020, Asilia saw a huge and immediate loss of revenue – and in turn, donations to our Positive Impact partners decreased over the 2019-20 financial year – as a result of severe travel restrictions.*



OUR POSITIVE IMPACT CONTRIBUTIONS

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COVID-19 HAS IMPACTED BOTH ASILIA AND POSITIVE IMPACT

THE GLOBAL COVID-19 PANDEMIC HAS LEFT DEVASTATING IMPACTS ON THE TOURISM INDUSTRY.

COVID-19 was first recorded in Africa at the end of February 2020 and by the end of March of the same year, all international borders throughout sub-Saharan Africa were closed. Since the start of the pandemic, a government survey in Kenya has estimated that tourism has so far lost US\$750M and almost 1.3 million jobs in the travel industry. It is a similar story in Tanzania, where it is estimated that earnings from tourism will decrease from US\$2.6B projected earlier to US\$598M, a 77 percent decline (source: African Leadership University).

As such, the importance of tourism in East Africa cannot be understated: the lack of travel to Africa, which relies heavily on tourism and related donor funding to support conservation, could put the very existence of the world's largest, wildest and most biodiverse natural landscapes at risk.

Tourism creates work and opportunity for people in rural areas where there are few income prospects, such as hospitality, park jobs, or produce and other supplies for camps. And when you travel with Asilia, your US\$5 per day conservation levy goes toward community-led nonprofits that support the protection of national parks, reduce human-wildlife conflict and provide valuable education and training to promote sustainable livelihoods.

While this year proved to be our most challenging yet — for both Asilia and the industry at large — we're proud of what we were able to accomplish with so little, and have an even greater hope for what the following years will bring as tourists return to the region and our commitment to Positive Impact deepens.

MAA TRUST

SUPPORTING FEMALE ENTREPRENEURSHIP WITH THE MAA TRUST

The Maa Trust works with community-owned conservancies in the Masai Mara in Kenya to support the protection of wildlife, Maasai culture and ecosystems. Through research-based evidence and community feedback, the nonprofit's funds are directed to develop alternative sustainable livelihoods, water and health projects and education and skills initiatives that empower local Maasai community members to support the conservation and development of their region.

Asilia has worked with the Trust's Maa Beadwork social enterprise since 2016, employing local women to create hand-beaded items to sell to tourists and nearby camps to purchase for sale to their guests. During the 2018-19 year, Asilia's contributions supported microfinance training for 579 women — including training on loans and savings pools — as well as capacity building outreach in water, sanitation and hygiene; human-wildlife conflict prevention measures; nutrition; and first aid, reaching 800 households. Narropil, a 31-year-old Maasai mother of

four, has worked with Maa Beadwork for seven years. From the income she's earned through her handicraft skills, she has been able to invest the money she's earned in starting a business selling shukas (traditional brightly coloured fabrics worn by the Maasai people), shoes and other items on market days, helping provide for her family.

"With the regular income I earn, I'm now able to pay for my children's school fees and uniforms," Narropil says. "As a family, we are now able to afford most of our needs and my work is helping transform our family for the best."

Since Maa Beadwork's inception in 2013, it has grown substantially and is now reaching financial sustainability, employing nearly 600, who in 2019 earned US\$34,000.

To learn more about The Maa Trust, visit themaatrust.org.

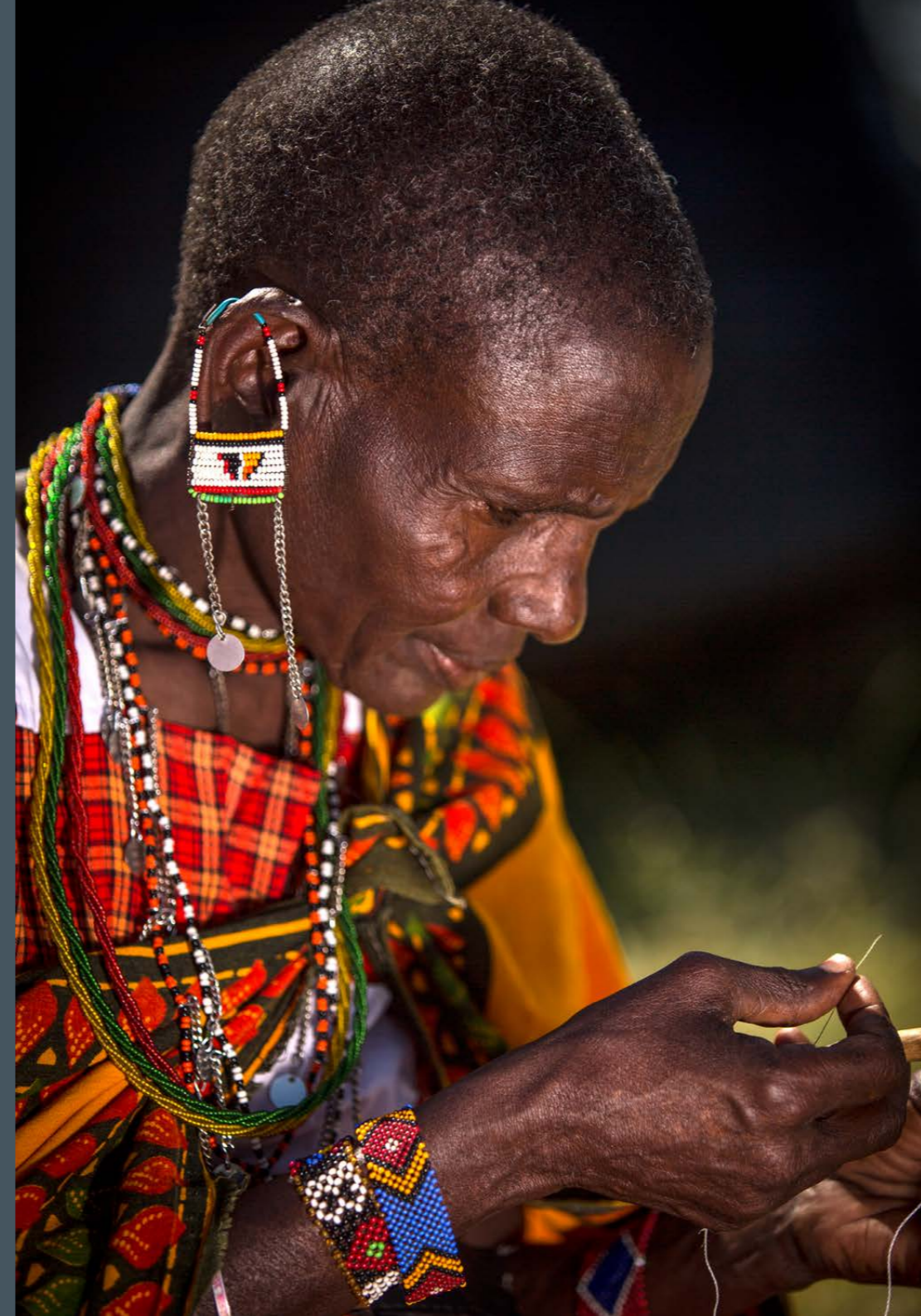


MAA TRUST

DELIVERING FOOD PARCELS TO FAMILIES

As part of our commitment to our partners even during the most challenging times, Asilia was able to provide food parcels to the women who work at The Maa Trust at the start of the pandemic. The Maasai women who work with The Maa Trust are often the sole breadwinners for their families, participating in programmes that promote small business startups and microfinance schemes, enabling them to make their own money and to invest in their family's development. As a

result of borders closing due to COVID-19, these women endured a period of time where they were unable to make an income from selling their beadwork and honey to tourists staying in nearby camps. As such, Asilia provided aid in the form of distributing food parcels to 637 families that provided vital subsistence to the women of The Maa Trust, as well as their families and surrounding communities.





TRAINING AND DEVELOPMENT

INVESTING IN LOCAL TALENT TO LEAD ASILIA CAMPS

Asilia is committed to hiring and training local village and community members across our 17 properties in Kenya, Tanzania and Zanzibar. We employ 30 percent of our staff from local communities, and 30 percent of our managers are female. We have also increased our total staff count of continental citizens to 99 percent, with less than 1 percent coming from outside of Africa.

The 2018-19 year brought a record-breaking number — nearly 80,000 hours — of training, development and upskilling of our staff in four key programmes: Asilia Assistant Manager Training, Asilia Guide and Walking Guide Training, Asilia Chef Training, and Asilia Waiter/Service Training.

With our total annual training hours up 65 percent from 2017-18, the impacts are seen not only across our game drives and the hospitality guests receive on a daily basis, but also on the education, income and wellbeing of our staff and their families and communities.

Meet Moinga Timan, our head guide at Kimondo Migration Camp. Hailing from a remote corner of the Eastern Serengeti in Tanzania, Moinga's family is from one of the few actively practising Maasai clans, called the Purkos. As a boy, his mother boldly enrolled him in school, where he was chosen by the Tanzania National Parks Authority to take part in organised trips to the national parks. It was there he discovered his love for wildlife and dream to work in guiding.

At the age of 20, Moinga was selected among 500 applicants to join the Asilia Guide Training programme. Upon completing the intense training, he received a final placement in the Serengeti. Since then, Moinga has progressed from trainee guide to lead walking guide and has also served as head guide in several camps across the Asilia portfolio. In 2019, he was voted the Best Male Safari Guide of 2019 - Tanzania and at just 27, enjoys a rewarding career doing what he loves — introducing guests to the wildlife of his home country.

IFU FOR TRAINING PROGRAMME

At the height of the pandemic, we launched a new training programme to help upskill young Kenyans and Tanzanians. The programme was funded by a US\$100,000 grant from the Danish Investment Fund for Developing Countries (IFU). Focusing on employees under the age of 35, the scheme enabled us to cross-train some of our current employees into different hospitality roles. The aim of the programme was to help young people become more resilient to the economic shockwaves caused by COVID-19 through cross-functional training into various different aspects of the hospitality industry.

The programme enables those already employed in a specific role to train and gain an additional, external qualification in a new role.

The following monthlong courses were available:

- Junior Professional Waiter – Level 1
- Junior Beverage Server / Bar – Level 1
- Junior Chef – Level 1
- Junior Safari Guide – Level 1
- Safari Camp Housekeeper – Level 1
- Assistant Safari Camp Manager – Level 1

The programmes began in November 2020, and took place over a one-month foundational period. Students were educated in theoretical and practical basics for their chosen hospitality discipline by trainers who were experienced professionals of the chosen subject. From there, the students continued intense training for a further three to six months. Trainees also received coaching from a mentor in 'live' practical environments amidst paying clients/guests — albeit limited guests over the pandemic — gaining valuable, real-life experience. The students were continually assessed according to a set practical programme, consisting of daily theoretical and weekly practical assessments conducted by their mentors and monitored by their trainers.

In Africa, employee training is often based on peer training without a theoretical foundation, therefore the qualifications obtained cannot be transferred to a certificate or diploma. This makes it difficult for employees to provide documentation to new employers when they move on in their careers. Consequently, this training programme carried out at Asilia is certified by internationally recognised training institutions within the hospitality and safari guiding sector. All participants have received a certificate to prove that they have completed a professional training course.



KEY TRAINING OBJECTIVES AND HIGHLIGHTS IN 2018-21

ASILIA ASSISTANT MANAGER TRAINING

The Asilia Assistant Manager Training programme was implemented in May 2015 and has been successful in empowering local citizens to fill positions of leadership in the hospitality industry. To date, 16 candidates have qualified and operated as assistant camp managers across Asilia's portfolio. The programme runs over a 12-month period divided into three terms, during which candidates progress through three levels. Course candidates cover all aspects of safari camp management — from basic stock control all the way through to different cultures of our international guests. We believe that our camp leadership is fundamental to getting the basics right with our hospitality staff, evident in our genuine hospitality culture and family feel at camp.

ASILIA WALKING GUIDE TRAINING

Since implementing this programme in 2015 at Ruaha National Park, Asilia has trained and certified 12 new walking guides, significantly increasing the number of Tanzanian-born walking guides — a role previously predominantly held by foreign guides. Asilia walking guides have been trained in line with industry best practice through a one-year vocational programme. The result is an industry-recognised graduate walking guide, competent in leading guests on safe walks in the bush areas where big game animals reside. Since the first course, completed in 2015, Asilia now has a citizen walking guide in each region where camps offer walking safaris. The Asilia Walking Guide Training programme is regarded as the benchmark in East African walking guide training.

ASILIA GUIDE REFRESHER TRAINING

While much of travel was on hold in 2020, we took this opportunity to kick off a Guide Training and refresher courses at Oliver's Camp in Tarangire National Park. This year, we saw 24 attendees work through the training that covered Intermediate and Advanced Rifle Handling, Lead Walking Guide and Back-up Walking and Lead Walking Guide courses. Every two years, lead walking guides need to pass an advanced rifle-handling exam and complete the refresher lead walking guide course. We are proud to share that all participants passed; a big achievement considering the past year's challenges. Additionally, we were proud to welcome five TANAPA rangers onto the intermediate rifle handling and back up walking guide qualification courses.



ASILIA CHEF TRAINING

The 2018-19 year saw an increased focus on the training of Asilia's chefs and on our in-camp food offering. Head Chef Trainer Ryan Weakley has consolidated training with annual comprehensive chef-training courses conducted across the group. This is followed up by continual, on-the-ground training with trainers travelling across camps and conducting on-site training sessions. This has resulted in vast improvements in both the food offering and costs, as well as teaching an invaluable skillset to locally trained camp staff.

ASILIA WAITER/SERVICE TRAINING

In line with other training disciplines, Asilia waiter training quickly followed in the footsteps through formal waiter training courses for both new and existing waiters. Annual recruitment sessions for new, locally based staff were also formalised. Presently, we have trained over 140 staff, all hired from nearby communities to our camps, and our feedback on food and beverage service is the highest it's ever been. Asilia also makes use of Lobster Ink, a leading online training platform that accelerates learning and builds workforce capacity. The Lobster Ink learning library and training platform continue to be highly beneficial in improving English language ability among service staff and see increased traction throughout the group.





ASILIA X IFAW

As lockdowns and global travel restrictions continued into 2021, Asilia launched a new marketing partnership with the International Fund for Animal Welfare (IFAW). IFAW is a global nonprofit helping animals and people thrive together. Their work spans more than 40 countries around the world to help protect animals and their natural habitats, as well as alleviate human-wildlife conflict by working with local communities, governments, NGOs and businesses.

In the spring of 2021, Asilia and IFAW hosted a joint webinar attended by Asilia guests, journalists and IFAW donors called “Sundowners & Safaris: Envisioning the Future of Conservation Travel” and featured commentary from IFAW field experts, Asilia’s commercial team, wildlife photographer George Benjamin and *Washington Post* travel writer Andrea Sachs. The afternoon session was attended by over 200 participants and explored how tourism and conservation can work together in a post-pandemic environment.

As we move into the 2021-22 financial year, we look forward to continuing our partnership with IFAW to support raising donations for their work, as well as educating our mutual guest and donor audiences about conservation tourism.

“IFAW is proud to partner with Asilia in our shared mission to celebrate and empower community-led conservation. Responsible tourism that promotes environmental, economic and cultural wellness is critical for a world where animals and people thrive. We look forward to exploring new ways to raise awareness and drive change with our partners at Asilia.”

— Stacie Paxton Cobos, VP of Brand Marketing and Communications, IFAW



MARA ELEPHANT PROJECT

PROTECTING EAST AFRICA'S MAJESTIC WILDLIFE WITH THE MARA ELEPHANT PROJECT

An East African safari isn't complete without a sighting of the African elephant. However, in recent years, the elephant population in the Greater Mara ecosystem in Kenya has been heavily threatened by land encroachment, forest degradation through grazing and fires, illegal timber logging and heavy wildlife poaching. Asilia is proud to work with the Mara Elephant Project (MEP) since 2018 to help protect these majestic creatures and conserve the greater Mara ecosystem.

At the backbone of the project are the over 50 rangers in MEP's patrol units who work to protect elephants and conserve one of Kenya's most important ecosystems. They are at the forefront of anti-poaching and de-snaring operations, as well as human-elephant conflict mitigation. MEP rangers work in difficult conditions — often living out in the field for months at a time — and need to know that their families are taken

care of in order to focus on their job. One of the largest costs for parents living and working in Kenya is education and MEP rangers are no exception. In the last year, Asilia has helped fund MEP's Ranger School Fees Program, providing school fees in full for up to two children of each ranger. This offer extends to primary, secondary, university or vocational education and includes boarding and day school.

"MEP's rangers are vital to the conservation of the Mara ecosystem," Marc Goss, the CEO of MEP says. "MEP is constantly looking into programmes to incentivize [our rangers] and funding their children's education with the support of Asilia is a great way to begin."

To learn more about the Mara Elephant Project, visit maraelephantproject.org.



K9 UNIT UPDATE

The Honeyguide K9 unit was established in 2011 in Enduiment Wildlife Management Area (EWMA), with the purpose of protecting elephant from poachers. In 2014, the K9 unit was able to expand its efforts to cover two new areas — Manyara Ranch Conservancy and Serengeti National Park — with only two dogs, Rocky and Jerry, who are now retired.

Presently the Manyara team consists of four dog handlers and two tracking dogs, Thomas and Rosdaz, and the Serengeti team consist of two Honeyguide dog handlers and five Serengeti rangers, plus four tracking dogs Thor, Freddie, Oscar and Renzo. The handlers and dogs move between the areas to offer their invaluable service of protection.

SUCCESS OF THE TWO UNIT SINCE JUNE 2018 – MAY 2020

In two years in Enduimet, elephant poaching was reduced to **zero** where they were losing up to **6 elephants** a year and the success was repeated in Manyara Ranch.

Within two years, **zero** elephants poached, and **90 percent** elephant poaching reduced in the Serengeti ecosystem.

Both units responded to

58 incidences, **33** wildlife poaching and **25** theft incidents

in tourist camps and villagers.

Tracking dogs lead to arrest of

36 wildlife poachers and **30** thieves.

It's also trained **196 wildlife rangers** and more than **1,500 communities** on the use of tracking dogs in conservation and community safety.

All six dogs' handlers and the **project coordinator** have attended the refresher **course in dog handling and management.**



OUR ACCREDITATION AND HOW TO DONATE

ASILIAGIVING

AsiliaGiving is our online donation platform for the implementing partners we work with. Every Asilia guest automatically donates US\$5 per person per night to AsiliaGiving when staying with us. We ensure that 100 percent of these contributions reach the field projects of our community development and conservation implementing partners.

HOW TO DONATE

For those who wish to donate, please visit our online donation platform at asiliagiving.org.



Responsible Tourism Tanzania (RTTZ) audited all 13 of Asilia's camps for sustainability and awarded them Tree Level, the highest fully qualified level of sustainability. We have since introduced our own eco-performance for internal use to ensure we adhere to the standard set out by RTTZ.



Asilia Africa remains the only safari company in Africa certified by the Global Impact Investment Rating System (GIIRS). With a Platinum level rating, Asilia 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, and 564 during the pandemic. This is the equivalent of taking about 164 mid-sized cars off the roads for one year. As a result, we were able to protect approximately 49 hectares of dryland forest in the Yaeda Valley, home to East Africa's last remaining hunter-gatherers, the Hadzabe.



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.



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For more information, please visit asiliagiving.org