



A Kenya success story

We have over 30 years of experience in caring for the land, wildlife and people of Africa, and making a real and meaningful difference to the continent's people and wild places.



Contents

04	WELCOME TO &BEYOND Our vision; Our impact model; Our global operation
12	WELCOME TO &BEYOND KENYA Our lodge; Our Kenya timeline; Our economic contribution - Capital investment; Contributions to government
18	OUR IMPACT: &BEYOND KENYA
20	Care of the People Employment; Skills development; Supporting local business; Social infrastructure investment; Building capacity through CLEF; CLEF success story; Community project timeline; COVID-19 impact and response
30	Care of the Land Investment in environmental protection; Reducing our direct carbon footprint; More effective water-usage management; Zero plastic water bottles; Measuring our impact through audits
38	Care of the Wildlife Supporting conservation education; Investing to protect endangered species
42	GLOBAL MARKETING OF KENYA Public Relations communications; Communication across our digital platforms; Awards and recognition
48	ABOUT &BEYOND KENYA Our shareholders; Our leadership team; Our legacy impact

Welcome

TO &BEYOND

&Beyond is a pioneering, experiential travel company that offers forward-thinking, global travellers an exclusive experience of the world as it should be; a world that is in balance with itself.

”

Our vision

We strive to leave our world a better place than we found it through our Care of the Land, Wildlife and People, and the delivery of guest experiences that go beyond the expected in Africa, Asia, and South America. ”

Our impact model

CARE OF THE LAND, WILDLIFE & PEOPLE

We believe that travel has the power to transform. Extraordinary experiences transform our guests, while their support is the foundation that allows us to leave our world a better place by transforming the land, wildlife and people of the beautiful places in which we operate.

From our greater conservation model down to the tiniest details of the activities that take place in our lodges every day, every decision that we make revolves around our core ethic of Care of the Land, Care of the Wildlife and Care of the People.

These values have become an intuitive part of the way that we operate and, increasingly, are part of the reason why our guests find their experience with us so rewarding.

We believe in taking less and giving more and we apply this philosophy every day through actions big and small at each of our 29 lodges and 18 offices. Whether it's participating in the reintroduction of an endangered species like rhino, providing a market for local businesses to encourage enterprise development in a community, or simply managing the vegetable

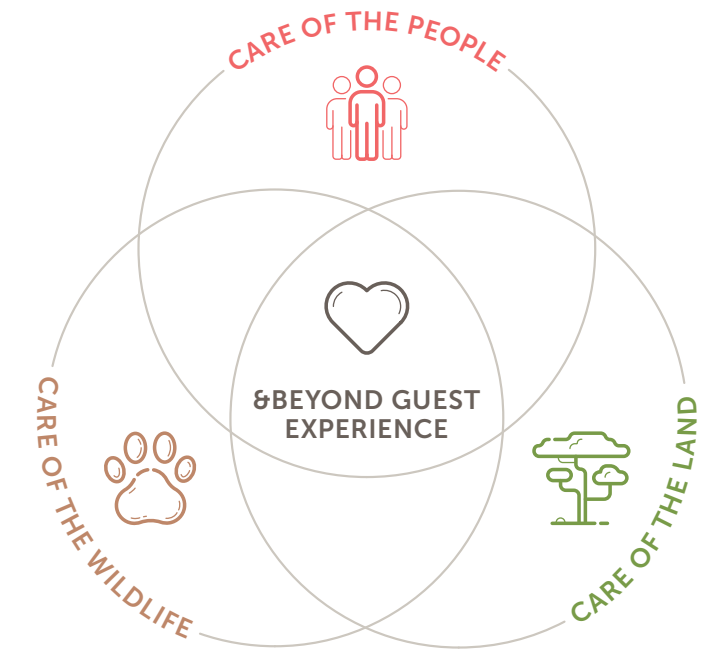
peelings from our kitchens, we consciously look for ways to leave a positive legacy through all of our actions.

IN THE CONTEXT OF OUR BUSINESS:

CARE OF THE LAND embraces our efficiency strategy, which aims to minimise our physical footprint and the impact that our operations have on land and ocean environments.

CARE OF THE WILDLIFE is defined in our conservation strategy, which includes the preservation of endangered species, both land and marine.

CARE OF THE PEOPLE the third leg of our core ethic, is our community strategy which includes our collaboration with Africa Foundation.



Leaving our world a better place

—
&BEYOND IMPACT MODEL

Who is Africa Foundation?

EMPOWERING COMMUNITIES, ENABLING CONSERVATION

Our community impact partner, Africa Foundation is an independent, tax-exempt non-profit organisation registered in South Africa, the United States and the United Kingdom.

Working together with &Beyond and in consultation with the communities themselves, Africa Foundation facilitates the socio-economic development of rural communities living in or close to the continent's conservation areas.

AFRICA FOUNDATION MISSION

To facilitate the empowerment and development of people living within protected wildlife areas in Africa by forging unique partnerships between conservation initiatives and local communities, thus making these initiatives relevant to the people.

OUR PARTNERSHIP

Africa Foundation, our long-standing community and conservation development

partner, represents our core tenet of Care of the People. We work collaboratively with the identified communities surrounding the reserves in which we operate.

We believe that, in order for wildlife to thrive, local populations need to experience the benefits of participation in conservation.

This is becoming more relevant with building pressure from increased rural populations, limited resources and limited capacity of local governments to accommodate the social business and infrastructural needs of rural areas surrounding wildlife reserves. Our methodology empowers communities to grow their own capacity and to have an influence on decisions that have a direct impact on their lives, both from a social and economic point of view.

Over the past
3 years an
annual average
1.2
million USD
contributed by &Beyond
and our shareholders
to Africa Foundation's
core costs

Working *with* the communities

CREATING SUCCESS IN 6 STEPS

01

Facilitate the fulfilment of needs identified by rural communities

02

Communicate those needs to potential donors

03

Allocate and manage donor funds

04

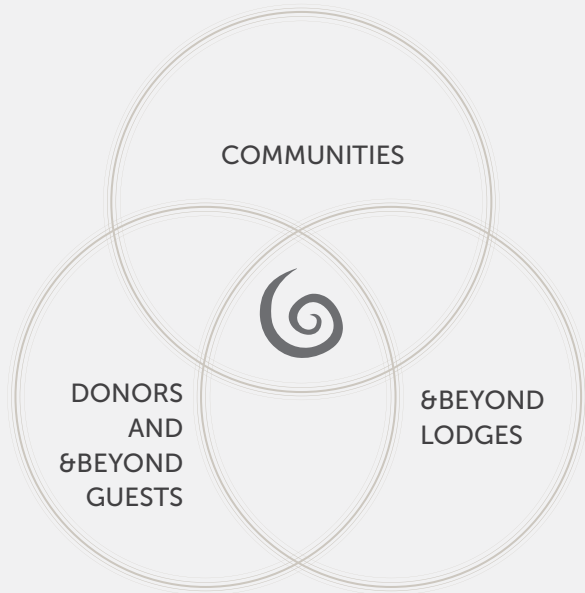
Work with community leaders and project champions to achieve the success of the project

05

Account and report to donors

06

Evaluate the short and long term impacts of projects



What are the respective roles between &Beyond, a For-Profit Organisation, and Africa Foundation, a Non-Profit Organisation?

THE ROLE OF &BEYOND	THE ROLE OF AFRICA FOUNDATION
Delivering extraordinary guest experiences to generate a sustainable, commercial, and social return	Working WITH the community to define their needs, scope, and complete the defined project
Looking at shared value opportunities to give economic value to our communities	Enabling community capacity building and small business development
Providing our guests with exposure to programmes requiring support	Providing clear accountability on each sponsored project
Contributing towards the core costs of Africa Foundation, thereby maximising the impact of guest donations	Providing donors with status reports, detailing progress on the respective project



AFRICA FOUNDATION
empowering communities • enabling conservation

IN 29 YEARS, ACROSS AFRICA:

PROSPEROUS

233	Community jobs created
42	Construction enterprises
11	Commercial farms
7	Craft markets
11	Additional small businesses

HEALTHY

9	New or renovated clinics
73	Water-access sites
425	Ablutions or Enviro Loos
4 764	Hippo Water Rollers to transport and store water
56 000	Community members with access to clean water
11	Centres for Orphans and Vulnerable Children
20	Vegetable gardens

EDUCATED

114	Community schools supported throughout Africa
307	School classrooms
37	School kitchens / dining halls
915	CLEF (Community Leaders Education Fund) bursaries
533	CLEF graduates
23 000	Conservation Lessons

Our global operation

Our journeys throughout Africa, Asia and South America showcase the wonderful diversity of landscapes, wildlife, culture, history, and wellness that these continents’ remarkable destinations have to offer.

8Beyond has 29 lodges and camps in iconic natural places in Africa and South America. We also design personalised, enriching journeys, tours and impact-led adventures in 13 African, four Asian and four South American countries.

LODGES

- 29 Luxury lodges
- 2 083 Lodge staff
- 3.6 M Hectares of protected land
- 3 000 km Impacted coastline
- 75 Affected communities globally

TRAVEL

- 3 Continents
- 21 Countries
- 18 Offices: Africa | Asia | South America
- 105 Destination experts
- 202 Vehicle fleet
- 195 Specialist guides and speakers

EXPERIENCES

- Romance
- Legacy
- Adventure
- Family
- Culture
- Exclusively yours
- Wildlife
- Photographic
- Wellness



Welcome to

&BEYOND KENYA

Investment Snapshot

YEARS	
26	&Beyond Kenya
26	Community impact
CONTRIBUTION (KES)	
KES 585,358,185	Government contributions *
KES 478,749,762	Capital investment *
KES 462,314,349	Local procurement *
KES 54,136,919	Social infrastructure*
KES 32,619,115	Environmental protection*
IMPACT	
10	Communities impacted
217	People employed
76 757	Plastic bottles eliminated annually
1 436 KG	Plastic eliminated annually

*FY 2018 – 2020 (FY = financial year, ending 30 June)
USD/KES Rate of Exchange 105.492 (June 2020)

Special note: In this review, &Beyond Kichwa Tembo Tented and Bateleur Camps are reported on together i.e. as one entity.

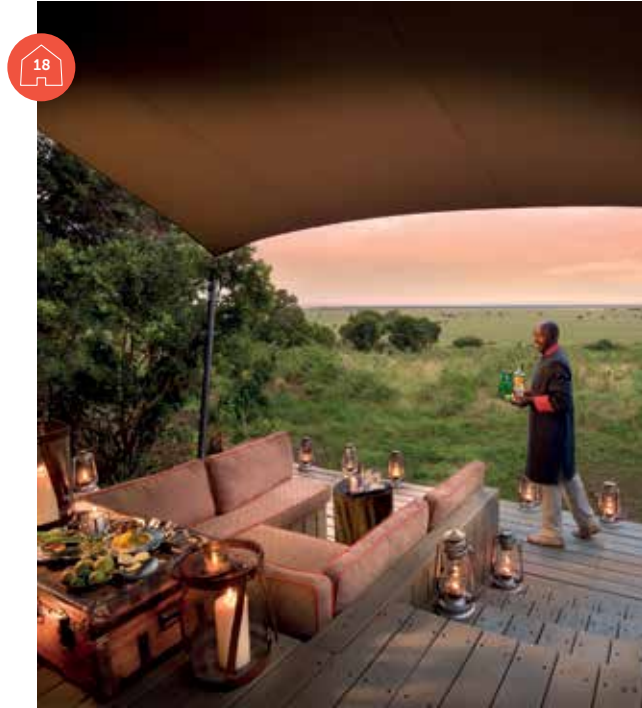
KENYA

Welcome to &Beyond Kenya

Our lodge

BATELEUR CAMP (NORTH AND SOUTH)

Masai Mara / Kenya
Since: South 2000; North 2005; Full refurbishment 2018



KICHWA TEMBO TENTED CAMP

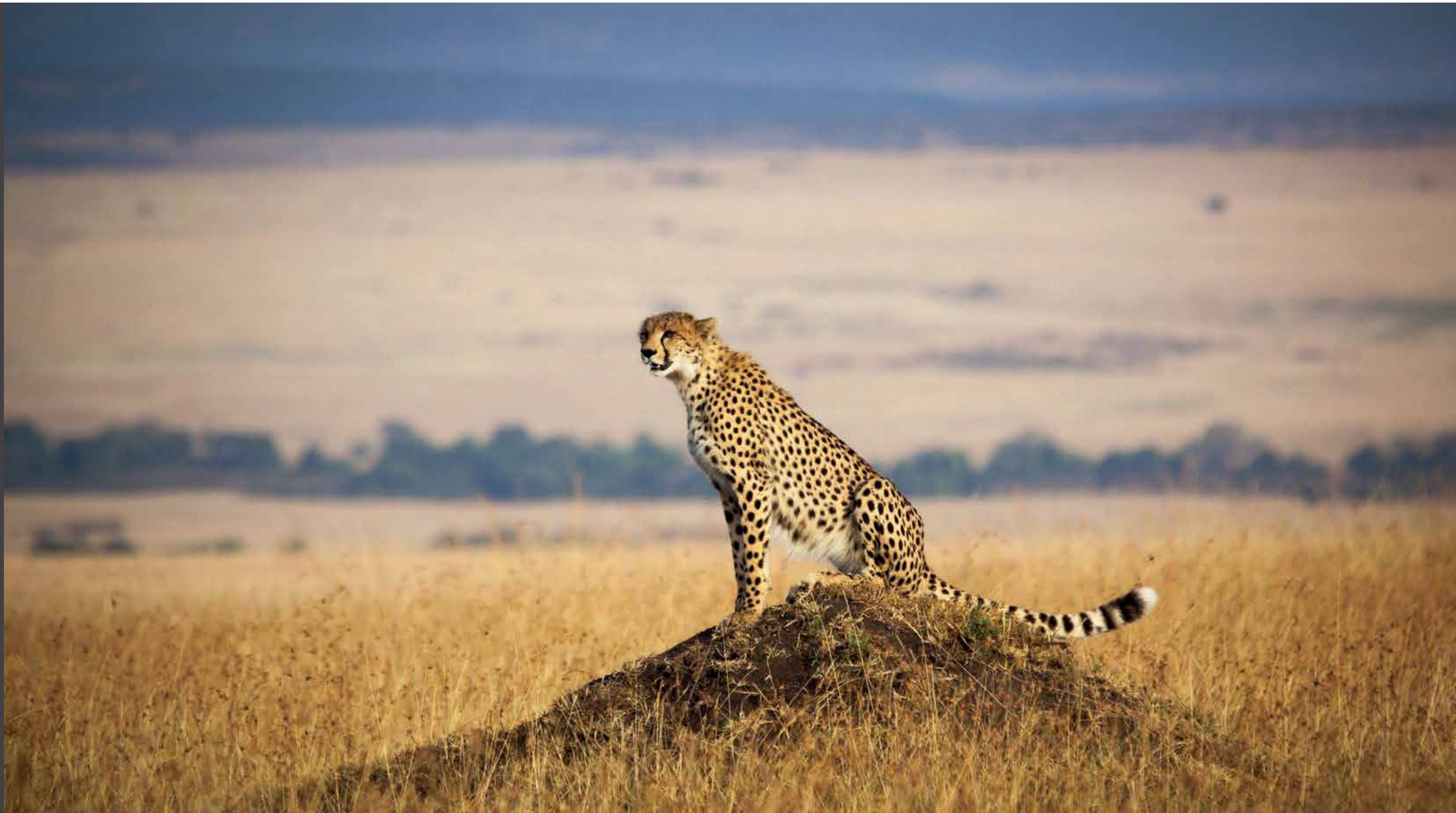
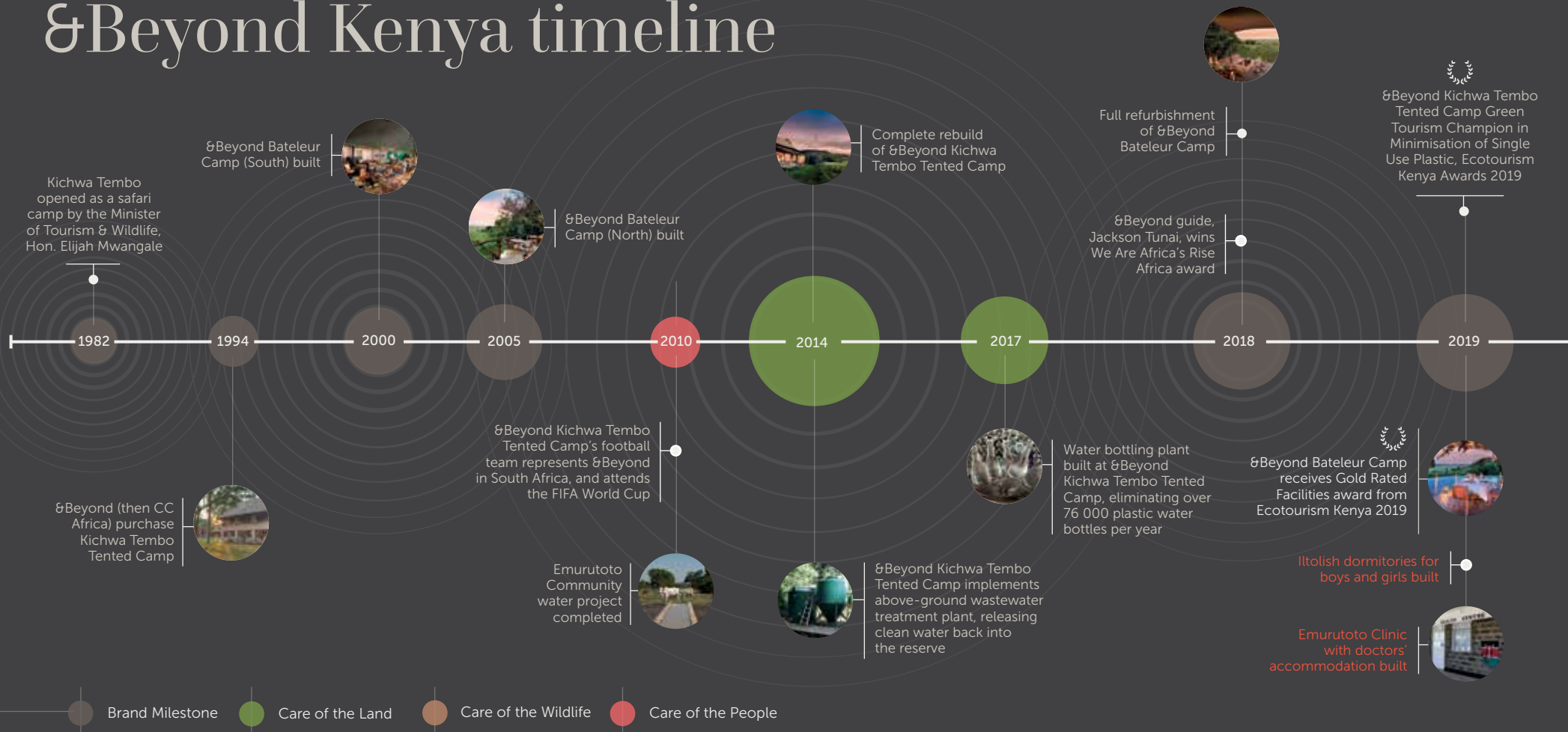
Masai Mara / Kenya
Since 1994; Rebuild 2014



KENYA

Welcome to &Beyond Kenya

&Beyond Kenya timeline



KENYA

Welcome to 8Beyond Kenya

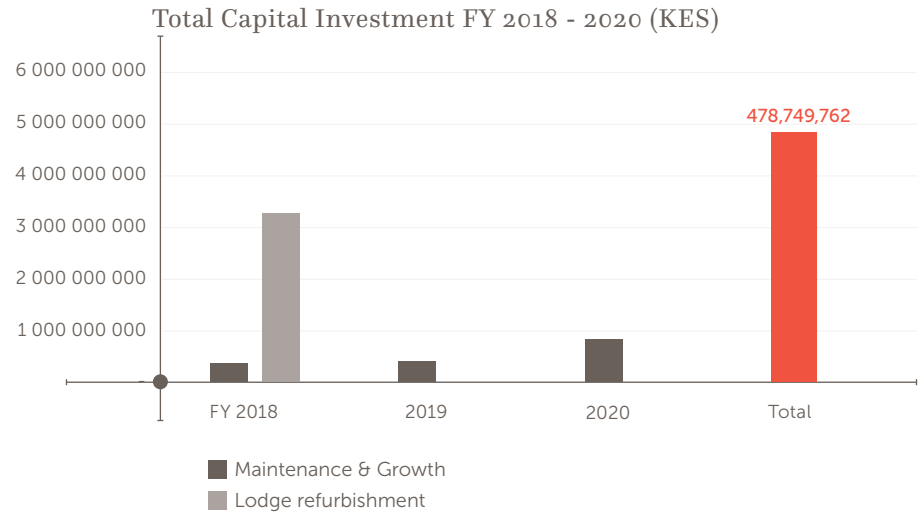
Our economic contribution



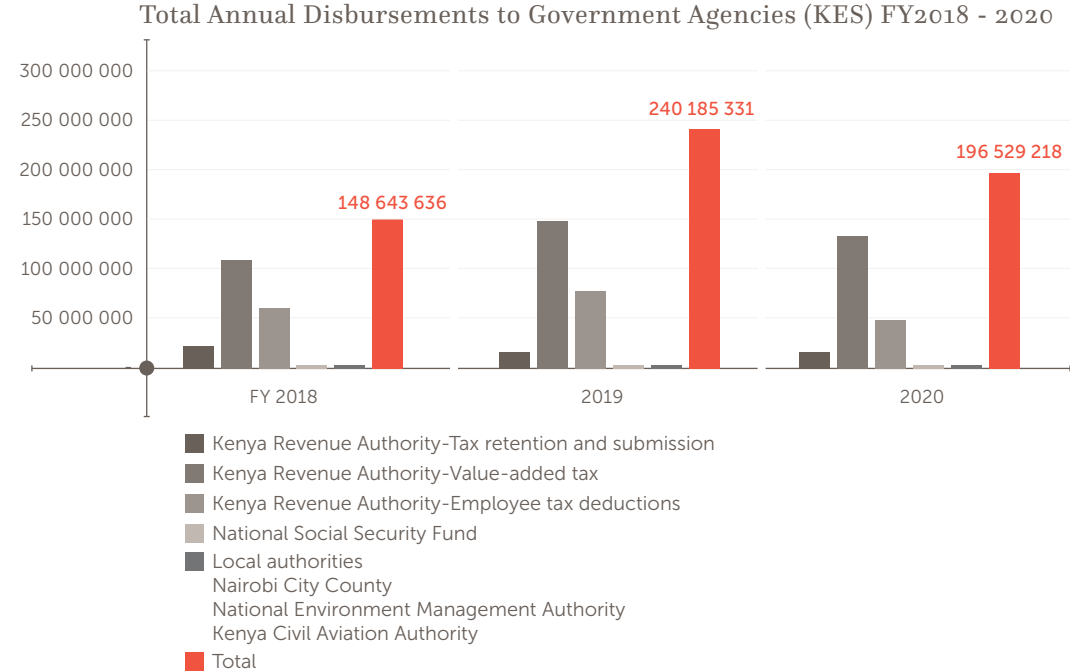
CAPITAL INVESTMENT

At the heart of our commitment to Care of the Land, Wildlife and People, lies our equal dedication to the delivery of an extraordinary 8Beyond guest experience.

It is our guests that make all our conservation and community goals possible; with this in mind, our capital investment supporting our lodge refurbishments, maintenance and growth, plays an intrinsic role in our impact achievements.



CONTRIBUTIONS TO GOVERNMENT



Our impact

KENYA

Care of the Land,
Wildlife and People –
the core tenets of our
&Beyond impact model
– are a coalition of
different concepts that
work together for the
greater good. ”

LES CARLISLE

Care of the People

One of the three cornerstones of our impact model, Care of the People encompasses all our community development elements, including our long-standing collaboration with Africa Foundation, our community impact partner.

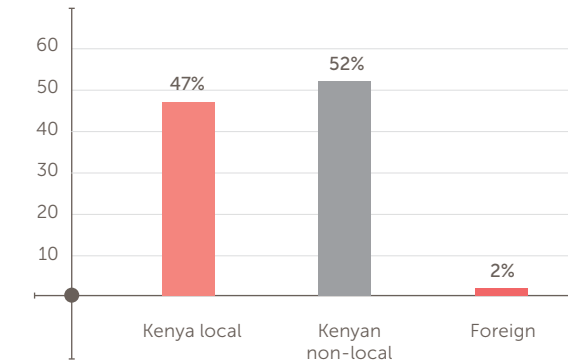
- 1 Employment
- 2 Skills development
- 3 Supporting local business
- 4 Social infrastructure investment
- 5 Building capacity through CLEF
- 6 CLEF success story
- 7 Community project timeline
- 8 COVID-19 impact and response



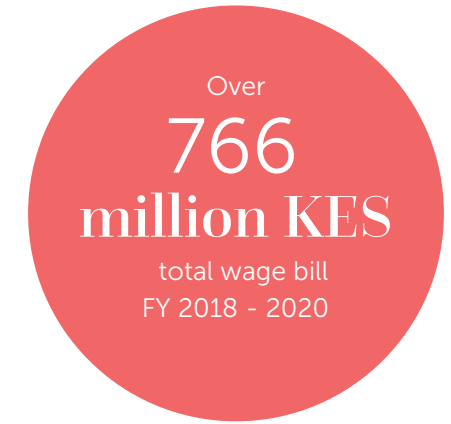
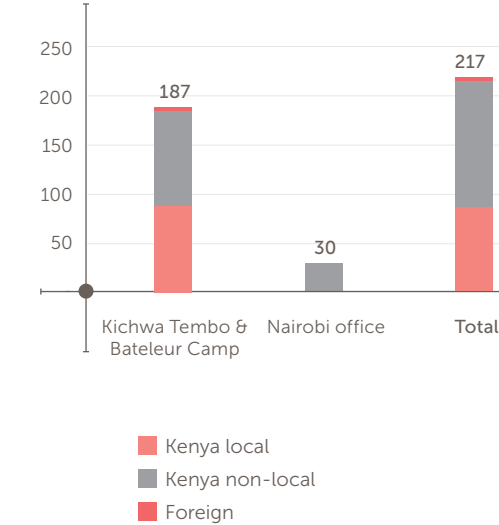
EMPLOYMENT

&Beyond Kenya has made a deep commitment to support those rural communities neighbouring the Masai Mara National Reserve with local employment and staff development opportunities.

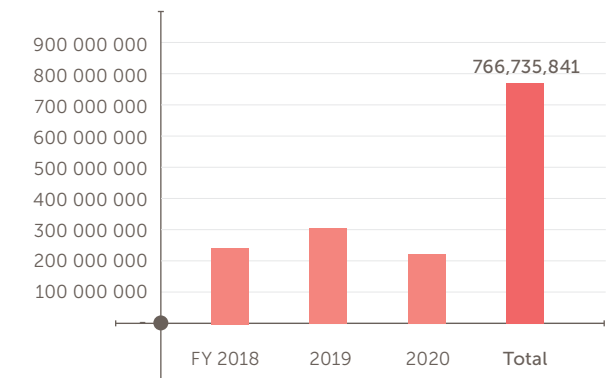
Percentage of neighbouring community staff to total employees



&Beyond Kenya employee numbers as at June 2020



Total wage contribution FY 2018 - 2020 (KES)



SKILLS DEVELOPMENT

Building the employment capacity of the local community through Beyond and Africa Foundation skills development and training programmes is a key element of our community upliftment model.

YEAR	TRAINING INTERVENTIONS	AVERAGE NUMBER OF PEOPLE TRAINED PER INTERVENTION	STAR-IN-TRAINING LODGE TRAINEES
2018	54	7	18
2019	45	10	31
2020	74	11	24

173 training interventions over the past 3 years.

Over 13 million KES spent on training FY 2017 - 2020



USD/KES Rate of Exchange 105.492 (June 2020)
FY refers to our financial year ending 30 June



KENYA

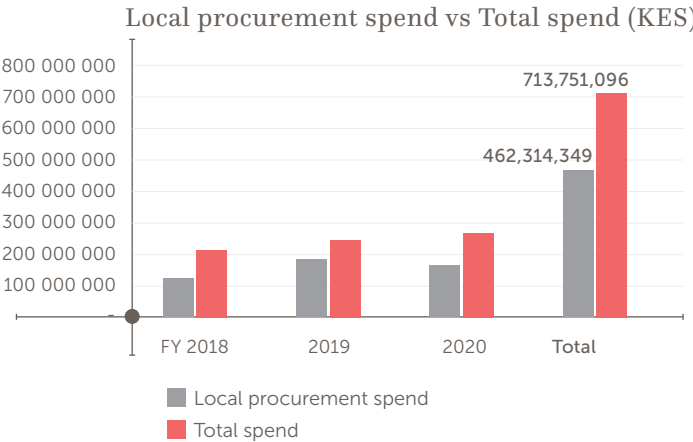
Our Impact | Care of the People

SUPPORTING
LOCAL BUSINESS

One of our key focus areas to support Kenyan local business has been local procurement initiatives across our Kenyan lodge and camp portfolio. Currently our local spend comprises a significant 62% of our Kenyan lodges' operational expenses.

PERCENTAGE LOCAL PROCUREMENT IN KENYA	
2018	81%
2019	95%
2020	69%
Average	81%

**Note: local procurement is calculated as local spend in terms of % of operating expenses*



Over
462
million KES
local
procurement spend
FY 2018 - 2020

DEFINING
LOCALISED VALUE

In establishing our Care of the People goals for our Vision 2020, it was necessary to define 'local' * in the 8Beyond context.

Each country we operate in has its own idiosyncrasies such as national park versus private concession, the percentage of wildlife tourism contribution to the country's GDP and population densities surrounding wildlife conservation areas.

These all make it difficult to agree on a fixed radius that can be neatly applied to each place. Therefore, we have settled on a principle-based definition that is applied in each of the regions that we report on.

In Kenya, 'local' refers to the communities surrounding the reserve, including the Greater Mara ecosystem. Nairobi has not been included due to the distance and the lack of direct linkage to the Masai Mara and its related conservation areas.

** Local = communities / settlements / towns that have the ability to influence the biodiversity of the areas in which we operate.*

USD/KES Rate of Exchange 105.492 (June 2020)
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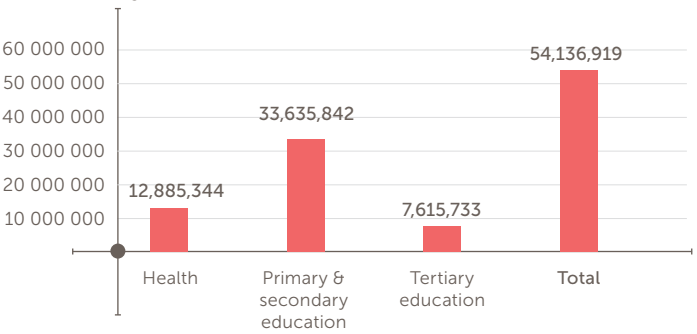
SOCIAL INFRASTRUCTURE INVESTMENT

CREATING EMPLOYMENT

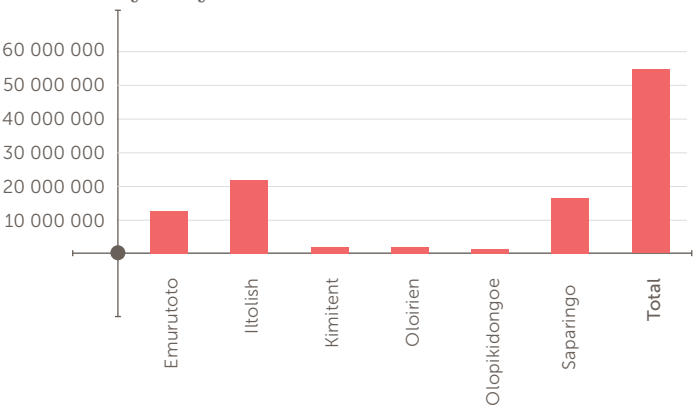
This skill-upliftment programme works closely with unemployed, or below minimum wage crafters and small business contractors. To date, a total of 73 contractors and crafters within the communities neighbouring Kichwa Tembo and Bateleur Camp, have benefited from training, mentorship, exposure to new job opportunities and a consequent increase in their income.

10
communities,
26
years
community
impact

Africa Foundation's completed Kenyan communities' project portfolio FY 2018 - 2020 (KES):
By focal areas



Africa Foundation's completed Kenya communities' project portfolio FY 2018 - 2020 (KES):
By Kenyan communities



INVESTMENT INTO SOCIAL INFRASTRUCTURE

INCREASE IN LIFE EXPECTANCY		TOTAL IMPACT
Ablutions		14
Clinic		1
Medical staff accommodation		4
Water access sites		7
Hippo water rollers		32

QUANTITY OF EDUCATION		TOTAL IMPACT
Classrooms new/renovated		16
CLEF bursaries granted		58

QUALITY OF EDUCATION		TOTAL IMPACT
School desks		265
Dormitory		4
School kitchen/dining hall		2
Teachers' accommodation		2

PROSPERITY		TOTAL IMPACT
Small business developments: Honey production		5
Commercial farm		1

Over KES 54 million spent on social infrastructure investment from FY 2018 - 2020.

ZAR/KES Rate of Exchange 6.10235 (June 2020)
FY refers to our financial year ending 30 June

KENYA

Our Impact | Care of the People

BUILDING CAPACITY THROUGH CLEF

Facilitating formal tertiary education opportunities through Africa Foundation’s Community Leaders Education Fund (CLEF)

Africa Foundation’s CLEF (Community Leaders Education Fund) programme offers tertiary funding to students from communities that border our conservation areas.

Launched in 1995 in South Africa (and 2014 in Kenya), the aim of this annual bursary programme is to grow leadership by offering promising high school graduates the opportunity to improve their career prospects through tertiary study. During their holidays, these students give back to their communities by conducting activities that involve and uplift those around them, such as driving community environmental clean-ups, or helping out at medical clinics.

To date, Africa Foundation has awarded a total of 915 bursaries to 604 rural students across Africa.

SUCCESS ON SUCCESS

CLEF’s total impact from 1996 to date:

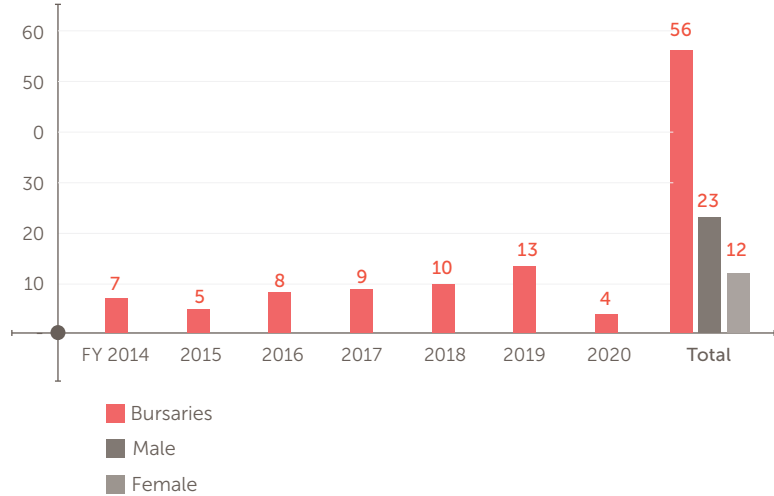
- 915 Bursaries awarded
- 604 CLEF students
- 533 CLEF graduates
- 62 Rural African communities
- 1st Postgraduate student

Some career paths of the 533 CLEF graduates:

- 32 Engineers
- 188 Educators
- 18 Medical Doctors
- 26 Accountants
- 13 Environmentalists
- 31 Lawyers
- 18 Medical health personnel

Over
12
million KES
invested in
CLEF Kenya bursaries
between
2014 - 2020

CLEF bursaries: Kenya FY 2014 - 2020



COMMUNITIES	NO. OF CLEF BURSARIES FY 2014 - 2020
Emurutoto	3
Ilitolish	14
Kimitent	10
Oloirien	18
Olopikidongóe	6
Saparingo	5

ZAR/KES Rate of Exchange 6.10235 (June 2020)
FY refers to our financial year ending 30 June



John Charles
Sankale is
set to be a
powerful
influence and
mentor in the
years to come.

The CLEF programme started in Kenya in 2014, with 56 bursaries granted to 35 students FY 2014 - 2020.

CLEF success story

John Charles Sankale is a young man driven by compassion for those closest to him and those without a voice within his Narok County community.

It was the special needs of his younger brother that spurred his course choice of a Bachelor of Education in Special Needs at Kenyatta University, majoring in Physical Education and History, and this same care that underpins his vision:

“In the next five years, I will be pushing for the formation of special learning units within this district’s schools – so far none exist; in ten years, my plan is to enrol for my doctorate and join the world of politics if these community needs have not been realised: my people need better representation and advocacy.”

At the beginning of the COVID-19 lockdown in early 2020, he was just one semester away from graduating before everything changed.

With all universities in lockdown, the swing across to online classes presented a host of challenges including poor rural network connections, additional communication costs and intermittent power outages.

As a result of the COVID-19 scenario, John’s graduation and employment opportunities were set back by a whole year. During the shut-down period, he assisted his family with

farming and taking care of the animals, and also volunteered at a local school teaching social studies and physical education.

In reflecting on the impact of the pandemic, John explains: “Universities were badly affected, with students experiencing a frustratingly slow pace of learning and graduation. COVID-19 has taught me patience: twists and turns of events are inevitable. Life does not always go the way we expect, and everything is subject to change.”

28 November 2020 found John back at university writing his final exam. This was followed by three months of practical experience from January to March 2021 at Poroko Friends Secondary School, a long way from his home. In these months, he generated a little extra income by giving remedial lessons mornings and evenings.

With John’s graduation approaching, the Kenyan Teachers Service Commission made the decision in May 2021 that Bachelor of Education graduates would need to complete an additional one-year post-graduation education diploma to qualify for registration as teachers. Given everything that John has achieved to date, and his undiminished passion for his calling, he was quietly philosophical in his response to this last hurdle: “It is sad, but I am not giving up.”

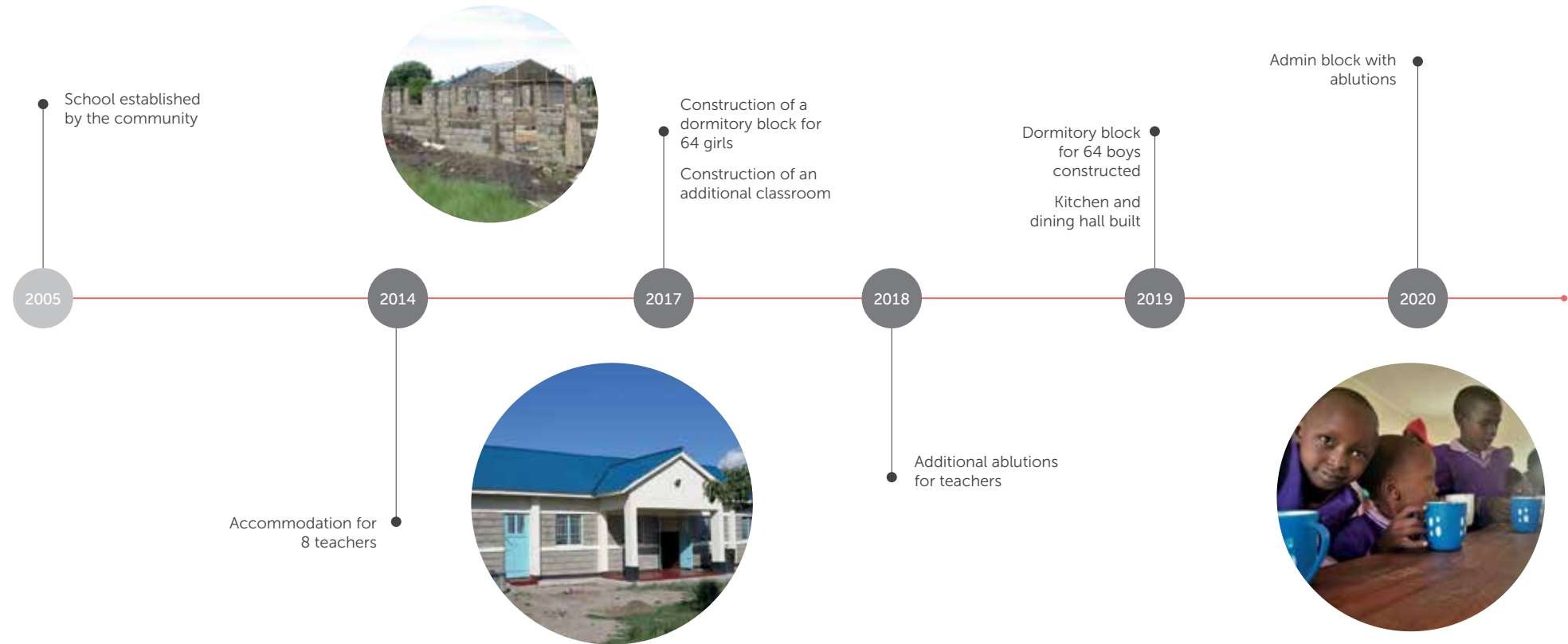
KENYA

Our Impact | Care of the People

COMMUNITY PROJECT TIMELINE

EDUCATION SUCCESS STORY: SAPARINGO PRIMARY SCHOOL 2014 – 2020

A perfect example of Africa Foundation and Beyond's long-term commitment to a community-identified project.



From 2014 – 2020, Africa Foundation, with the support of their donors, has contributed over 26 million KES to Saparingo Primary School.



KENYA

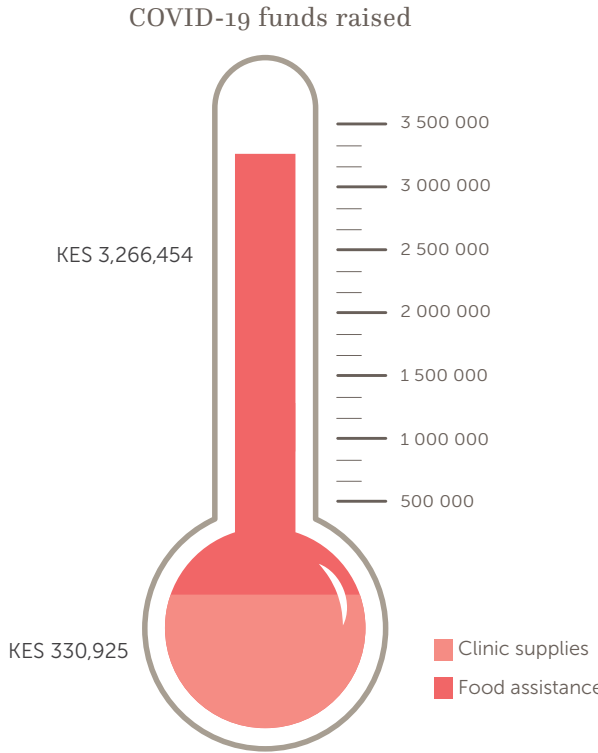
Our Impact | Care of the People

COVID-19 IMPACT AND RESPONSE

Kenya recorded its first COVID-19 case on 13 March 2020, with initial cases occurring in Nairobi and Mombasa. In the weeks following, all schools and food markets closed, working from home was strongly encouraged, movement restrictions were introduced together with a nationwide curfew, and international flights were suspended on 25 March 2020.

As was evident in tourist destinations across the globe, the impact of COVID-19 on Kenya's economy and tourism industry has been devastating.

Within the country, Africa Foundation has supported rural clinics with PPE supplies and sanitising equipment, and food relief to vulnerable schools and Maasai households.



Over
3.5
million KES
raised in response to
the COVID-19 pandemic
for rural clinics, schools
and communities

SUPPORTING COMMUNITIES IN KENYA COMMUNITY FOOD ASSISTANCE

The Maasai villages of Hard Rock, Olonana, Ilkinye and Enkutoto, situated close to the gate of the Masai Mara National Reserve, are almost entirely dependent on the income from guest cultural tours as they have no available land for farming.

With the onset of the COVID-19 travel restrictions, not only did they lose their income source, but food prices sky rocketed creating acute food insecurities. In response, Africa Foundation, through the support of donors, was able to assist the 90 households (584 people) of these villages, and distribute 270 food parcels in 2020.

PRIMARY SCHOOL FOOD ASSISTANCE

The families of children attending rural primary schools in Kenya rely on the ability of these schools to provide students with meals.

With the re-opening of schools in October

2020 following months of pandemic restrictions, the school store cupboards were empty and it was becoming increasingly difficult to feed students and staff.

Africa Foundation provided the primary schools of Emurutoto, Enkerei, Saparingo and Ittolish with supplies of staple foods including maize, rice, sugar, cooking fat, tea leaves and beans, supporting a total of 931 pupils and 99 staff.

EMURUTOTO CLINIC SUPPORT

Emurutoto Clinic, constructed by Africa Foundation, opened in May 2019 and in 2020 was identified by the government as a COVID-19 support centre.

With just one physician in attendance and no sanitising or protective equipment, Africa Foundation sourced medical, PPE and sanitising supplies, including large handwashing buckets with taps, as the neighbouring communities do not have easy or close access to clean water.

2020 saw the completion of work on a filtered water supply for the Emurutoto Clinic from the nearby Emurutoto Water Pan. Funds were also secured to install a solar system to power the water pump, eliminating the costs of a generator and diesel.

Care of the Land

One of the three cornerstones of our impact model, Care of the Land encompasses our efficiency strategies, which aim to minimise our physical footprint and our overall impact on the environment in which we operate.

- 1 Investment in environmental protection
- 2 Reducing our direct carbon footprint
- 3 More effective water-usage management
- 4 Zero plastic water bottles
- 5 Measuring our impact through audits



Over
32
million KES
invested to ensure
our lodges have minimum
impact

INVESTMENT IN ENVIRONMENTAL PROTECTION

&Beyond has invested significantly in the protection of our environment in Kenya. The core principle at the root of our unwavering commitment to our Care of the Land is to operate with minimum impact. In this way we are also contributing to the global efforts to protect our planet's limited resources.

- Our Kenyan environmental investments have been targeted at protecting the biodiversity of the region through:
- Sustainable building practices and investments
 - Reduction of fuel usage
 - More efficient water-usage management
 - Wastewater treatment systems
 - Reducing our plastic and waste

TOTAL KES INVESTMENT FY 2018 TO FY 2020	
Biobox wastewater treatment system	4,536,154
Water bottling plant reducing plastic bottle usage dramatically	753,709
Investment to join Kenya's electricity grid (70% generated from renewable / clean energy sources)	7,118,305
Solar energy system investment	20,210,948
Total	32,619,115

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FY refers to our financial year ending 30 June

KENYA

Our Impact | Care of the Land

REDUCING OUR EFFECT ON CLIMATE CHANGE

INVESTING IN RENEWABLE ENERGY SYSTEMS

As a group we have a set a target of 43% renewable energy in our African generator-based lodges which will reduce both our carbon footprint and fuel usage.

We have taken a holistic approach to our implementation strategy with the focus on making our lodges as energy efficient as possible through the reduction of non-renewable energy options where possible, active measurement of our fuel usage and the installation of LED lights.

With &Beyond Kenya’s investment to join Kenya’s electricity grid, 70% of our camps’ energy requirements are now generated from renewable, clean energy sources.



REDUCING OUR DIRECT CARBON FOOTPRINT

&BEYOND HAS PLEDGED TO REDUCE OUR GROUP CARBON USAGE PER HEAD BY 8% BY 2020.

As a responsible organisation that aims to expand and protect biodiversity, and to reduce the impact of our operation on the environment, we believe that our business objectives should include the responsibility to reduce our direct carbon footprint.

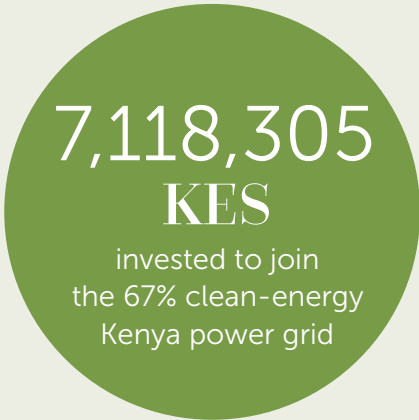
We are aware that the increase in the amount of carbon dioxide in our atmosphere is linked to global warming and a number of adverse environmental effects that impact the biodiversity of our environment. It is therefore crucial for us to manage the carbon dioxide (CO₂) output per head at our lodges and offices.

At &Beyond, we are able to control our direct carbon footprint (i.e. the energy sources that we have immediate and complete control over) by managing the emissions from our consumption of purchased electricity, fuel and other sources of energy.

It is through the active measurement of our respective non-renewable energy sources, the phased introduction of renewable energy sources such as solar power plants, and investments into power grids with significant renewable energy components like the Kenya and TANESCO systems, that we are able to best manage and drive the reduction of our direct carbon footprint.

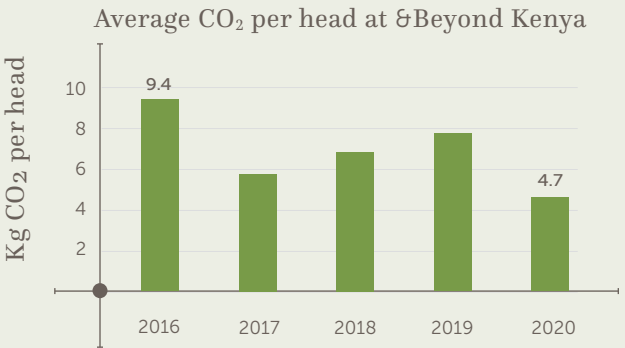
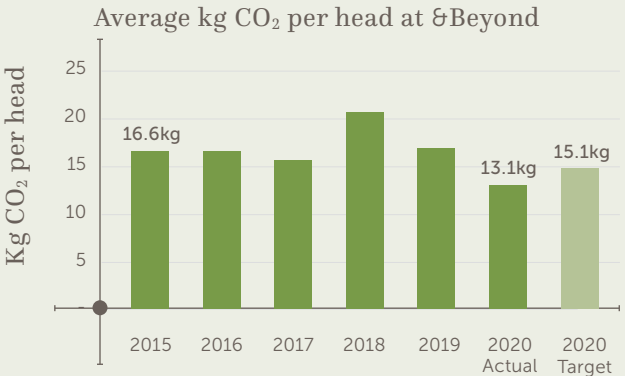
KENYA POWER GRID INVESTMENT

Our investment of KES 7,118,305 to join the Kenya power grid has ensured a substantial reduction in our carbon footprint as 67% of the grid’s power is generated from renewable / clean energy sources.

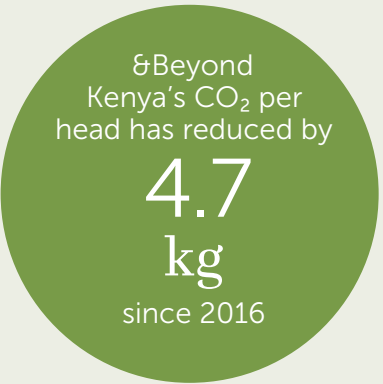


HOW DO WE MEASURE OUR DIRECT CARBON FOOTPRINT?

By calculating the average annual carbon kilogram (kg) per head within our operations throughout the year. This metric is based on our operation’s maximum occupancy and staff count.



Note: In response to the COVID-19 lockdown, a number of lodges were temporarily closed to guests from March as part of our resource management strategy during this period of zero occupancy. There was a resulting dramatic decrease in our CO₂ kg per head, which may well flatten out or reverse marginally as and when our occupancy levels increase.



ENERGY SAVING AT &BEYOND KENYA	
&BEYOND BATELEUR CAMP	&BEYOND KICHWA TEMBO TENTED CAMP
24-hour solar-powered electric fence	LPG gas used for cooking in the guest kitchen
Energy-saving bulbs used throughout the camp	Energy-efficient stoves in the staff kitchen
LED lights in guest tents	Energy-saving bulbs used throughout
LPG gas used for cooking in the guest kitchen	
Energy-efficient stoves in the staff kitchen	
Solar water geysers used within the camp for water heating in guest tents	

Through a process of increasing back-of-house electricity efficiencies, and moving &Beyond Kenya on to the Kenya electricity grid, we have greatly decreased our Co₂ per head over the past 5 years.



KENYA

Our Impact | Care of the Land

MORE EFFECTIVE WATER-USAGE MANAGEMENT

Water is our planet's most precious resource, with most of the earth's supply being found either in the salt water of our oceans, or frozen in ice caps and glaciers.

While our business is built on luxury travel, we are fully committed to ongoing measures supporting the effective management of precious renewable resources that extend not only to the use of energy, but also to water.

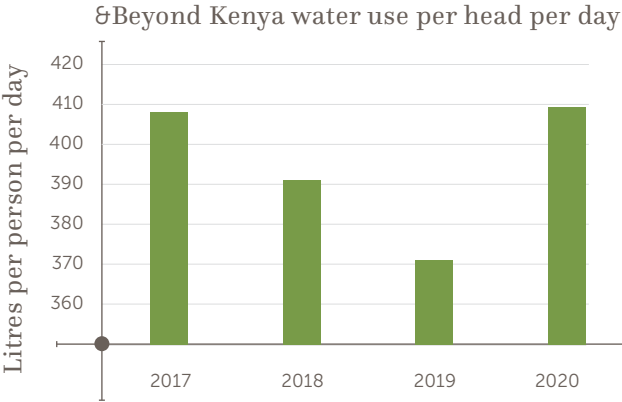
CONSTRAINED WATER USAGE

Our aim is to constrain water use at our lodges to a maximum of 500 l (132 gallons) per head per day. This figure was calculated using a combination of external research and internal investigations to determine responsible usage for our high-end consumers. In Kenya we have consistently surpassed this target by more than 90 l per head per day.

We have surpassed
our Group target by
over 90 l of water
usage per head per
day since 2017.



37
litre
improvement in water
use per head per day
between
2017 and 2019



**Note: 2020 has been an anomaly as the occupancies have been zero, with the temporary suspension of our lodge operations.*

WASTEWATER MANAGEMENT AT
8BEYOND KICHWA TEMBO AND BATELEUR CAMPS

A system is in place to manage each camp's grey and black water effluents.

- Grey water from the kitchen flows through a grease trap and drains into a soak pit, while that from the staff quarters, laundry and public areas is managed through a Bio-digester treatment system.
- Black effluent is also managed through this system which is fitted with access manholes into septic tanks.

KENYA

Our Impact | Care of the Land



76 757
plastic water
bottles
eliminated annually

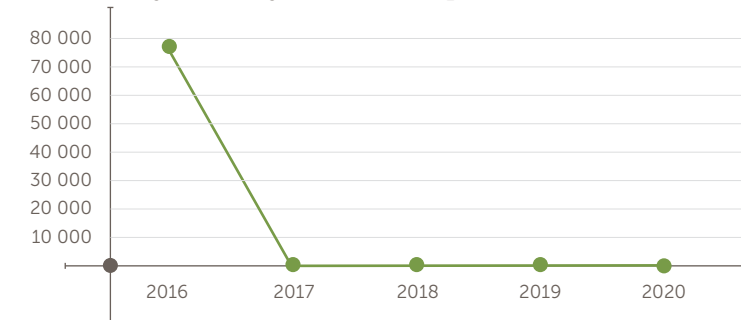
ZERO PLASTIC WATER BOTTLES

Our target is to reduce the number of plastic bottles utilised within the group by 90%. This aim is delivered through our in-house bottling plant initiative, where we are bottling our own purified water in recyclable glass bottles at each lodge, and at some central offices, to further reduce the impact and usage of plastic.

CURRENT STATUS:

- 100% of our camps in Kenya (and within the group) use recycled glass water bottles for guests
- Recyclable containers are used in 'Food-to-Go' bags
- All of our guest amenities are in recyclable glass bottles
- Zero plastic straws are used in our lodges

♻️ Beyond Kenya: number of plastic water bottles used



Both

Camps use glass water bottles

0

Plastic straws

76 757

Plastic bottles eliminated annually

436.1

Kg plastic eliminated annually

All

Guest amenities recyclable

All

'Food-to-Go' containers recyclable

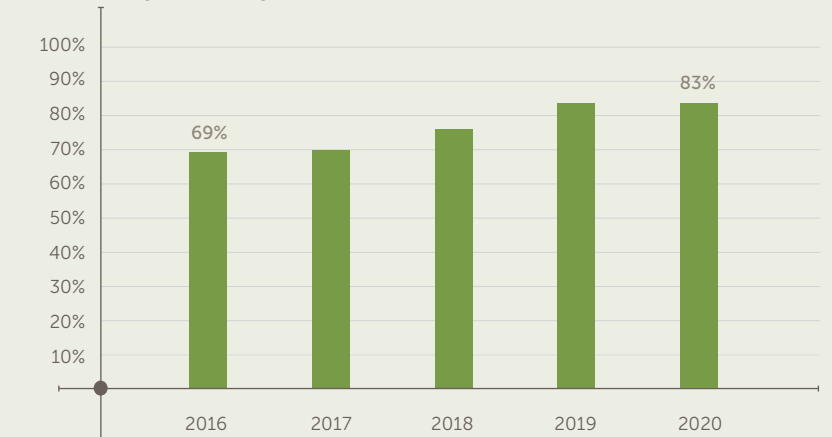
230 271

Litres of water saved (3 litres of water used to make a 1 litre plastic bottle)

MEASURING OUR IMPACT THROUGH AUDITS

In order to make real progress in the overall environmental impact of our operation, and to create long-term behavioural changes, we need to create a culture of measurement. ♻️ Beyond has set up a system of annual audits to be done internally, with the more remote lodge / camp audits taking place every 18 months.

♻️ Beyond Kenya audit scores 2016 - 2020



Our sustainability audit scores have improved by 14% since 2016. ”

KENYA

Our Impact | Care of the People

Care of the Wildlife

One of the three cornerstones of our impact model, Care of the Wildlife encompasses our conservation strategies, including dedicated initiatives to preserve biodiversity, endangered species, and an active programme of conservation education.

- 1 Supporting conservation education
- 2 Investing to protect endangered species



SUPPORTING CONSERVATION EDUCATION

Tomorrow’s natural resources will stand a better chance of survival if today’s children are inspired to conserve Africa’s precious wilderness areas.

The goal is to instill in both children and adults appreciation, respect and understanding of the natural resources that surround them. For the full impact potential of the &Beyond model of Care of the Land, Wildlife and People to be realised, the

support of the communities living alongside these wilderness areas is needed.

In this regard, conservation lessons aim not only to educate, but also to create a deeper awareness of the interdependence between preserving this biodiversity and the meaningful community benefits that come hand in hand with conservation.



NO. OF STUDENTS THAT RECEIVED CONSERVATION LESSONS 2018 - 2020			
Year	2018	2019	2020
Students	157	203	202



KENYA

Our Impact | Care of the Wildlife

INVESTING TO PROTECT ENDANGERED SPECIES

**LION CONSERVATION:
THE LION RECOVERY FUND IN PARTNERSHIP
WITH THE LIONSCAPE COALITION**

Africa's wild lion population has been halved in the past 25 years. Habitat loss and fragmentation, illegal wildlife trade – principally the bushmeat trade and traffic in lion body parts, poaching, and human-lion conflict, continue to threaten their future. According to the latest IUCN assessment, Africa's current lion status stands as 'Vulnerable' to 'Critically Endangered'. The implications of this are extremely serious.

As apex predators, lions are considered to be an 'umbrella' species, i.e. if a lion population is thriving, it's a sure indicator that the entire ecosystem around it is functioning effectively. In essence when we protect lions, we are also protecting a region's biodiversity.

USD 50 000 invested by 8Beyond as a founding member of the Lionscape Coalition – a collaboration between members of the ecotourism industry and the Lion Recovery Fund. ”

In 2018/2019, 8Beyond invested USD 50,000 as one of the founding members of the Lionscape Coalition – a joint initiative between members of the ecotourism industry and the Lion Recovery Fund in a collaboration dedicated to securing a future for Africa's wild lions.

USD 25,000 of this investment goes towards lion conservation planning and human-wildlife coexistence projects in Kenya, run by the following organisations:

- Kenya Wildlife Trust
- Masai Mara Wildlife Conservancies Association
- Lion Landscapes
- SORALO, the community-based and driven land trust



What has the Lion Recovery Fund achieved across Africa? As of June 2020:

4 717

Patrols supported

32 815

Snare removed

1 691

Poachers arrested

1 397

Poachers' camps detected

22

Lions de-snared

29 134

Kg of bushmeat confiscated



Global Marketing

OF KENYA

Covering an expansive area of 1 510 km² (583 sq. mi.), Kenya's Masai Mara National Reserve is a region of breathtaking vistas, year-round teeming wildlife, Great Migration spectacles, and horizon-to-horizon landscapes. ”

Marketing Kenya globally

- 1 Public Relations communications
- 2 Communications across our digital platforms
- 3 Awards and recognition



PUBLIC RELATIONS COMMUNICATIONS

Our PR team’s role is to connect with our core market i.e. the luxury international traveller. In order to do this, they work together with international PR agencies in our major source markets of the USA, UK, Australia, Singapore, Hong Kong, and Germany.

Our team not only markets &Beyond’s properties in Kenya, but also pushes out educational and promotional material on the country and its highlights, focusing predominantly on sustainable tourism. Our communications take the form of Press Releases and Media Newsletters, while the resulting global uptake takes the shape of print or online features and articles as per the table below.

PUBLIC RELATIONS COMMUNICATIONS FOR KENYA 2015 - JULY 2020		
Press releases	21	Key upscale media from global markets in the USA, UK, Australia, Singapore, Hong Kong and Germany through our PR agencies
Media Newsletters	14	Key media global markets reaching 2 000 key partners
Top print and online coverage	366	Key trade and consumer publications: USA: Travel & Leisure, Condé Nast Traveler, Afar, Huffington Post, New York Times, National Geographic Traveler, Town and Country UK: Financial Times How to Spend it, Condé Naste Traveller, Wallpaper, The Telegraph Australia: Sunday Telegraph, Sun Herald, Vacations and Travel Singapore & Hong Kong: Lifestyle Asia, Cosmo, Robb Report, World Travel Magazine Germany: Brigitte, Welt am Sonntag

COMMUNICATIONS ACROSS OUR DIGITAL PLATFORMS

As a touring company, we also provide extensive information about Kenya on our website, and drive this through our network of travel partners, as well as to our direct guests.

&BEYOND WEBSITE

The following table is an analysis of the amount of interest and revenue generated by our Kenya web pages:

&BEYOND WEBSITE	2018	2019	2020
Pages about Kenya on the www.andBeyond.com website	160	174	132
Sessions*	235 722	297 529	268 587
Unique page views**	196 308	168 413	161 404
No. of web enquiries for travel into Kenya	1 254	1 288	1 216
No. of web enquiries converted into sales	403	385	322
Revenue (KES)	163,581,706	170,588,290	159,406,020

* Sessions represent a single "visit" to our site i.e. how many visits there were to our Kenya pages per 2018, 2019 and 2020

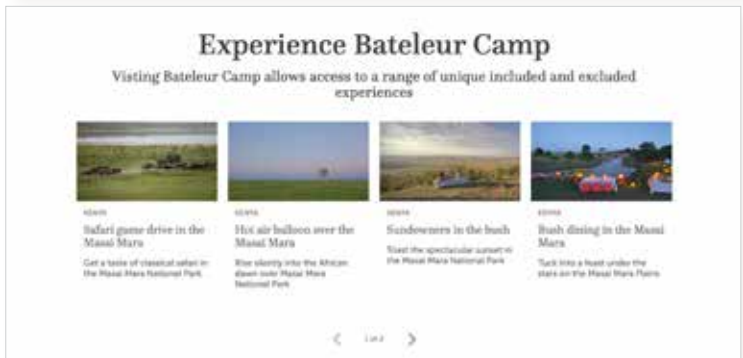
**Unique page views are when a guest visits a web page once or even multiple times during an individual session

&BEYOND WEBSITE DEVELOPMENTS

Thanks to the innovations of our Digital Team, there is a dynamic new look to our Kenya lodge web pages, together with a number of guest-friendly elements such as:

- Highlights overview
- Why we love it (memory makers)
- Re-imagined lodge experiences

Our website
alone has
generated over
493
million KES
in revenues for our
Kenya operation



TRIPADVISOR

Not only is TripAdvisor one of the world's largest travel platforms, it is also a trusted source of travellers' reviews. The table below captures the number of reviews, average rating, referral links, enquiry engagement and revenue generated for Kenya from the TripAdvisor listings for FY 2019 – 2020.

KENYA CAMP	NO OF REVIEWS	AVERAGE RATING	REFERAL LINKS	TOTAL ENGAGEMENT FROM LISTING
Bateleur Camp	22	5	498	585
Kichwa Tembo Tented Camp	81	4.8	1 346	1 600

The annual TripAdvisor Travellers' Choice Awards represent the reviews and opinions of millions of travellers from around the world and recognise the very best in terms of service, quality and customer satisfaction. Our &Beyond Kenya's Kichwa Tembo and Bateleur Camps were proud recipients of these awards for 2020.

&BEYOND SOCIAL MEDIA COMMUNICATIONS

Our Social Media Team is responsible for a wide range of communications across our digital platforms of Facebook, Instagram, YouTube, LinkedIn and Twitter. The following table details the reach of Kenya-specific posts across our various social media platforms over the last year.*:

FY 2019 - 2020	PLATFORMS	FOLLOWERS	POSTS	IMPRESSIONS**
&Beyond Travel	Facebook	234 278	1 080	21 220 430
	Instagram	141 745	894	18 020 005
	LinkedIn	9 138		
&Beyond Kenya	Twitter	26 423		
	Facebook	3 417	237	1 300 418
	Instagram	7 187	241	513 043

*FY refers to our financial year ending 30 June

**Impressions represents the number of times a post has been seen

FY 2019 - 2020	PLATFORMS	INCREASED SUBSCRIBERS	TOTAL VIEWS
&Beyond Travel	YouTube	10 100	1 377 834

FY 2019 - 2020	PLATFORMS	CURRENT SUBSCRIBERS AS OF 05 FEBRUARY 2021
&Beyond Travel	YouTube	16 889



&BEYOND VIRTUAL CONTENT COLLECTION

Created to maintain and stimulate brand engagement over the lockdown period, this new collection of virtual content is also an ideal source of pre-travel virtual experiences, including:

- **WILDWATCH LIVE:** twice-daily, three-hour long, live-streamed and recorded game drives
- **LIVE EVENTS:** hosted by &Beyond, live and interactive panel discussions in which some of the world's leading conservation and sustainability experts share their insights and learnings
- **VIRTUAL EXPERIENCES:** privately-guided safari and conservation virtual experiences, masterclasses and activities using Zoom; each booking generates funding for community and conservation initiatives
- **PODCASTS:** thought-provoking conversations around conservation and communities, remarkable life stories and the best-kept secrets of industry experts
- **BATELEUR DIGITAL MAGAZINE:** carefully curated collection of travel-story content
- **&BEYOND TV:** a bank of fresh video content themed around younger viewers, global &Beyond experiences and conservation.

For more information:
<https://www.andBeyond.com/connect/>

KENYA AWARDS AND RECOGNITION

&Beyond camps in Kenya have received 24 awards since 2016



ECOTOURISM KENYA
&Beyond Kichwa Tembo Tented Camp wins Green Tourism Champion in Minimisation of Single Use Plastic, Ecotourism Kenya's Awards **2019**



ECOTOURISM KENYA
&Beyond Bateleur Camp receives Gold Rated Facilities award from Ecotourism Kenya **2019**



TRAVEL + LEISURE
&Beyond Bateleur Camp #50 in Travel + Leisure's World's Best Awards –The Top 100 Hotels in the World **2019**



CONDÉ NAST TRAVELER (US)
&Beyond Bateleur Camp featured in Condé Nast Traveler's The Best Hotels and Resorts in the World: The 2019 Gold List (Africa & Middle East) **2018**



WE ARE AFRICA
&Beyond Kenya's guide, Jackson Tunai, receives We Are Africa – Rise Africa Award **2018**



ECOTOURISM KENYA
&Beyond Bateleur Camp receives Silver Rated Facilities award from Ecotourism Kenya **2017**



ECOTOURISM KENYA
&Beyond Kichwa Tembo Tented Camp receives Silver Rated Facilities award from Ecotourism Kenya **2017**



TRAVEL + LEISURE
&Beyond Bateleur Camp #9 in Travel + Leisure's World's Best Awards – The Top 10 Safari Lodges in Africa **2019**



CONDÉ NAST TRAVELLER (UK)
&Beyond Kichwa Tembo Tented Camp No 1 in Condé Nast Travellers' October Half Term 2019: 11 Family Holiday Ideas **2019**



CNN TRAVEL
&Beyond Kichwa Tembo Tented Camp featured in CNN Travel's 25 of the World's Most Romantic Hotels **2019**



CONDE NAST TRAVELER (US)
&&Beyond Kichwa Tembo Tented Camp #23 in Condé Nast Traveler Readers' Choice Awards **2017**



TRAVEL + LEISURE
&Beyond Kichwa Tembo Tented Camp #5 in Travel + Leisure's World's Best Awards: The 10 Best Safari Lodges in Africa **2017**



TRAVEL + LEISURE
&Beyond Kichwa Tembo Tented Camp # 21 in Travel + Leisure's World's Best Awards: The Top 100 Hotels in the World **2017**



FLIGHTNETWORK.COM
&Beyond Kichwa Tembo Tented Camp listed in FlightNetwork.com's The World's 100 Great Hotels, Luxury Lodges category **2017**

We are proud to have won some of the most prominent hospitality and sustainability awards, with our entries highlighting the quality of the tourism offering, as well as the community and conservation work carried out in Kenya. ”

About

&BEYOND KENYA

Our shareholders

LIKE-MINDED FAMILIES WHO SEEK TO LEAVE
OUR WORLD A BETTER PLACE

&Beyond is equally owned by two major shareholders, Getty Family Trusts and Yellowwood Ventures (owned by the Enthoven family, originally from South Africa).

Both families are long-term investors, with Getty family support going back to the foundation of &Beyond in 1991 and the establishment of &Beyond Phinda Private Game Reserve. As cornerstone shareholders, both families are completely committed to the &Beyond ethos and support the company's many endeavours aimed at the conservation of land and wildlife, as well as the development of meaningful benefits for local communities.

If you want to go fast, go alone.
If you want to go far, go together.

AFRICAN PROVERB



OUR LEADERSHIP TEAM

FINANCIAL DIRECTOR EAST AFRICA
SHAUN MARSHALL
Shaun.Marshall@andBeyond.com

REGIONAL DIRECTOR EAST AFRICA
Jane Braack
jane.braack@andBeyond.com

Our legacy impact

OUR ACHIEVEMENTS OVER THE LAST 30 YEARS*

CARE OF THE LAND

3 000 km

Impacted coastline

3.6 M

Hectares of impacted conservation land

13.1 kg

CO₂ per head group average

461 l

Water used per head group average

100%

Lodges annually audited for sustainability

100%

Group reduction in guest plastic water bottle use

740 000

Annual reduction in plastic bottles

CARE OF THE WILDLIFE

72

Leopard collared with Panthera in its research into leopard on &Beyond Phinda

5

Lion translocated to Rwanda's Akagera National Park in 2015, reversing a 15-year local extinction

50

Gaur translocated to India's Bandhavgarh National Park in 2011, reversing a local extinction, with subsequent growth to 150

87

Rhinos translocated from South Africa to Botswana since 2014 by Rhinos Without Borders

54

Rhino calves born to the translocated rhino

10

Grey reef sharks tagged for research

2

Marine sanctuaries secured

23 000

Conservation lessons provided by our safari and island lodges in Africa

28 622

Hectares returned to wildlife conservation at Phinda

5 750

Turtles hatched on average between &Beyond Mnemba and &Beyond Vamizi Islands per year

CARE OF THE PEOPLE

307

Classrooms

915

CLEF tertiary education bursaries, awarded to 604 promising rural students

56 000

People with access to water

73

Water access sites built including boreholes and water reticulation projects

4 764

Hippo Water Rollers enable rural communities to move 2 million litres of water per month

1 297

Staff employed from local communities

75

Cultures represented through our 2 000 &Beyonders



&BEYOND



@andbeyondtravel
#seewhatliesbeyond

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andBeyond.com

*Stats as per FY20