



A Zanzibar 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.



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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

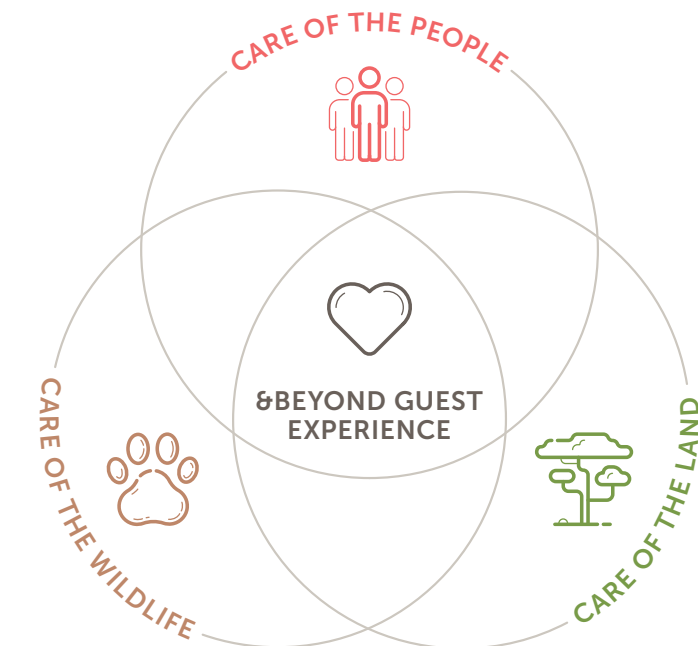
peelings from our kitchens, we consciously look for ways to leave a positive legacy through all of our actions.

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

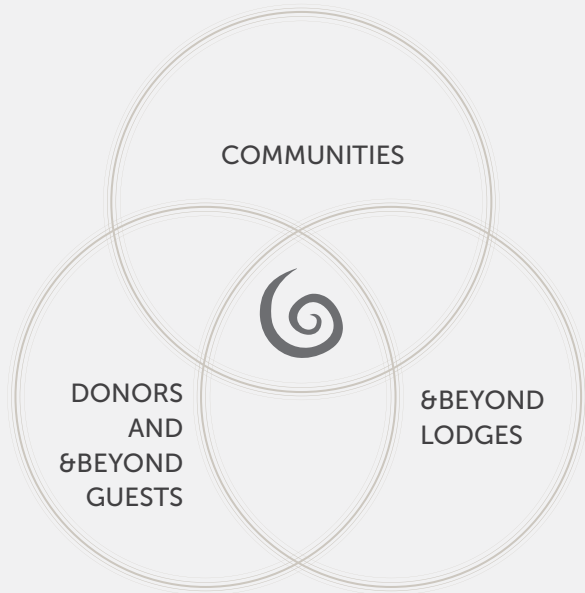
Work with community leaders and project champions to achieve the success of the project

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.

⌘Beyond 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



Investment Snapshot

YEARS	
23	&Beyond Mnemba Island
23	Community impact
CONTRIBUTION	
TZS 2,782,982,101	Capital investment*
TZS 12,403,456,932	Annual contribution to government *
TZS 386,213,734	Social infrastructure**
TZS 3,388,059,440	Local procurement spend**
TZS 30,083,615	Environmental protection to date
IMPACT	
6	Communities (Zanzibar)
68	People employed
3 000 km	Impacted coastline
540	Average number of nests protected since 2001
46 000	Average number of turtle hatchlings since 2001

*FY 2017 – 2020 (FY = financial year ending 30 June)

**FY 2018 – 2020 (FY = financial year ending 30 June)

USD/TZS Rate of exchange: 2,316.69 (July 2020)

ZANZIBAR

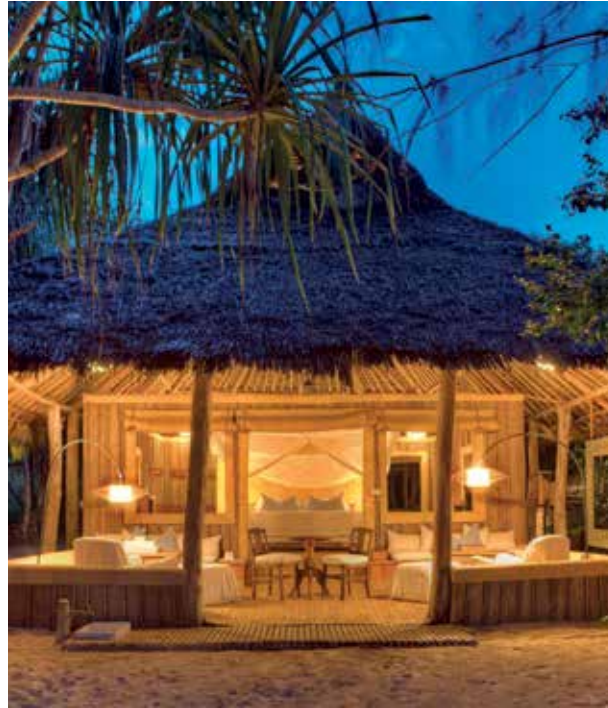
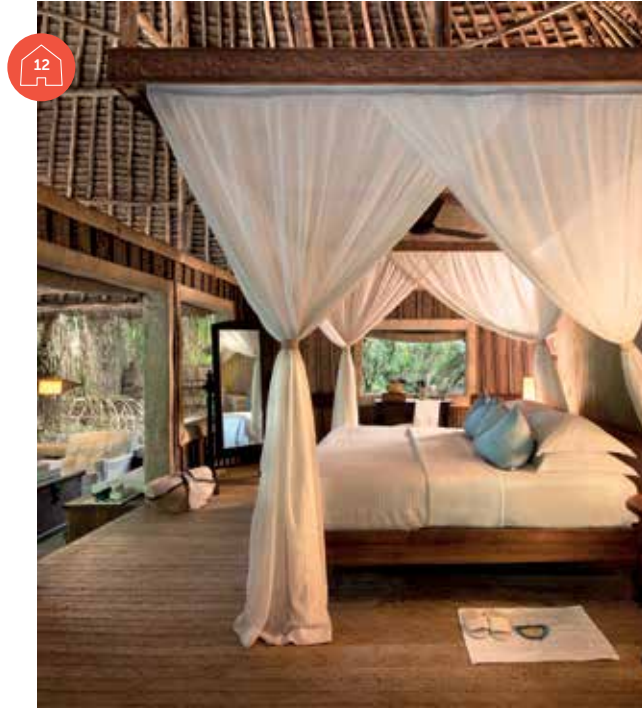
Welcome to &Beyond Zanzibar

Our lodge

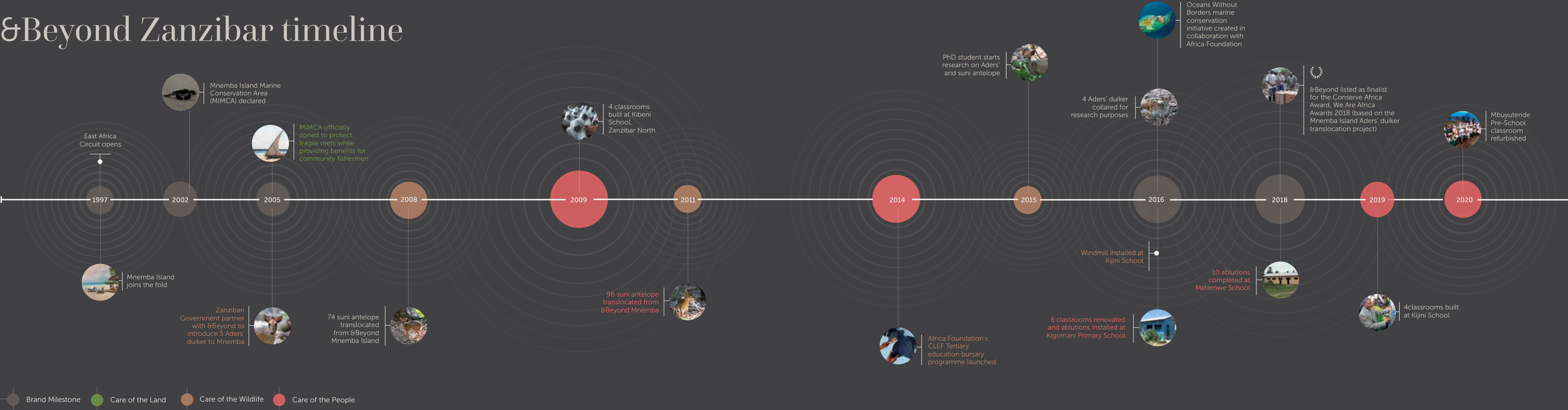
&BEYOND MNEMBA ISLAND

Mnemba Island / Zanzibar

Since 1996; Additions 2007, 2016; Refurbishment 2020



&Beyond Zanzibar timeline



ZANZIBAR

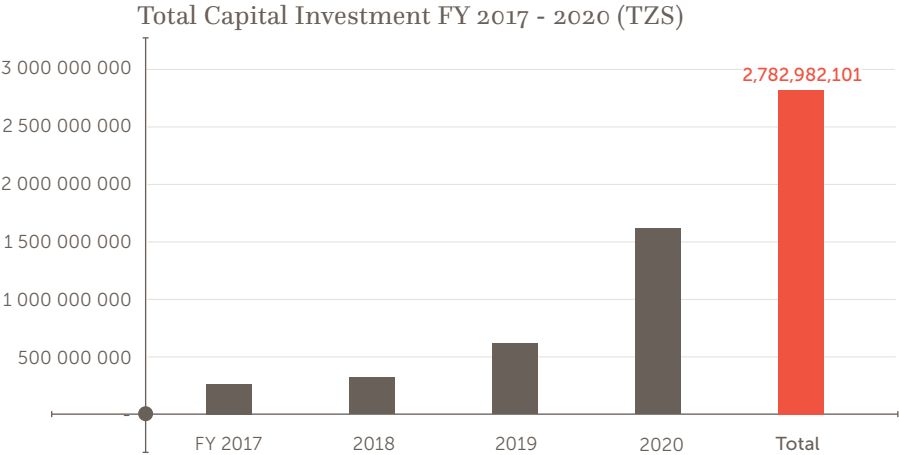
Welcome to ♻️Beyond Zanzibar

Our economic contribution

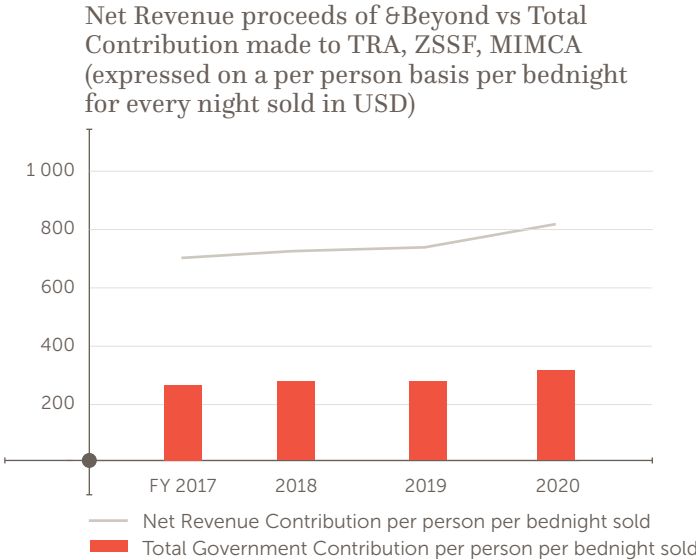
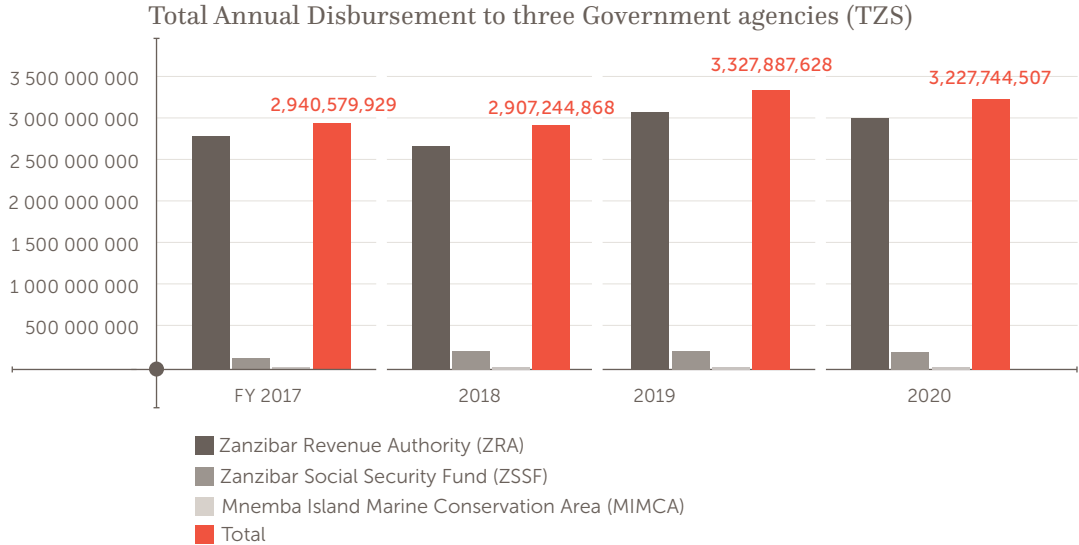
CAPITAL INVESTMENT

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



USD/TZS Rate of exchange: 2,316.69 (July 2020)
FY refers to our financial year ending 30 June

Our impact

& BEYOND MNEMBA ISLAND



Oceans truly have no borders. They are the ultimate commons, connected by the salty waters that flow around the globe – a fragile blue expanse that connects us all, and on which we are all intimately dependent.

”

DR TESSA HEMPSON
OCEANS WITHOUT BORDERS

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.

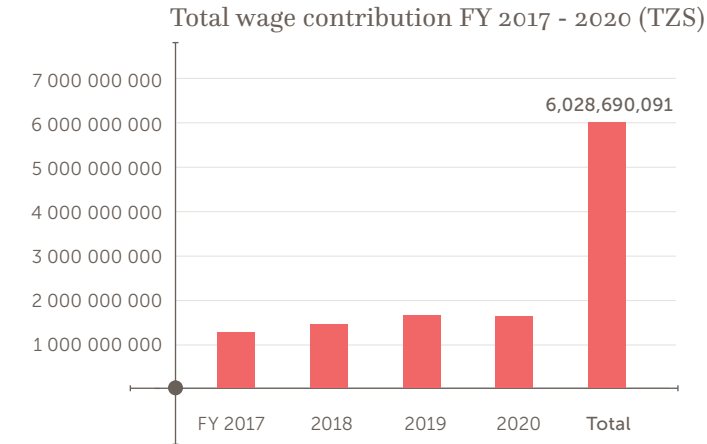
- 1 Employment
- 2 Skills development
- 3 Supporting local business
- 4 Social infrastructure investment
- 5 Building capacity through CLEF
- 6 CLEF success story
- 7 Community project timeline
- 8 COVID-19 impact and response



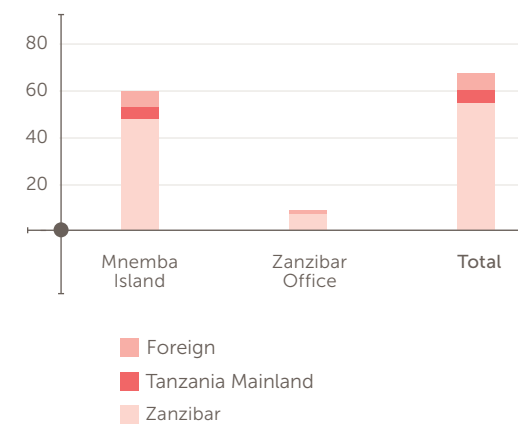
EMPLOYMENT

&Beyond has made a deep commitment to local employment and staff development in Zanzibar.

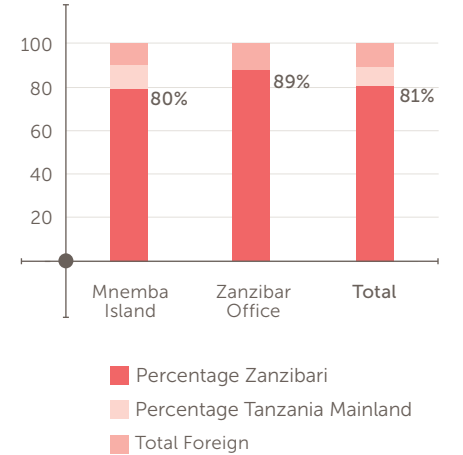
Over
6.5
billion TZS
total wage bill
FY 2018 - 2020



&Beyond Zanzibar:
Employee numbers as at June 2020



Percentage of Zanzabari staff
to total employees



USD/TZS Rate of exchange: 2,316.69 (July 2020)
FY refers to our financial year ending 30 June

ZANZIBAR

Our Impact | Care of the People

SKILLS DEVELOPMENT

Building the employment capacity of the local community through 8Beyond and Africa Foundation skills development and training programmes is a key element of our community upliftment model. The impact of the COVID-19 restrictions is clearly evident in the FY 2020 training statistics.

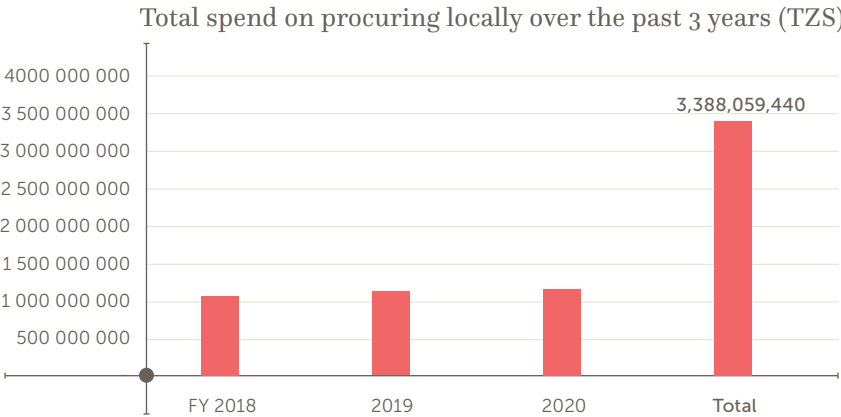
	2017	2018	2019	2020
Training interventions	4	14	1	7
Average number of people trained per intervention	13	6	8	7

Our Star-in-Training lodge programme provides valuable on-site training and workplace experience in the tourism and hospitality industry for individuals from the local community that do not have the option of tertiary education.



SUPPORTING LOCAL BUSINESS

One of our key focus areas to support Zanzibar local business has been local procurement initiatives across our Zanzibar lodge portfolio. Currently our local spend comprises a significant 69% of 8Beyond Mnemba Island’s operational expenses.



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



Job creation and increased income generation are at the heart of these local procurement initiatives supported by our community development partner, Africa Foundation.



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.

The connection of 3 000 km (1 864 mi.) of Indian Ocean coastline through 8Beyond’s three-island footprint, has created a unique opportunity to support a critical part of the fragile marine ecosystem. Communities along the coastline within 50 km (31 mi.) of 8Beyond’s island footprint in Zanzibar are defined as local.

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

*USD/TZS Rate of exchange: 2,316.69 (July 2020)
FY refers to our financial year ending 30 June*

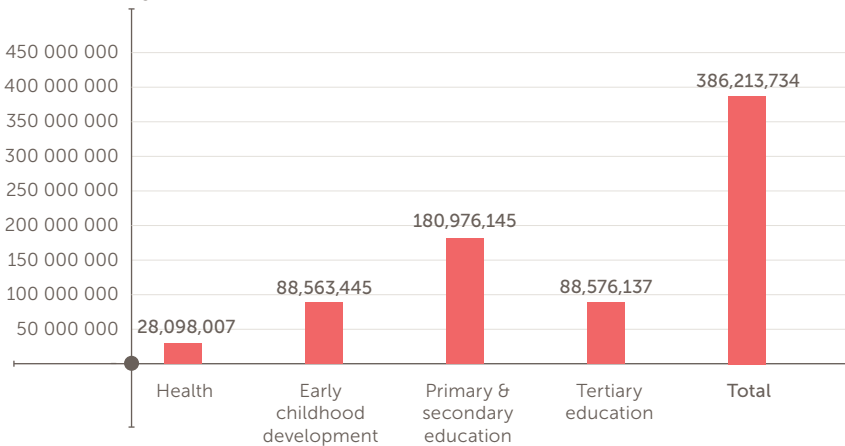
ZANZIBAR

Our Impact | Care of the People

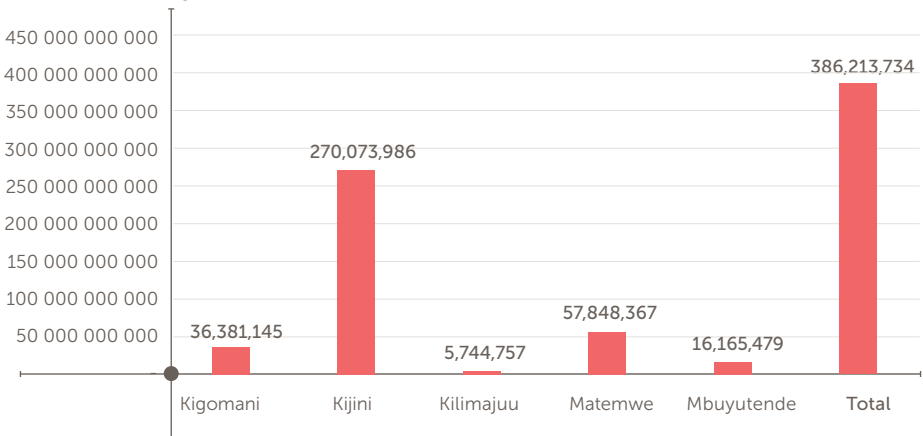
SOCIAL INFRASTRUCTURE INVESTMENT

6 communities,
23 years
community impact

Africa Foundation's completed Zanzibar communities' project portfolio FY2018 – 2020
By focal areas:



Africa Foundation's completed Zanzibar communities' project portfolio FY2018 – 2020
By Zanzibar communities:



ZAR/TZS Rate of exchange 133.599 (July 2020)
FY refers to our financial year ending 30 June

Over TZS 386,000,000 invested in the development and upgrade of social infrastructure in Zanzibar communities.

INVESTMENT INTO SOCIAL INFRASTRUCTURE

INCREASE IN LIFE EXPECTANCY	TOTAL IMPACT
Ablutions	16
Clinics (accommodation)	1
Water access sites	2
QUANTITY OF EDUCATION	TOTAL IMPACT
Classrooms (new / renovated)	18
CLEF bursaries granted	30
QUALITY OF EDUCATION	TOTAL IMPACT
School desks	400
School fencing	1
Teachers' accommodation	2
PROSPERITY	TOTAL IMPACT
Small business development - Craft markets	1
- Training	1



ZANZIBAR

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 2016 in Zanzibar), the aim of this 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:

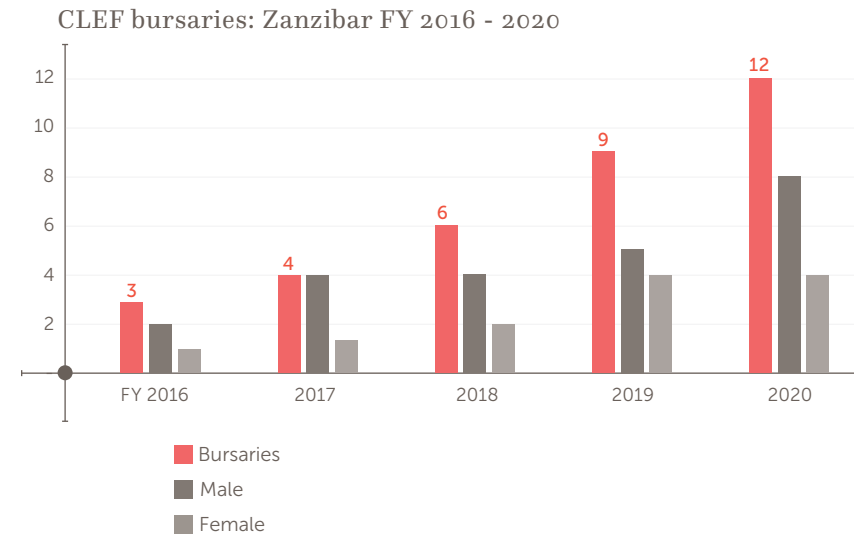
- 915 Bursaries awarded
- 604 CLEF students
- 533 CLEF graduates
- 62 Rural African communities
- 1st Postgraduate student

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

The CLEF programme started in Zanzibar in 2016, with 34 bursaries granted to 21 students FY 2016 - 2020.

Over
166
million TZS
invested in
CLEF Zanzibar
since 2016



USD/TZS Rate of exchange: 2,316.69 (July 2020)
FY refers to our financial year ending 30 June



Being married
is not the end of
your story... ”

CLEF success story

Wife, mother of three and ICU nurse, Mtumwa Hassan Ali is a quietly extraordinary woman who has set new precedents for what can be achieved against all odds.

She was born in the small fishing village of Matemwe, on the north-eastern coast of Zanzibar Island. With limited educational infrastructure, the opportunities for tertiary education are rare.

In 2004, at the age of 20, Mtumwa's hunger to continue her education called for the brave step of moving away from her home village to stay with her Aunt, a teacher in the west-coast town of Bubuku. She went on to complete her Diploma in nursing, with midwifery specialisation. Important milestones included her marriage in 2010, and the birth of two daughters in 2011 and 2013.

Even as a married mother, Mtumwa's sights were set on further studies, but this seemed an impossible reach given the financial obstacles.

2016 WATERSHED

Then in 2016 everything changed when her husband Bakari, a Conservation Officer for Africa Foundation, encouraged her to apply for a CLEF bursary. Not only was Mtumwa successful in her application for her first year of study, but also in her re-applications for the three years following.

With the support of her husband and aunt for the balance of expenses not covered by the CLEF bursary, she graduated from Zanzibar University with a Bachelor of Science in Nursing (BSN) and took up a permanent position as an ICU nurse at the Mnazi Mmoja Hospital, Zanzibar in January 2021.

Asked about her choice of ICU nursing, Mtumwa explained: "I like to provide care. Everyone needs care. As the fifth child in a family of 10, I grew up looking after my younger siblings. Working in ICU, I am providing the full care needed by those patients who are fighting for their life."

She is the first in her family to enter the medical profession, however her younger brother is now following her example, and studying radiology.

PLANNING IS KEY

How has Mtumwa juggled the many responsibilities of wife, mother, student and now ICU nurse? "It's all in the planning - time for family and time for study." Sometimes she would wake up at 2 a.m. to study as the family slept. In her final year, she was pregnant with her third child - a little boy this time. Two days after delivery, she sat her final exams.

GIVING BACK

In her university holidays, Mtumwa spent time in service to her community. This giving back (buyisela) is an important aspect of the CLEF bursary conditions.

- She promoted awareness of CLEF to young women in her community, using her story as a powerful example.
- Mtumwa also worked at the Matemwe Hospital as a volunteer nurse.
- She conducted research for the hospital, and her findings were instrumental to the development of a 24-hour service to community mothers-to-be.

NO STOPPING

Mtumwa is now preparing for her intended next step: a Masters in Emergency Nursing in Beijing: an 18-month course subsidised by a Chinese sponsorship. She'll be using 2021 to study basic Mandarin in preparation for this goal.

Mtumwa's remarkable story pays testimony to the support she's received from her husband, Bakari, and her aunt; to the opportunities enabled by CLEF, and to her firm conviction that with passion and dedication, a woman can do anything.

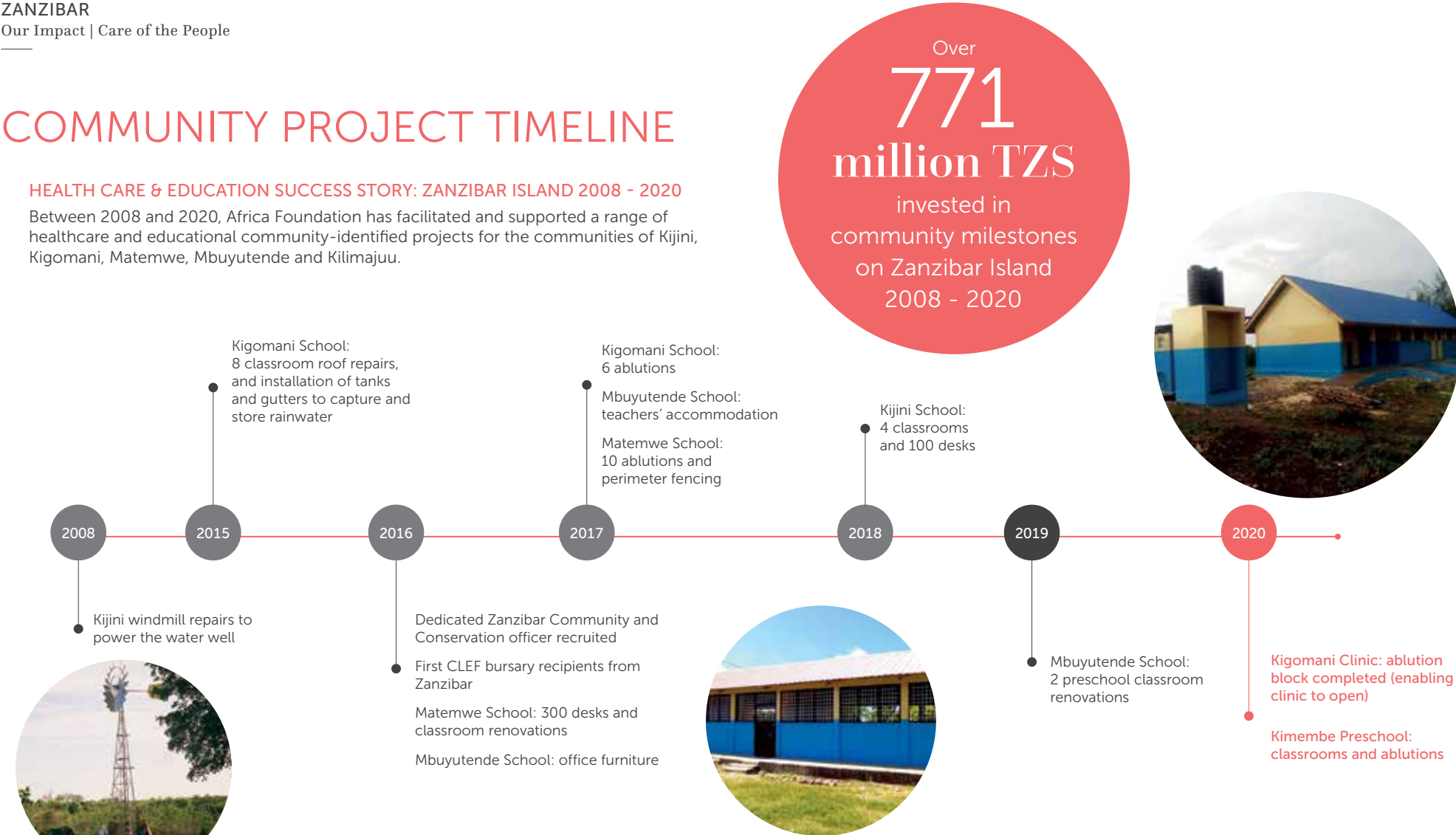
ZANZIBAR

Our Impact | Care of the People

COMMUNITY PROJECT TIMELINE

HEALTH CARE & EDUCATION SUCCESS STORY: ZANZIBAR ISLAND 2008 - 2020

Between 2008 and 2020, Africa Foundation has facilitated and supported a range of healthcare and educational community-identified projects for the communities of Kijini, Kigomani, Matemwe, Mbuyutende and Kilimajuu.



USD/TZS Rate of exchange: 2,316.69 (July 2020)
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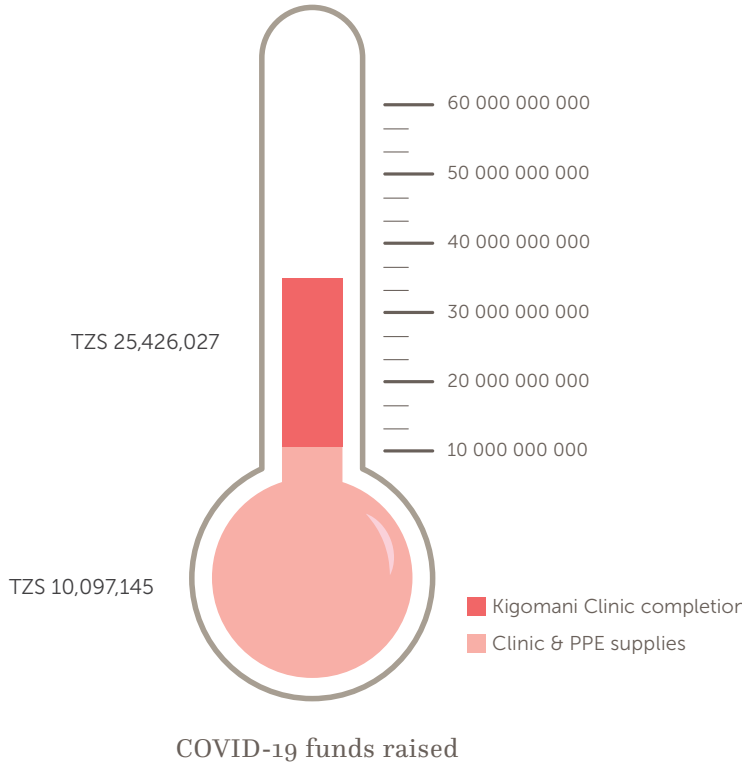
ZANZIBAR

Our Impact | Care of the People

COVID-19 IMPACT AND RESPONSE

The COVID-19 pandemic was confirmed to have reached Tanzania in March 2020, with the first case confirmed in Arusha. Late March saw the second recorded case in Zanzibar. Local authorities stopped reporting case numbers in May 2020 due to a presidential dispute with the national laboratory.

As was evident in tourist destinations across the globe, the impact of COVID-19 on Zanzibar was devastating, with many resorts and hotels experiencing extremely low occupancy and some closing temporarily, as in the case of Beyond Mnemba Island, while others have shut their doors indefinitely.



Over
35.5
million TZS
raised in response
to the COVID-19
pandemic in
Zanzibar

SUPPORTING COMMUNITIES
IN ZANZIBAR

Africa Foundation's COVID-19 response to this health crisis was to focus on areas of critical importance including clinic support, water access, food assistance and business support. With specific reference to Zanzibar, the foundation's support was two-fold:

CLINIC & PPE SUPPLIES

The clinics of Kijini and Matemwe were provided with medical and PPE supplies.

KIGOMANI CLINIC COMPLETION

Against the backdrop of the COVID-19 pandemic and the severe implications for vulnerable communities, the Kigomani Clinic healthcare project was escalated to a priority level.

Thanks to the generosity of Africa Foundation's donor base, the ablution block for the new Kigomani Clinic was completed – the last official requirement for the completion of the clinic. Now 11 000 people from the villages of Kigomani, Mbuyutende and surrounds have access to nearby clinic care.

ZANZIBAR

Our Impact | Care of the Land

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 effect on climate change
- 3 Measuring our impact through audits
- 4 More effective water-usage management
- 5 Zero plastic water bottles



IMAGE: ©MARK ZIEMBICKI



IMAGE: ©MARK ZIEMBICKI



IMAGE: ©MARK ZIEMBICKI



Over
30 million TZS
invested to date
to ensure minimum
environmental
impact

INVESTMENT IN ENVIRONMENTAL PROTECTION

&Beyond has invested significantly in the protection of our environment in Zanzibar. 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.

In Zanzibar, we operate on Mnemba Island in the Zanzibar Archipelago. Our investments have therefore been targeted

at protecting the marine environment in which we operate, including reefs and endangered marine species.

Our sustainable lodge practices include:

- Management of fuel usage
- More efficient water-usage management
- More efficient energy and heat management
- Reducing our plastic and waste

INVESTMENT IN ENVIRONMENTAL PROTECTION TO DATE (TZS)	
Water bottling plants	21,593,921
Water saving initiatives	350,694
Back-up systems to reduce generator usage	8,139,000
Total	30,083,615

USD/TZS Rate of exchange: 2,316.69 (July 2020)
FY refers to our financial year ending 30 June

ZANZIBAR

Our Impact | Care of the Land

REDUCING OUR EFFECT ON CLIMATE CHANGE

REDUCING OUR DIRECT CARBON FOOTPRINT

One of our Vision 2020 goals was 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 commitment 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 carbon sources that we have immediate and complete control over) by managing the emissions from our consumption of purchased electricity, fuel and other sources of carbon-generating energy.

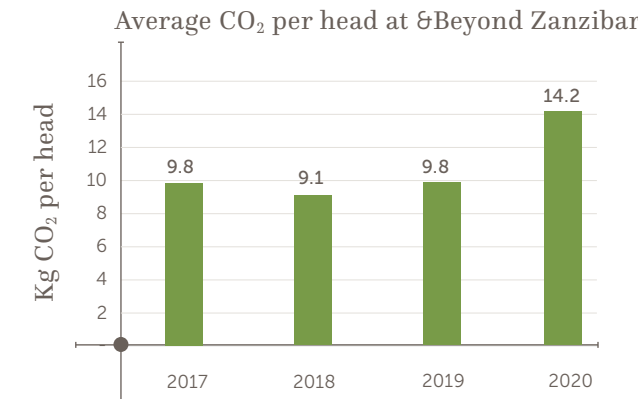
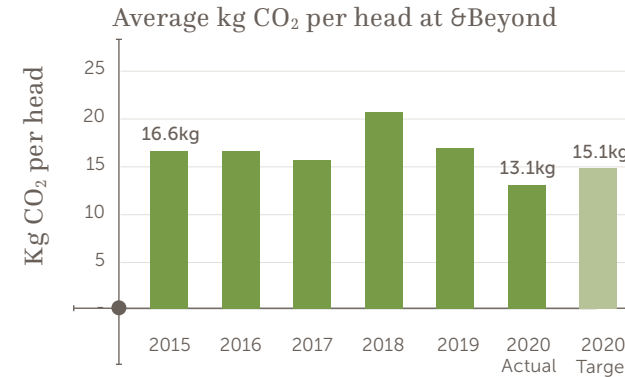
It is through the active measurement of our respective non-renewable energy sources, and the phased introduction of renewable energy sources such as solar power plants, that we are able to best manage and drive the reduction of our direct carbon footprint.

Our carbon reduction initiatives and investments include a phased implementation of renewable energy sources across our lodge operations. ”

Between 2017 – 2019, our Zanzibar CO₂ usage was **5 kg** per head better than our Group 2020 target

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: With our FY20 investments into staff accommodation upgrades and kitchen refurbishments at ♻️Beyond Mnemba Island, our CO₂ calculations per head are skewed where there is no occupancy, but consumption continues for building purposes.*

MEASURING OUR IMPACT THROUGH AUDITS

In order to make real progress in reducing 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 audits taking place every 18 months.



Our Zanzibar sustainability audit scores have improved by 16% since 2017. ”

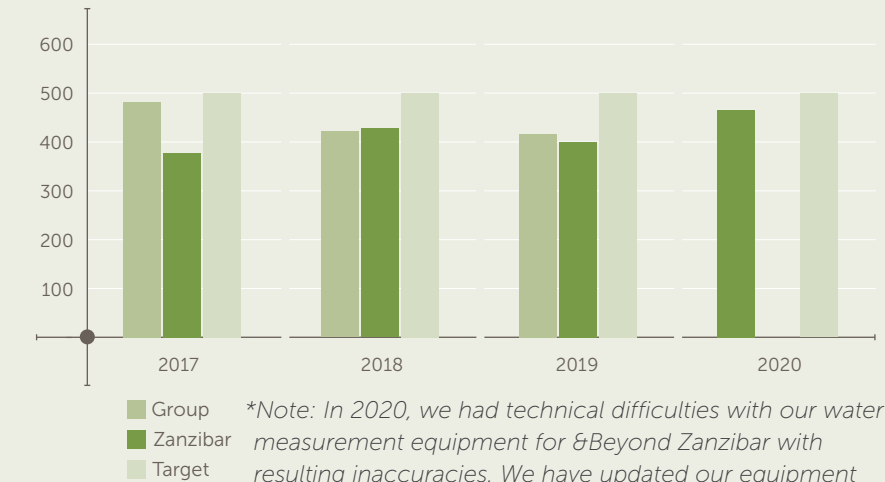
MORE EFFECTIVE WATER-USAGE MANAGEMENT

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. This figure was calculated using a combination of external research and internal investigations to determine responsible usage for our high-end consumers.

Water-use target of 500 litres per head per day: consistently surpassed



**Note: In 2020, we had technical difficulties with our water measurement equipment for ♻️Beyond Zanzibar with resulting inaccuracies. We have updated our equipment and should have accurate measurements going forward.*

ZANZIBAR

Our Impact | Care of the Land



8 500
plastic water
bottles eliminated
annually at &Beyond
Mnemba Island

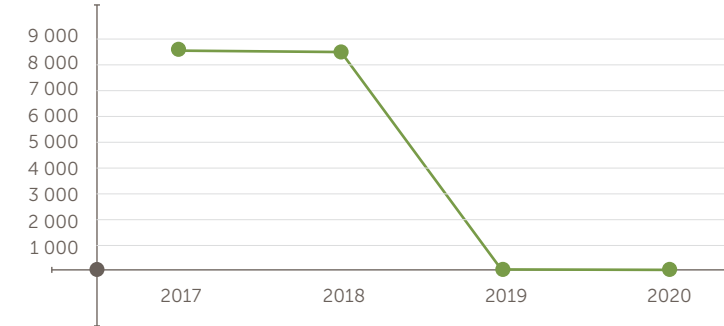
ZERO PLASTIC WATER BOTTLES

Our target is to reduce the number of plastic bottles utilised by 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 &Beyond lodges use recyclable glass water bottles
- 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

Number of plastic water bottles utilised at &Beyond Zanzibar



USD/TZS Rate of exchange: 2,316.69 (July 2020)
FY refers to our financial year ending 30 June

100%
0

Use of glass water bottles at &Beyond
Mnemba Island

Plastic straws

8 500

Plastic bottles eliminated annually

159

Kg plastic eliminated annually

All

Guest amenities recyclable

All

'Food-to-Go' containers recyclable

25 500

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



REDUCING ALL WASTE

ISLAND STAFF IN ACTION

Every day (barring the COVID-19 restriction period) a nominated &Beyond Mnemba Island staff member can be seen with a takataka (litter) basket cleaning the beach of waste material that has washed up onto the shore.

In 2018, a total of 1 296 kg of plastic and waste material was collected, with 1 299 kg in 2019. Most of these items were fire lighters, flip flop shoes, and plastic bottles.

REGIONAL RECYCLING

&Beyond Mnemba Island is currently working with Zanrec, a fully-integrated waste management organization in Zanzibar, whose business model ensures 95% waste recycling.

In addition, discussions around a collaboration are underway with Ozti Recycling, who use heavy plastics like five-litre containers and bottle caps, which they break down and create all kinds of household items, from lights, to pots for plants.

ZANZIBAR

Our Impact | Care of the Wildlife

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 endangered species, and an active programme of conservation education.

- 1 Supporting conservation education
- 2 Oceans Without Borders



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 and marine 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.

On &Beyond Mnemba Island, which is an important protected nesting site for the endangered green sea turtle, there is also ongoing engagement with local communities and fishermen around the importance of turtles to the marine and beach ecosystems, and the challenges to protect them.

364
students
have received
conservation
lessons over the
last 3 years

NO. OF STUDENTS THAT RECEIVED CONSERVATION LESSONS 2018 - 2020			
Year	2018	2019	2020
Students	117	162	85



ZANZIBAR

Our Impact | Care of the Wildlife



OCEANS WITHOUT BORDERS

Oceans Without Borders strives to catalyse positive change across our marine footprint to leave our oceans a better place by applying our proven care-trilogy to the ocean, marine wildlife and coastal communities, never forgetting that our &Beyond guest experience lies at the heart of our vision.

2021 will mark 20 years of continuous green turtle nest monitoring on Mnemba Island, making it one of the longest on-going turtle nest monitoring programmes in the Western Indian Ocean. ”

Oceans Without Borders (OWB) is our marine conservation initiative in collaboration with Africa Foundation. Through this dedicated programme that spans &Beyond’s marine footprint, we are able to influence over 3 000 km (1 864 mi.) of African coastline including the islands of Benguerra and Vamizi in Mozambique, and Mnemba Island in the Zanzibar Archipelago.

WHAT ARE THE 5 CORE OBJECTIVES OF OCEANS WITHOUT BORDERS?

- **BASELINE:** to facilitate world-class research as a platform for decision making and tracking progress
- **CARE OF THE LAND (OCEAN):** to conserve and enlarge Marine Protected Areas (MPA).
- **CARE OF THE WILDLIFE:** to support the protection of iconic marine species
- **CARE OF THE PEOPLE:** to ensure a positive association with our marine conservation endeavours by upskilling and empowering local communities through our tried and tested methodology of consultation and close collaboration
- **GLOBAL REACH:** to create a growing ripple of awareness through the engagement and education of &Beyond guests and local communities

CURRENT OWB MONITORING ACTIVITIES IN ZANZIBAR

Turtle nesting
Coral cover, diversity and health-protocol in development
Fish diversity and biomass – protocol in development
Beach erosion
Terrestrial fauna monitoring
Nursery and re-vegetation

CURRENT OWB PROJECTS: MNEMBA ISLAND



GREEN TURTLE MONITORING

Mnemba Island hosts a regionally significant green turtle nesting population, together with nearly 20 years of continuous nest-monitoring data. This long-term dataset offers an invaluable source of insights for this iconic and endangered species.



DUIKER BREEDING PROGRAMME

Ongoing monitoring of Mnemba Island’s breeding population of Africa’s rare Aders’ duiker (Critically Endangered) and tiny suni antelope. It is crucial their gene pools remain strong, and that the carrying capacity of the island is not exceeded.



VEGETATION MONITORING PROGRAMME

This programme comprises an indigenous plant nursery and revegetation initiative to mitigate factors such as beach erosion, and a dedicated forest vegetation control programme, to assess the impact of the duiker population on the vegetation.

Global Marketing

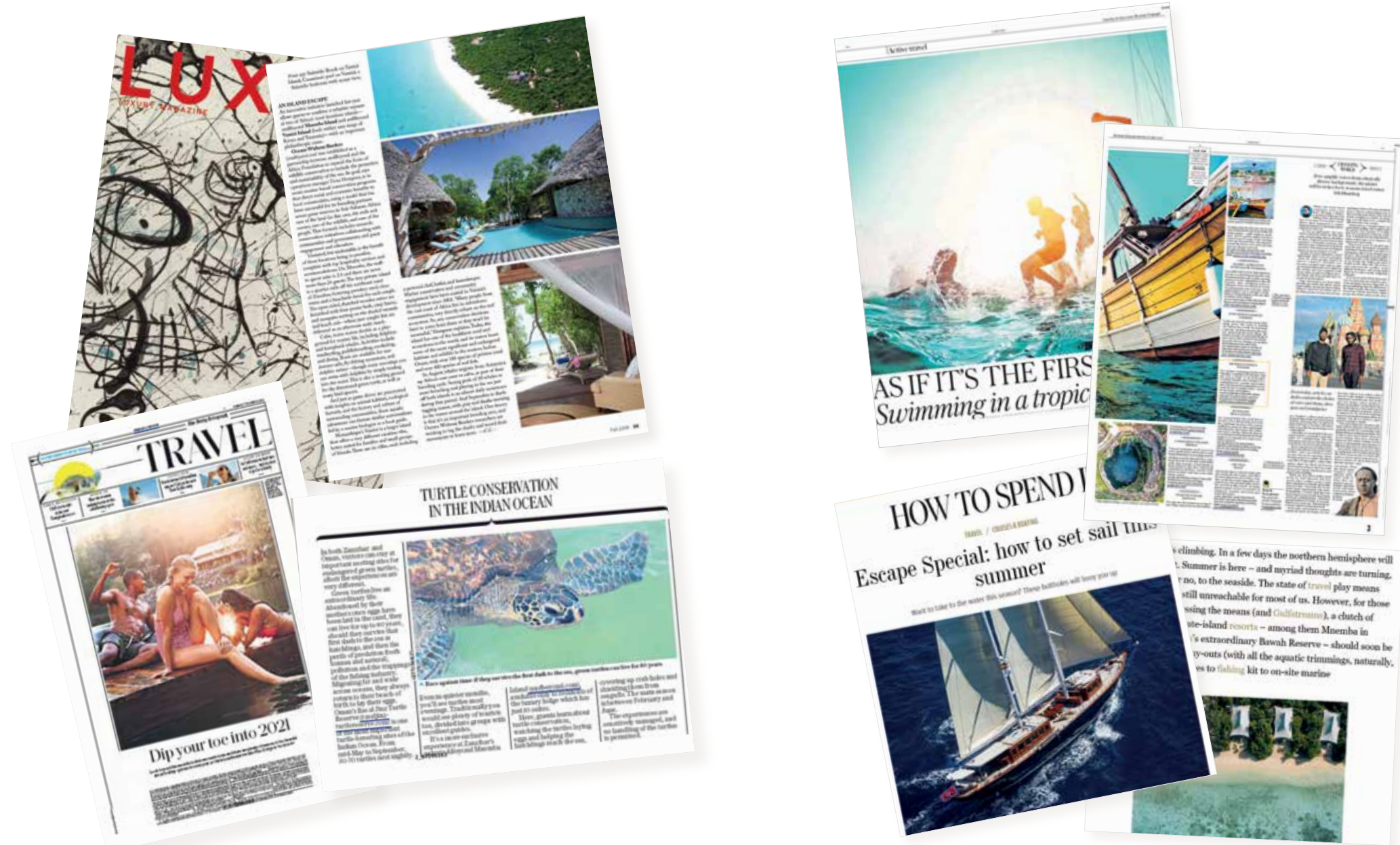
OF ZANZIBAR

The allure of Zanzibar is timeless. White sands and turquoise waters ring the island, and African, Indian, Arabic and Persian influences intertwine in Stone Town to form a rich cultural backdrop.”

MARY FITZPATRICK
LONELY PLANET

Marketing Zanzibar 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 Zanzibar, 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 ZANZIBAR 2015 – JULY 2020		
Press releases	8	Key upscale media from global markets in the USA, UK, Australia, Singapore, Hong Kong and Germany through our PR agencies
Media Newsletters	4	Key media global markets reaching 2 000 key partners
Top print and online coverage	167	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 Zanzibar 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 Zanzibar web pages:

&BEYOND WEBSITE	2018	2019	2020
Pages about Zanzibar on the www.andBeyond.com website	35	69	30
Sessions*	123 060	108 914	158 603
Unique page views**	96 793	88 236	146 738
No. of web enquiries for travel into Zanzibar	481	491	472
No. of web enquiries converted into sales	99	121	98
Revenue (TZS)	1,778,009,372	2,042,446,816	1,371,256,662

* Sessions represent a single "visit" to our site i.e. how many visits there were to our Zanzibar 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

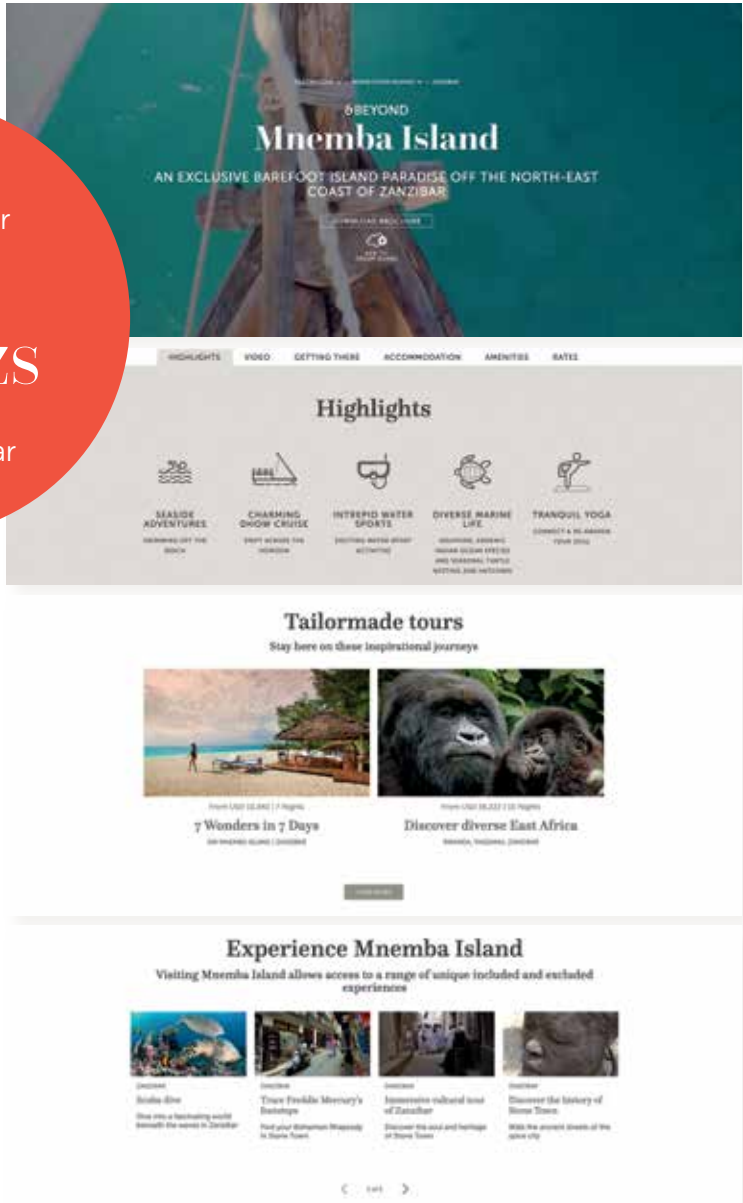
Thanks to the innovations of our Digital Team, there is a dynamic new look to our &Beyond Mnemba Island lodge web page, together with a number of guest-friendly elements such as:

- Easy download of lodge brochure
- Highlights overview
- Why we love it – memory makers

Our website
alone has
generated over

5
billion TZS

in revenues
for our Zanzibar
operation



USD/TZS Rate of exchange: 2,316.69 (July 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 tables details the reach of Zanzibar (&Beyond Mnemba Island) - specific posts across our various social media platforms for FY 2019 – 2020:*

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 Mnemba Island posts	Twitter	26 423		
	Facebook	2 695	47	124 510
	Instagram	7 515	56	308 522

*FY refers to our financial year ending 30 June

**Impressions represent the number of times a mail 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/>

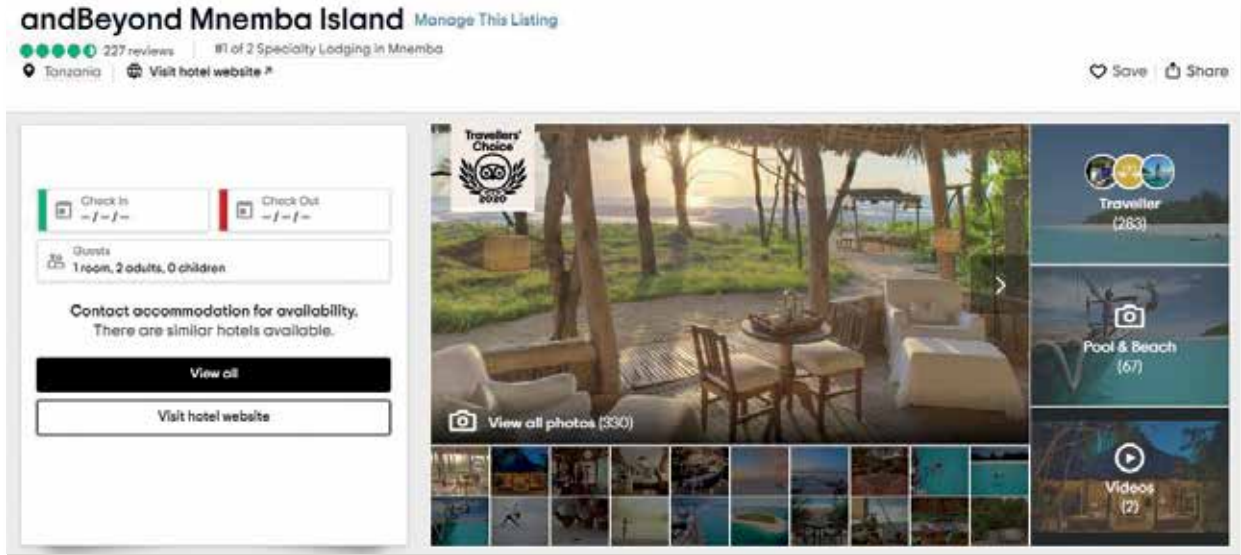
ZANZIBAR
Global Marketing

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 Zanzibar from the TripAdvisor listings for FY 2019 - 2020:

ZANZIBAR LODGE	NO OF REVIEWS	AVERAGE RATING	REFERAL LINKS	TOTAL ENGAGEMENT FROM LISTING
Mnemba Island	14	3.6	5 680	6 988

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.



&Beyond Mnemba Island
was the proud recipient
of a TripAdvisor Travellers’
Choice Award for 2020.



USD/TZS Rate of exchange: 2,316.69 (July 2020)



ZANZIBAR

Global Marketing | Awards and Recognition

ZANZIBAR AWARDS AND RECOGNITION

&Beyond Zanzibar has received 27 lodge and conservation awards since 2009



TRAVEL + LEISURE

&Beyond Mnemba Island #2 in Top 5 Africa Resort Hotels, Travel + Leisure World's Best Awards 2020



TRIPADVISOR

&Beyond Mnemba Island receives TripAdvisor Travellers' Choice Award 2020



RESPONSIBLE TOURISM

&Beyond Mnemba Island wins Best in Conservation, Responsible Tourism Tanzania Awards 2019



ZANZIBAR TOURISM SHOW

&Beyond Mnemba Island receives Certificate of Appreciation for Marine Conservation in the Tourism Industry at Zanzibar Tourism Show 2019



HARPER'S BAZAAR

&Beyond Mnemba Island appears in Harper's Bazaar: The 10 Best Private Islands in the World – and Where to Find Them 2017



BIG TUSKER

&Beyond Mnemba Island wins Ultimate Romantic Safari Experience: Big Tusker Awards 2016



WORLD TRAVEL AWARDS

&Beyond Mnemba Island named Africa's Leading Private Island Resort in World Travel Awards 2016



ELLE.CO.UK

&Beyond Mnemba Island voted one of ELLE.co.uk's The World's Best Beaches 2016



DEPARTURE MAGAZINE

&Beyond Mnemba Island is an honoree in Departure magazine's Legend Awards 2019: The Most Beautiful Private Islands of 2019



RESPONSIBLE TOURISM

&Beyond Mnemba Island runner up Best in supporting Conservation Responsible Tourism Tanzania Awards 2018



FODOR'S FINEST

&Beyond Mnemba Island features under Rich & Famous in The Best Hotels in Africa on Fodor's Finest: The 100 Most Incredible Hotels in the World 2018



WORLD TRAVEL AWARDS

&Beyond Mnemba Island named Africa's Leading Private Island Resort in World Travel Awards 2017



SAFARI AWARDS

&Beyond Mnemba Island wins Best Marine Safari Experience (Africa) Safari Awards 2016



SAFARI AWARDS

&Beyond Mnemba Island wins Safari Awards 2016 Best Marine Safari Experience (Tanzania) 2016



LUXURY TRAVEL MAGAZINE

&Beyond Mnemba Island Finalist, Best Overseas Romantic Property, in Luxury Travel Magazine's Gold List Awards 2016



WORLD'S RESPONSIBLE TOURISM

&Beyond Mnemba Island takes Silver,Best for Beach Tourism, at the World's Responsible Tourism Awards 2015

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 Zanzibar.



About

&BEYOND ZANZIBAR

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 ZANZIBAR & TANZANIA

FINANCIAL DIRECTOR

Shaun Marshall
shaun.marshall@andBeyond.com

REGIONAL DIRECTOR

Jane Braack
jane.braack@andBeyond.com

REGIONAL MANAGER

Scott Tineja
scott.tineja@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

ZANZIBAR OFFICE ADDRESS:

#34 House #

SH/K3/47H

Mbweni road, Mazizini area
Zanzibar

ZANZIBAR POSTAL ADDRESS:

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Stonetown, Unguja, Zanzibar

T (+255) 777072299

andBeyond.com

*Stats as per FY20