



A Tanzania 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 TANZANIA | Our mainland lodges; Our Tanzania timeline;
Our economic contribution - Capital investment; Contributions to government

20

OUR IMPACT: &BEYOND TANZANIA

22 Care of the People

Employment; Supporting local business; Social infrastructure investment; Skills development; Building capacity through CLEF; CLEF success story;
Community project timeline; COVID-19 impact and response

34 Care Of The Land

Investment in environment protection; Reducing our effect on climate change;
More effective water-usage management; Zero plastic water bottles; Measuring our impact through audits

42 Care Of The Wildlife

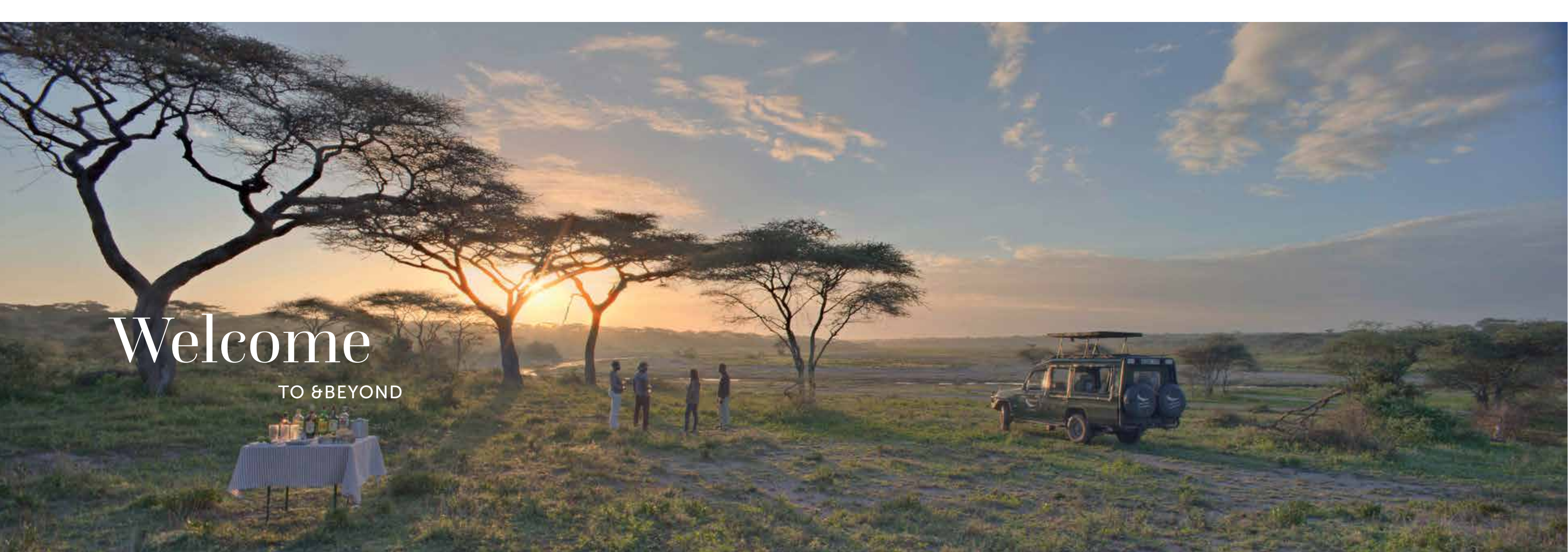
Supporting conservation education; Investing to protect endangered species

46

GLOBAL MARKETING OF TANZANIA | Public Relations communications; Communication across our digital platforms; Awards and recognition

58

ABOUT &BEYOND TANZANIA |Our shareholders; Our leadership team; Our legacy impact

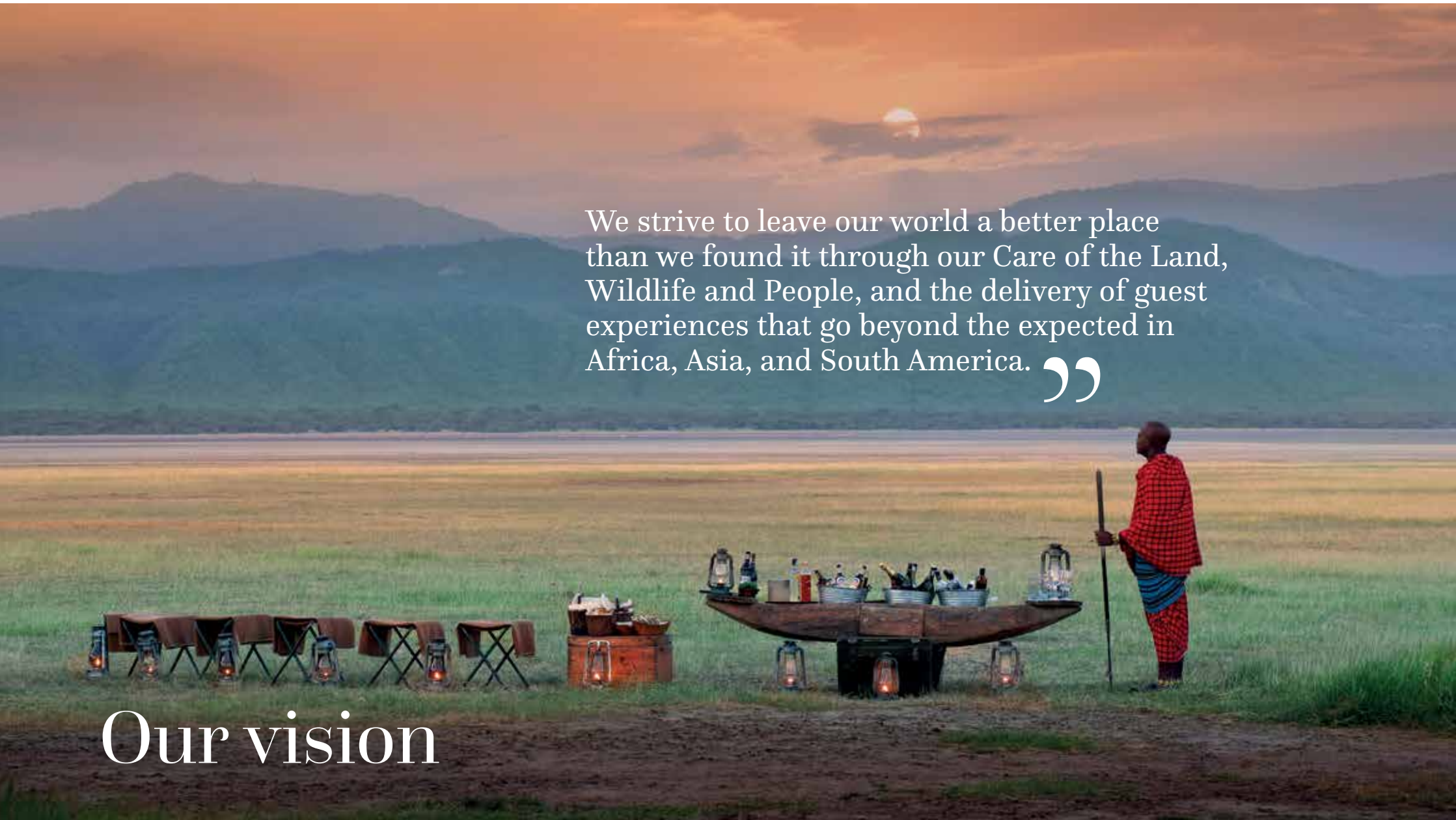


Welcome

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.

”



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 vision

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.

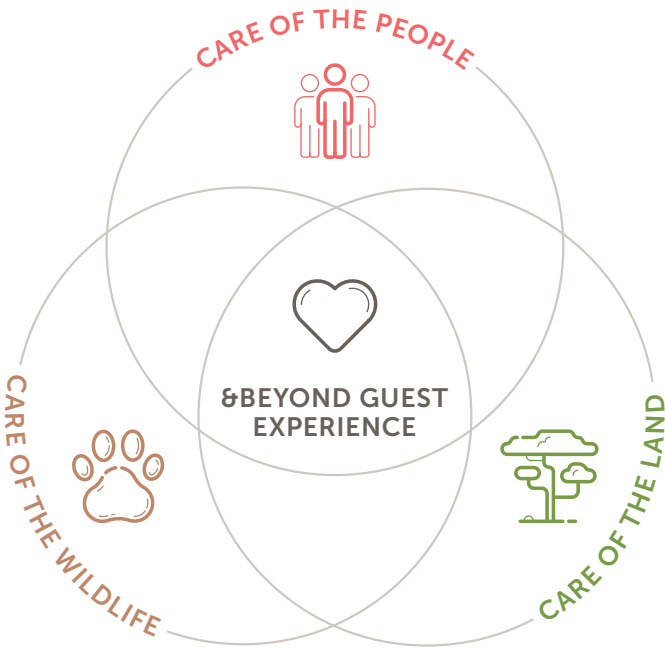
From our greater conservation model down to the tiniest details of the activities that take place in our lodges every day, every decision that we make revolves around our core ethic of Care of the Land, Care of the Wildlife and Care of the People.

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

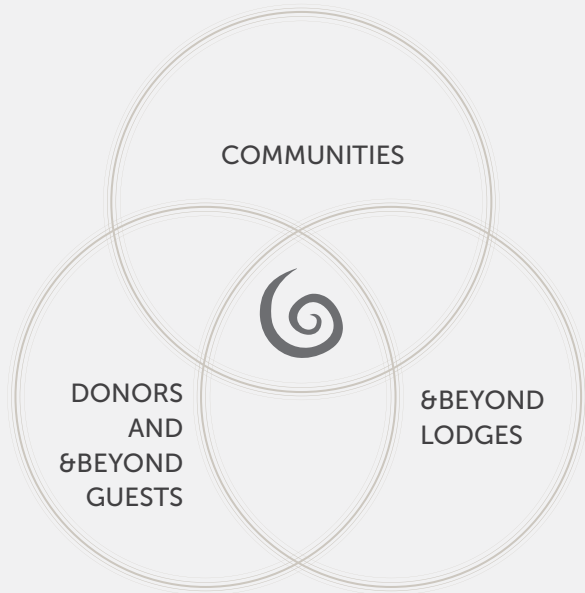
Work with community leaders and project champions to achieve the success of the project

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 Leader's 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

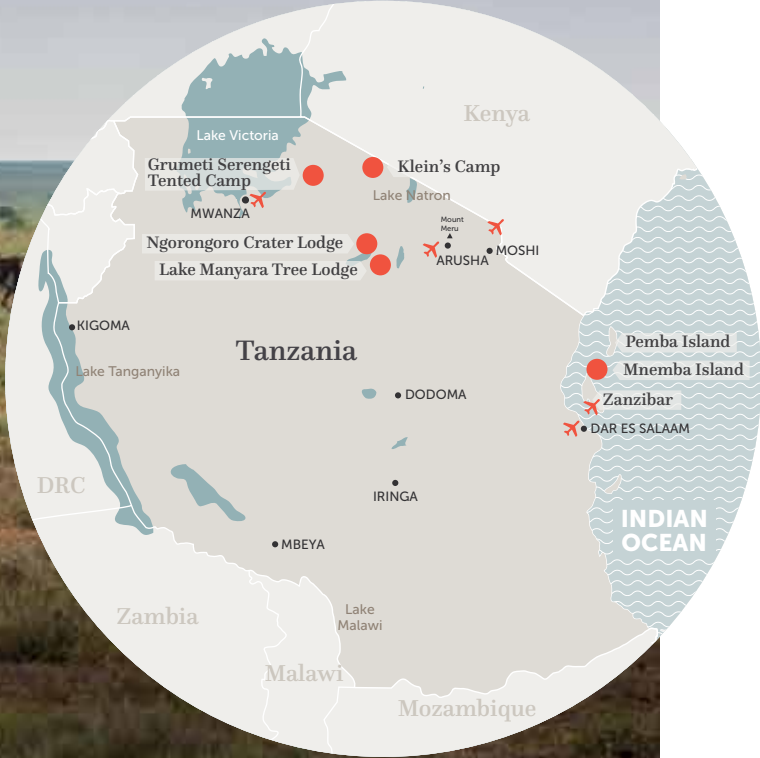
EXPERIENCES

Romance
Legacy
Adventure
Family
Culture
Exclusively yours
Wildlife
Photographic
Wellness



Welcome to

&BEYOND TANZANIA



Investment Snapshot

YEARS	
23	&Beyond Tanzania
23	Community impact
CONTRIBUTION	
TZS 60,450,266,643	Government contributions *
TZS 10,521,054,260	Capital investment **
TZS 18,784,743,388	Local procurement *
TZS 1,589,410,033	Social infrastructure*
TZS 783, 806,377	Environmental protection**
IMPACT	
16	Communities impacted (mainland)
410	People employed
728 000 kg CO ₂	Annual reduction through TANESCO investment
2 007 500 litres	Water re-used per year
60 000 trees	Planted in rural communities over last 10 years

* FY 2018 – 2020 (FY = financial year, ending 30 June)
** FY 2017 – 2020 (FY = financial year, ending 30 June)

USD/TZS Rate of Exchange: 2,313 (June 2020)

TANZANIA

Welcome to &Beyond Tanzania

Our mainland lodges

KLEIN'S CAMP

Serengeti National Park / Tanzania
Opened 1995; Renovations 2007



NGORONGORO CRATER LODGE

Ngorongoro Crater Conservation Area / Tanzania
Since 1997; Renovations 2014



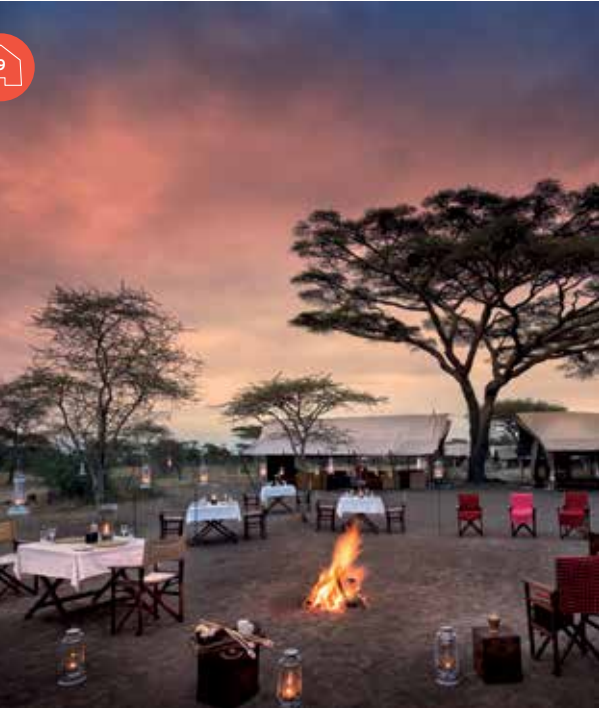
GRUMETI SERENGETI TENTED CAMP

Serengeti National Park / Tanzania
Opened 1996; Renovations 2014



SERENGETI UNDER CANVAS

Serengeti National Park / Tanzania
Opened 2005; Renovations 2019



LAKE MANYARA TREE LODGE

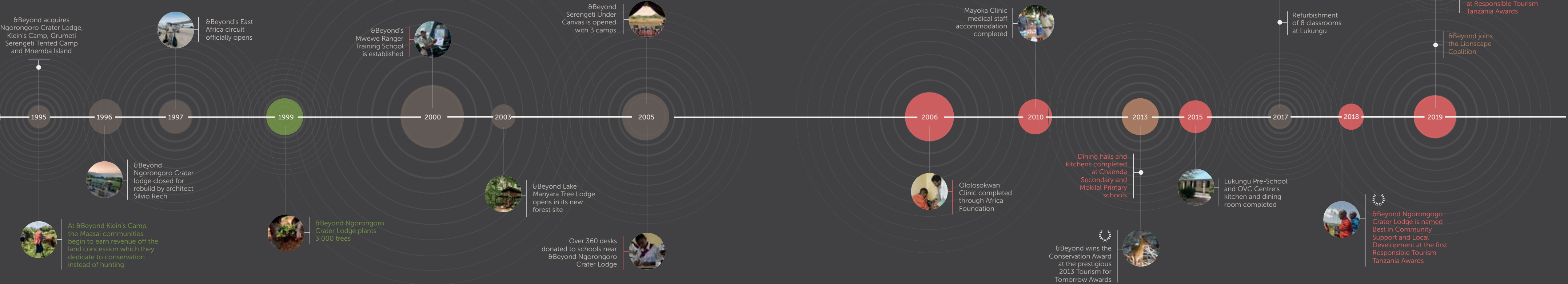
Lake Manyara National Park / Tanzania
Opened 2003; Renovations 2020



TANZANIA

Welcome to &Beyond Tanzania

&Beyond Tanzania mainland timeline

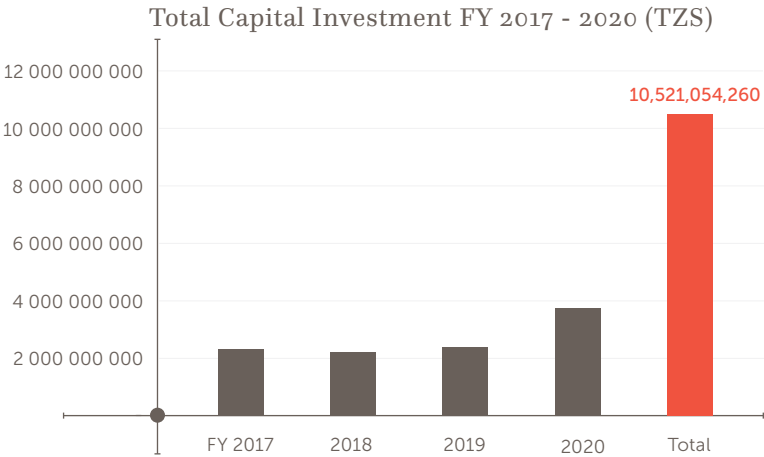


Our economic contribution

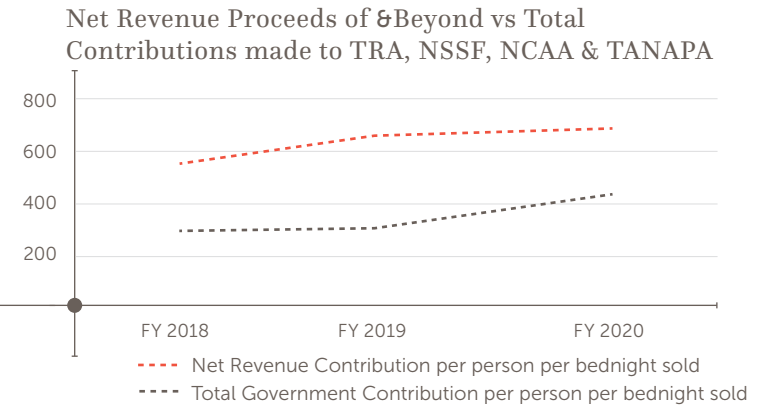
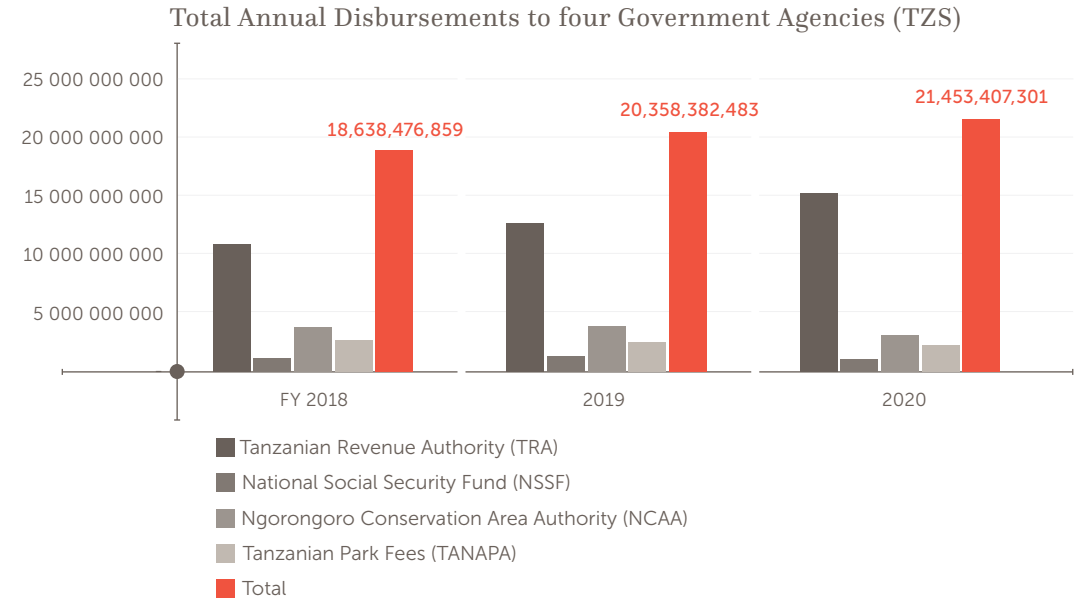
CAPITAL INVESTMENT

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



Our impact

&BEYOND TANZANIA

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

TANZANIA

Our Impact | Care of the People

Care of the People

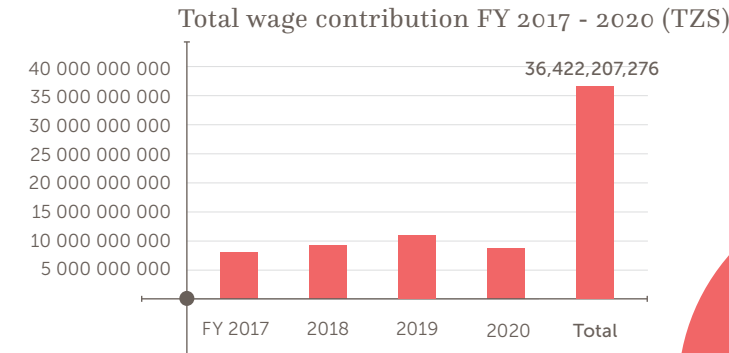
One of the three cornerstones of our impact model, Care of the People encompasses all our community development elements, including our long-standing collaboration with Africa Foundation, our community impact partner.

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



EMPLOYMENT

&Beyond Tanzania has made a deep commitment to support those rural communities neighbouring the reserves with local employment and staff development opportunities.

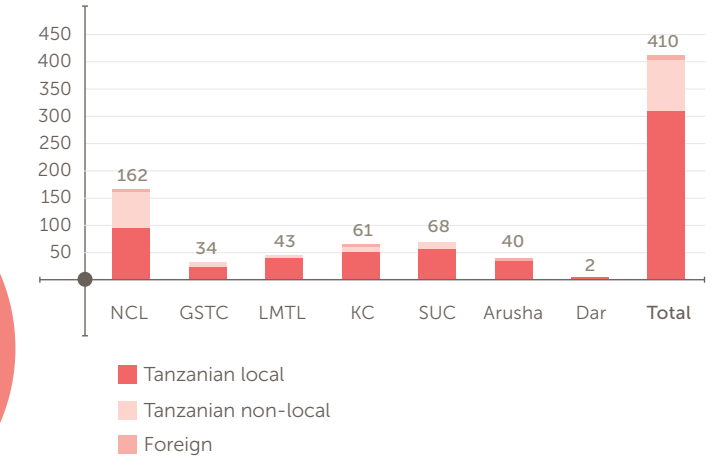


NCL: Ngorongoro Crater Lodge
GSTC: Grumeti Serengeti Tented Camp
LMTL: Lake Manyara Tree Lodge
KC: Klein's Camp
SUC: Serengeti Under Canvas
Arusha: Arusha Office
Dar: Dar es Salaam

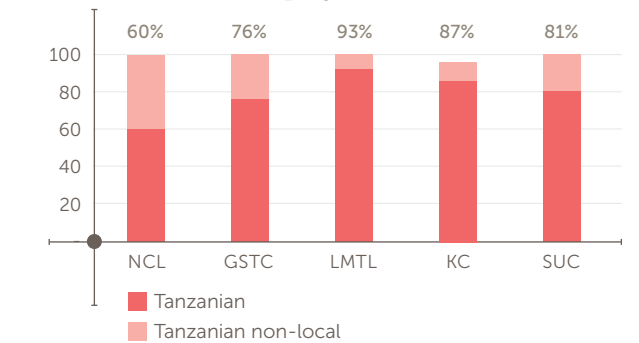
Ratio of
50
locally employed team
members to each
foreigner

Over
36.4
billion TZS
total wage bill
FY 2017 - 2020

&Beyond Tanzania Mainland:
Employee numbers as at June 2020



Percentage of neighbouring community
staff to total employees



USD/TZS Rate of Exchange: 2,313 (June 2020)
FY refers to our financial year ending 30 June

TANZANIA

Our Impact | Care of the People

SUPPORTING LOCAL BUSINESS

One of our key focus areas to support Tanzanian local business has been local procurement initiatives across our Tanzania lodge and camp portfolio. Currently our local spend comprises a significant 78% of our Tanzania lodges' operational expenses.



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

Over
18.7
billion TZS
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 #Beyond 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 Tanzania, #Beyond Ngorongoro Crater Lodge and #Beyond Lake Manyara Tree Lodge operate in open systems, managed by the Tanzanian National Parks (TANAPA). 'Local' refers to communities surrounding the country's northern safari circuit including those around the Serengeti National Park, as well as Mwanza and Arusha – regions whose economic stability depends on the tourism revenue generated from wildlife tourism.

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

USD/TZS Rate of Exchange: 2,313 (June 2020)
FY refers to our financial year ending 30 June



TANZANIA

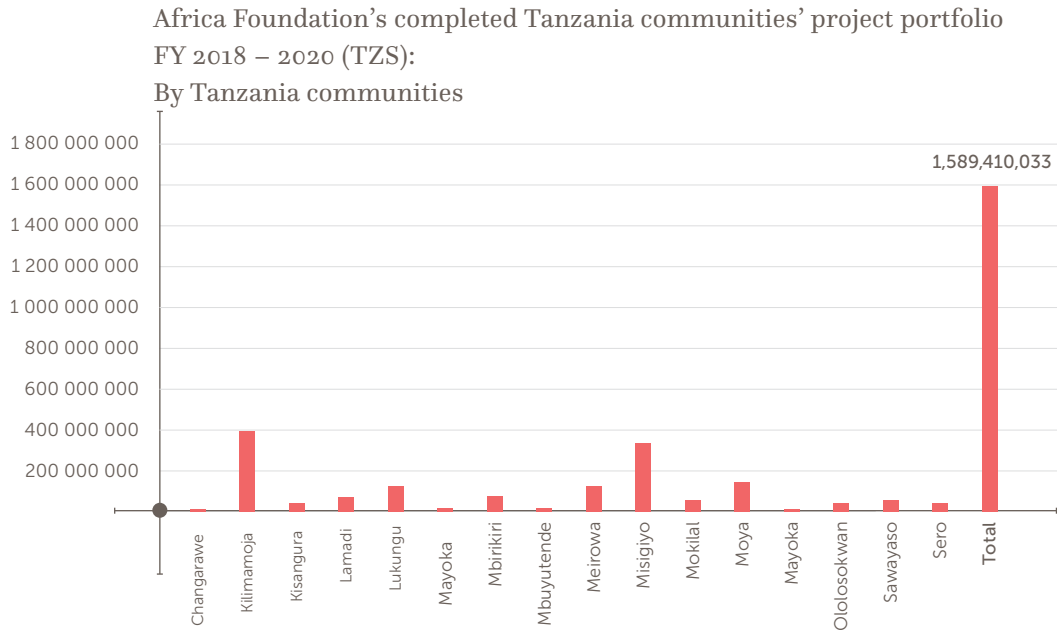
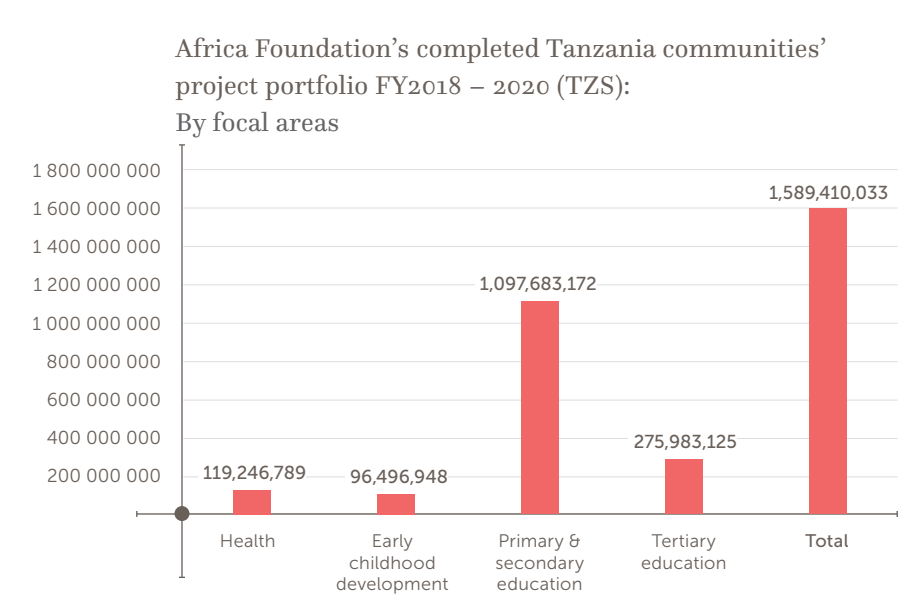
Our Impact | Care of the People

SOCIAL INFRASTRUCTURE INVESTMENT

Over 1.5 billion TZS spent on social infrastructure investment FY 2018 - 2020.

16
mainland
communities,

23
years
community
impact



INVESTMENT INTO SOCIAL INFRASTRUCTURE

INCREASE IN LIFE EXPECTANCY	TOTAL IMPACT
Ablutions / Enviro Loos	83
Clinics impacted	3
Medical staff accommodation	6
Orphans & Vulnerable Children Centres (OVC)	2
Vegetable gardens (healthcare)	1
Water access sites	5
Hippo Water Rollers	140

QUANTITY OF EDUCATION	TOTAL IMPACT
Classrooms (new / renovated)	68
CLEF bursaries granted	109
Local-student bursary recipients	62

QUALITY OF EDUCATION	TOTAL IMPACT
Playground equipment	1
School kitchens / Dining halls	8
Administration block / School offices	4
School desks	1 102
Teachers' accommodation	16
Dormitory	1
Mattresses	160

PROSPERITY	TOTAL IMPACT
Small business development	3

ZAR/TZS Rate of Exchange 133,81 (June 2020)
FY refers to our financial year ending 30 June

207
training
interventions

over the past
3 years

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 STAFF TRAINED PER INTERVENTION	STAR-IN-TRAINING LODGE TRAINEES
2018	51	8	44
2019	118	8	36
2020	38	10	21

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.

TANZANIA

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 Leader’s Education Fund) programme offers tertiary funding to students from communities that border our conservation areas.

Launched in 1995 in South Africa (and 2014 in Tanzania), 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.

Over
602
million TZS
invested in CLEF
bursaries in Tanzania
between
2014 and 2020

SUCCESS ON SUCCESS

CLEF’s total impact from 1996 to date:

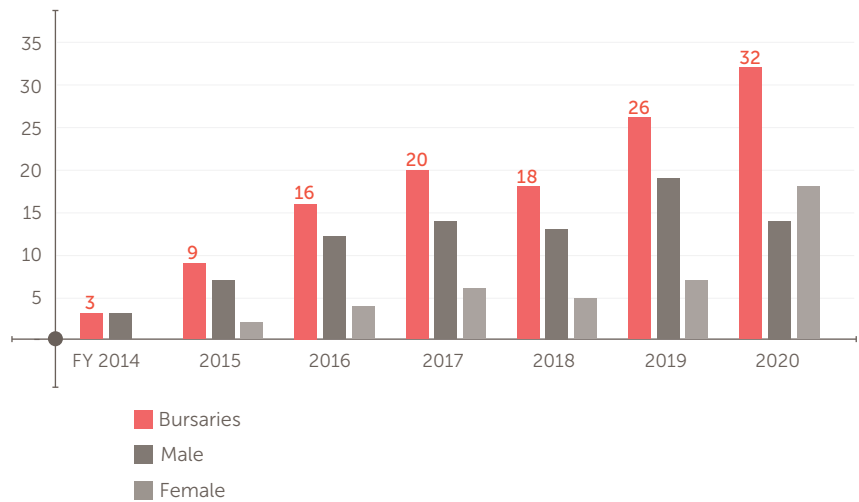
- 915 Bursaries awarded
- 604 CLEF students
- 533 CLEF graduates
- 62 Rural African communities
- 1st Postgraduate student

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

COMMUNITIES	NO. OF CLEF BURSARIES IN 2020
Serengeti, Ngorongoro Conservation Area and Lake Manyara National Park Communities	32
Mayoka	1
Moya	3
Kisangura	4
Bisarara	1
Lamadi	14
Misigyo	4
Mokilal	3
Ololosokwan	2

CLEF bursaries: Tanzania Mainland FY 2014 - 2020



ZAR/TZS Rate of Exchange 133,81 (June 2020)
FY refers to our financial year ending 30 June

The CLEF programme started in Tanzania in 2014,
with 124 bursaries granted to 62 students FY 2014 – 2020.



I want to inspire
young children
- both males
and females,
to prioritise
education.

CLEF success story

Simon Porty Sabatho from Tanzania’s Lamadi Community, grew up with his mother and eight siblings. His childhood was a struggle. He attended Lamadi Primary School, and after completing his primary education, stayed out of school for three years, due to lack of funds to support his secondary schooling. In this period, he joined the child labour work force to generate additional family income.

Following this challenging time, Simon attended Kishoju High School, nine hours by bus from home. He studied until he passed his A Levels, after which he returned to Lamadi Primary School as a volunteer teacher. 2014 was a turning point in his life: he saw the Africa Foundation CLEF bursary forms being distributed in the community and applied. To his delight, he was awarded a bursary to support his BA in Economics at Jordan University, 15 hours from Lamadi.

This opened the door to his tertiary education – a dream that had seemed impossible in the light of the funding struggles around his primary and secondary schooling. Since a CLEF bursary provides partial funding, Simon’s relatives played a major role in supporting his grocery costs. In his final year Simon was able to access a 25% loan in addition to the CLEF funds.

Simon won the ‘Top Leader’ category at the annual CLEF Awards in 2018. The awards are to honour and celebrate the achievements of the most recent CLEF graduates across the

continent. He donated a portion of his prize money towards purchasing stationery and textbooks for the top 10 performing students at his former Kishoju High School as a way of encouraging and recognising these students.

Following his graduation in 2017, Simon took up employment with the NGO New Light Children Centre Organization (NELICO) which focuses on child development and support. In February 2019, he was promoted to Project Office and Assistant Project Manager in recognition of his performance. In time to come, Simon looks forward to having his own NGO which will focus on advocating for positive social change.

He returns home to Lamadi on weekends to visit his family, who all remain informally employed in fishing. As the only family member to attend university, he is hoping that his younger brother, now doing his A Levels, will be inspired by his success to also apply for a CLEF bursary and continue his education.

“I want to inspire young children - both males and females, to prioritise education. This will reduce the current social challenges of gender-based violence and child abuse. Education will enable society to understand human rights and ethics. Education will help people to escape the poverty trap and open opportunities which will eradicate poverty.”

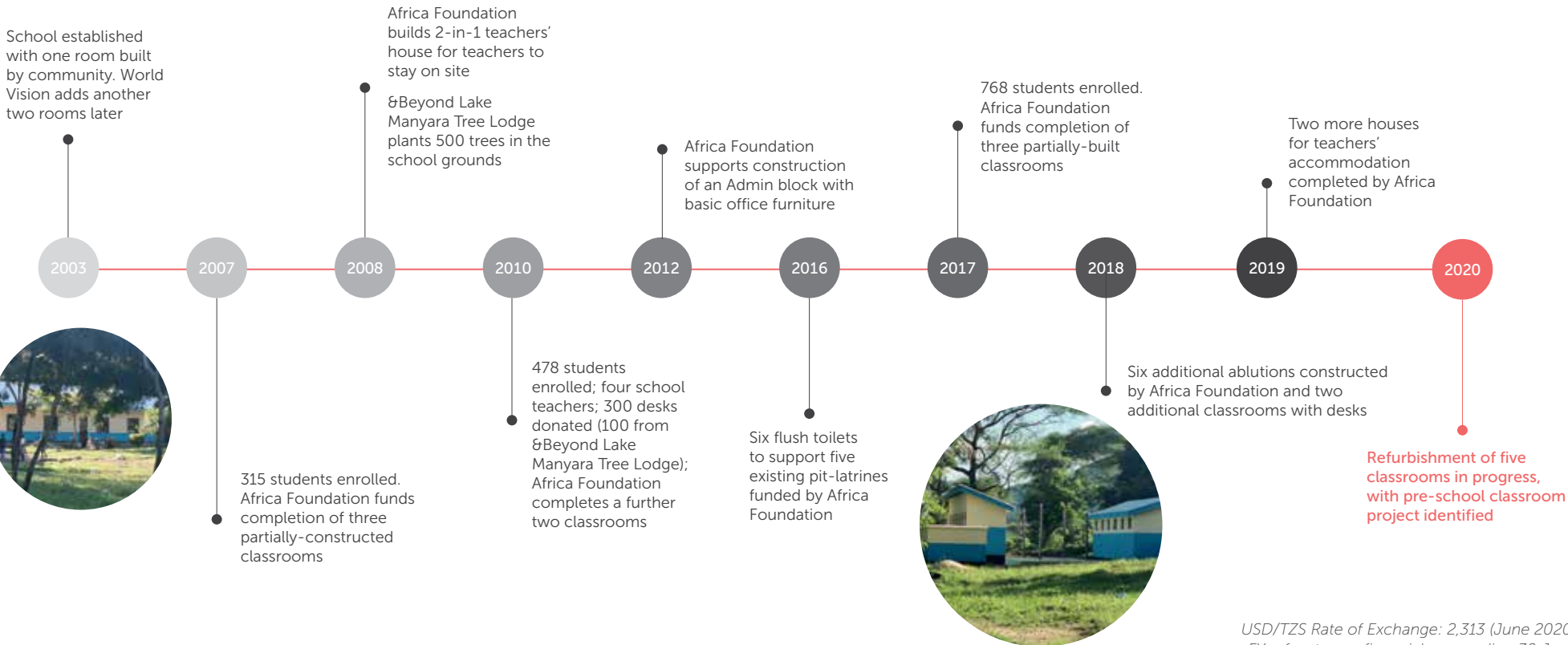
TANZANIA

Our Impact | Care of the People

COMMUNITY PROJECT TIMELINE

EDUCATION SUCCESS STORY: MOYA PRIMARY SCHOOL 2003 – 2020

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



Over the years, Africa Foundation, with the support of their donors, has contributed an estimated TZS 554,688,196 to the development of Moya Primary School.

USD/TZS Rate of Exchange: 2,313 (June 2020)
FY refers to our financial year ending 30 June



TANZANIA

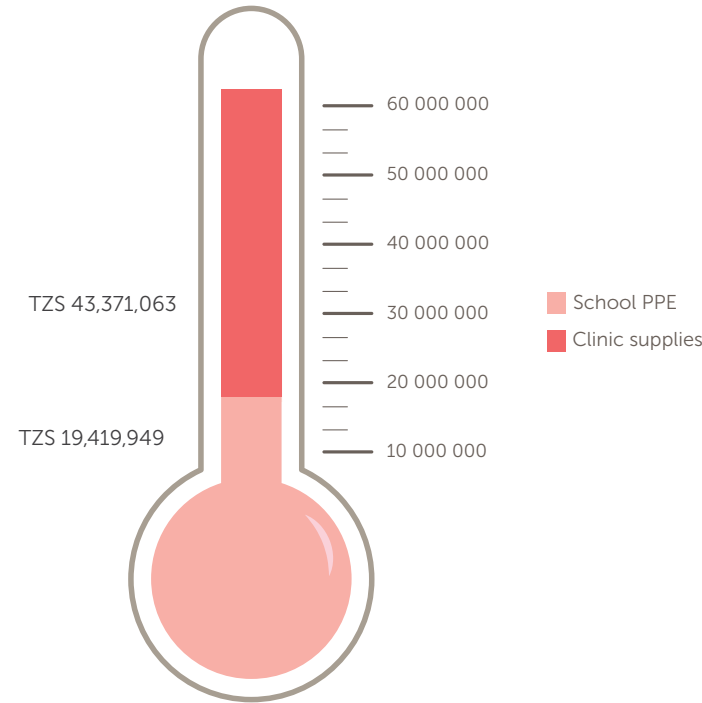
Our Impact | Care of the People

COVID-19 IMPACT AND RESPONSE

Tanzania recorded its first COVID-19 case on 15 March 2020. The most recent data indicates a total of 509 cases and 21 deaths; however local authorities stopped reporting case numbers on 09 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 Tanzania's economy and tourism industry has been devastating.

Within Tanzania, Africa Foundation has supported rural clinics and schools with PPE supplies and sanitising equipment.



COVID-19 funds raised



Over
62.7
million TZS
raised in response to
the COVID-19 pandemic
for rural schools and
clinics

SUPPORTING COMMUNITIES IN TANZANIA

PRIMARY SCHOOLS SUPPORTED:

Mayoka and Moya (near Lake Manyara)
Mokilal and Misigyo (Ngorongoro Conservation Area)
Meirowa, Ololosokwan, Mbilikiri and Lukungu (in the Serengeti)

SECONDARY SCHOOLS SUPPORTED:

Kilimamoja and Chaenda (near Ngorongoro Conservation Area)

SCHOOL PPE SUPPLIES

PPE and sanitising supplies were distributed among our Tanzanian community schools to assist them with the government's mandatory requirements for reopening.

Each school received four 100-litre water tanks with taps for hand washing, four wooden stands, two 5-litre containers of antiseptic liquid, four 1-litre bottles of hand sanitiser, surgical masks and gloves

CLINIC PPE AND SANITISING SUPPLIES

To date, Africa Foundation has supported six clinics in Tanzania with a range of essential PPE supplies including infrared thermometers, masks, protective gloves, gowns, sanitisers and tapped waterbuckets to enable hand washing – remembering that many communities do not have easy or close access to running water.

COVID-19 FUNDS RAISED:

- TZS 19,419,948 for school PPE and sanitising supplies
- TZS 43,371,063 for clinic PPE and sanitising supplies

TANZANIA

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 More effective water-usage management
- 4 Zero plastic water bottles
- 5 Measuring our impact through audits



TZS
783,806,377
invested to ensure
our lodges
have minimum
impact

INVESTMENT IN ENVIRONMENTAL PROTECTION

&Beyond has invested significantly in the protection of our environment in Tanzania. 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 Tanzanian environmental investments have been targeted at protecting the biodiversity of the region through:

- Sustainable building practices
- Reduction of fuel usage
- More efficient water-usage management
- Wastewater treatment systems
- Reducing our plastic and waste

TOTAL TZS INVESTMENT FY 2017 TO FY 2020 (TZS)	
Above-ground wastewater management systems at &Beyond Ngorongoro Crater and Lake Manyara Tree Lodges	325,353,467
Water bottling plants reducing plastic bottle usage dramatically	88,565,100
&Beyond Ngorongoro Crater Lodge investment to join TANESCO (Tanzania Electric Supply Company Limited) hydro-power thermal grid	274,565,310
Back-up systems to reduce generator usage	85,639,268
Water-saving initiatives	9,683,232
Total	783,806,377

TANZANIA

Our Impact | Care of the Land

REDUCING OUR EFFECT ON CLIMATE CHANGE

INVESTING IN RENEWABLE ENERGY SYSTEMS

As a group we have 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.

In Tanzania, we have also started a process of preliminary assessments to understand our usage, and are currently involved with the technical analysis of these assessments at each of our Tanzanian lodges.

With ♻️Beyond Ngorongoro Crater Lodge now joined to the TANESCO hydro-power thermal grid, 85% of this lodge's energy requirements are now running off renewable 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, and the phased introduction of renewable energy sources such as solar power plants and options like the TANESCO hydro-power thermal grid, that we are able to best manage and drive the reduction of our direct carbon footprint.

TANESCO (TANZANIA ELECTRIC SUPPLY COMPANY LIMITED) INVESTMENT

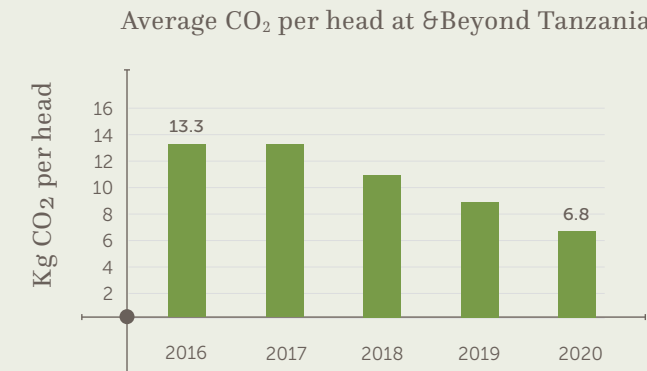
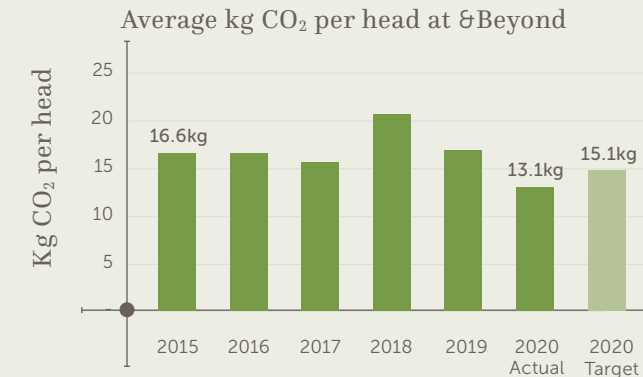
Following the major investment of TZS 274,565,310 in 2018 that enabled us to join ♻️Beyond Ngorongoro Crater Lodge to the TANESCO hydro-power thermal grid which has an estimated 41.1% renewable energy component, we have achieved:

- 728 000 kg CO₂ per year reduction in our Tanzanian carbon footprint
- 280 000 litre per year reduction in our diesel fuel consumption

Since 2018,
728 000
kg CO₂
per year reduction in our Tanzanian carbon footprint

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.

Our average CO₂ per head has reduced by
6.5
kg
since 2016

THE TREE GUARDIAN

Meet Joachim Joseph Hhawu – butler, gardener and naturalist – a gentle man with a great gift that is literally changing our world. Over 17 years ago, Joachim started as a gardener with ♻️Beyond Ngorongoro Crater Lodge. Today, he is one of the lodges long-standing and well-loved butlers, but still finds time for the precious tree nursery he started in those early days. His aim was to grow and nurture saplings that could eventually be donated and planted in the communities bordering the lodge. His passion has resulted in a transformational and inspirational legacy of 60 000 trees that pays testimony to the difference every individual can make.

Joachim has grown and planted 60 000 trees – in terms of carbon dioxide reduction, for trees 10 years old, that's 22 kgs of CO₂/year x 60 000 = 1 333 200 tons of difference. ”

TANZANIA

Our Impact | Care of the Land

MORE EFFECTIVE WATER-USAGE MANAGEMENT

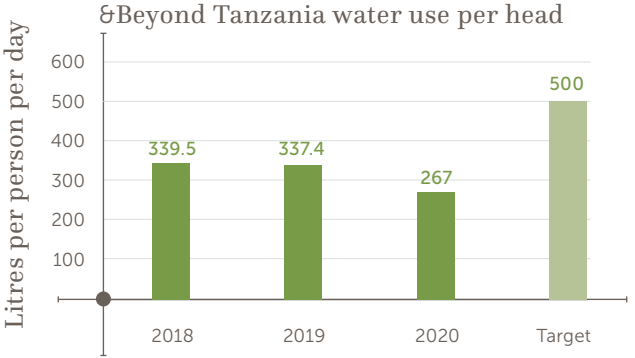
Water is our planet’s most precious resource, with most of the earth’s supply being found either in the salt water of our oceans, or frozen in ice caps and glaciers.

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. This figure was calculated using a combination of external research and internal investigations to determine responsible usage for our high-end consumers. In Tanzania we have far exceeded this goal and are currently only using 267 l (71 gallons) per head.

Re-use of over
2 million litres
of water per year
from our laundry at
&Beyond Ngorongoro
Crater Lodge.



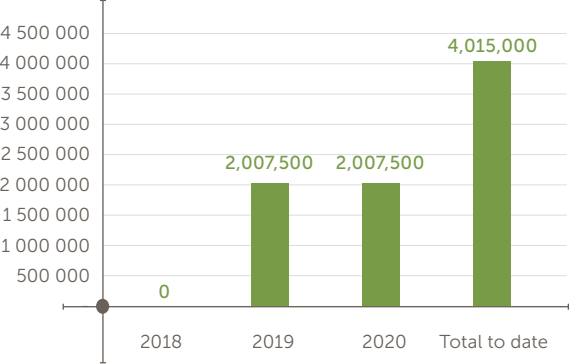
**Note: 2020 has been an anomaly as the occupancies have been zero, with the temporary suspension of our lodge operations.*

We have
reduced our water
usage by over
72
litres
per head per day
since 2018

INVESTMENT IN SOPHISTICATED ABOVE-GROUND WASTEWATER TREATMENT SYSTEMS

To increase our efficient use of wastewater, and to protect the fragile Ngorongoro ecosystem, we have invested in a sophisticated above-ground water treatment system at &Beyond Ngorongoro Crater and Lake Manyara Tree Lodges. Each day, 5 500 litres of water from our laundry is treated to a standard suitable for re-use through the staff flush toilets and car wash, or released, clean, back into the system.

&Beyond Ngorongoro Crater Lodge water treated to date (litres)



TANZANIA

Our Impact | Care of the Land



Over
13 tons
of plastic water
bottles saved
to date

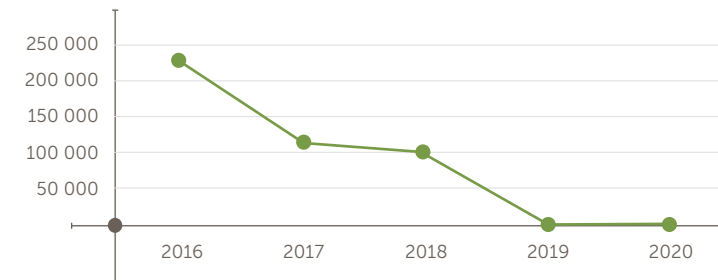
ZERO PLASTIC WATER BOTTLES

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 lodges and camps in Tanzania (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

Number of plastic water bottles used in Tanzania



7 Lodges and camps use glass water bottles

0 Plastic straws

228 000 Plastic bottles eliminated annually

4 265.9 Kg plastic eliminated annually

All Guest amenities recyclable

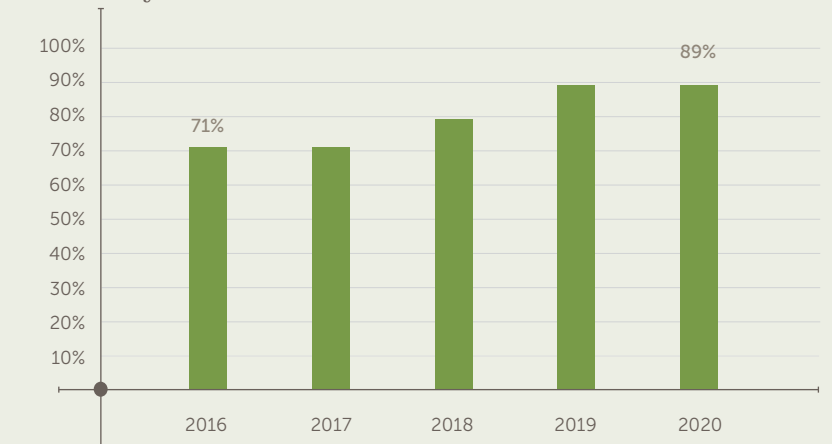
All 'Food-to-Go' containers recyclable

684 000 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 audits taking place every 18 months. In addition, there are external audits conducted by the National Environmental Management Council (NEMC).

♻️Beyond Tanzania audit scores 2016 - 2020



Our sustainability audit scores have improved by 18% since 2016.



TANZANIA

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 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	1 261	1 827	3 278

On average
2 100
children
per year receive
conservation
lessons



TANZANIA

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.

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 is supporting two powerful lion conservation programmes in Tanzania, namely:

- KopeLion in the Ngorongoro Conservation Area – a programme established in 2011 that is committed to finding sustainable solutions to human-lion coexistence in this region
- Serengeti De-Snaring Programme, a collaboration between dedicated tour operators, the Tanzania National Parks, and Frankfurt Zoological Society, aimed at reducing the number of snares in the Serengeti National Park that kill or maim thousands of wild animals each year.

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.



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

4 717

Patrols supported

32 815

Snares removed

1 691

Poachers arrested

1 397

Poachers' camps detected

22

Lions de-snares

29 134

Kg of bushmeat confiscated

Global Marketing

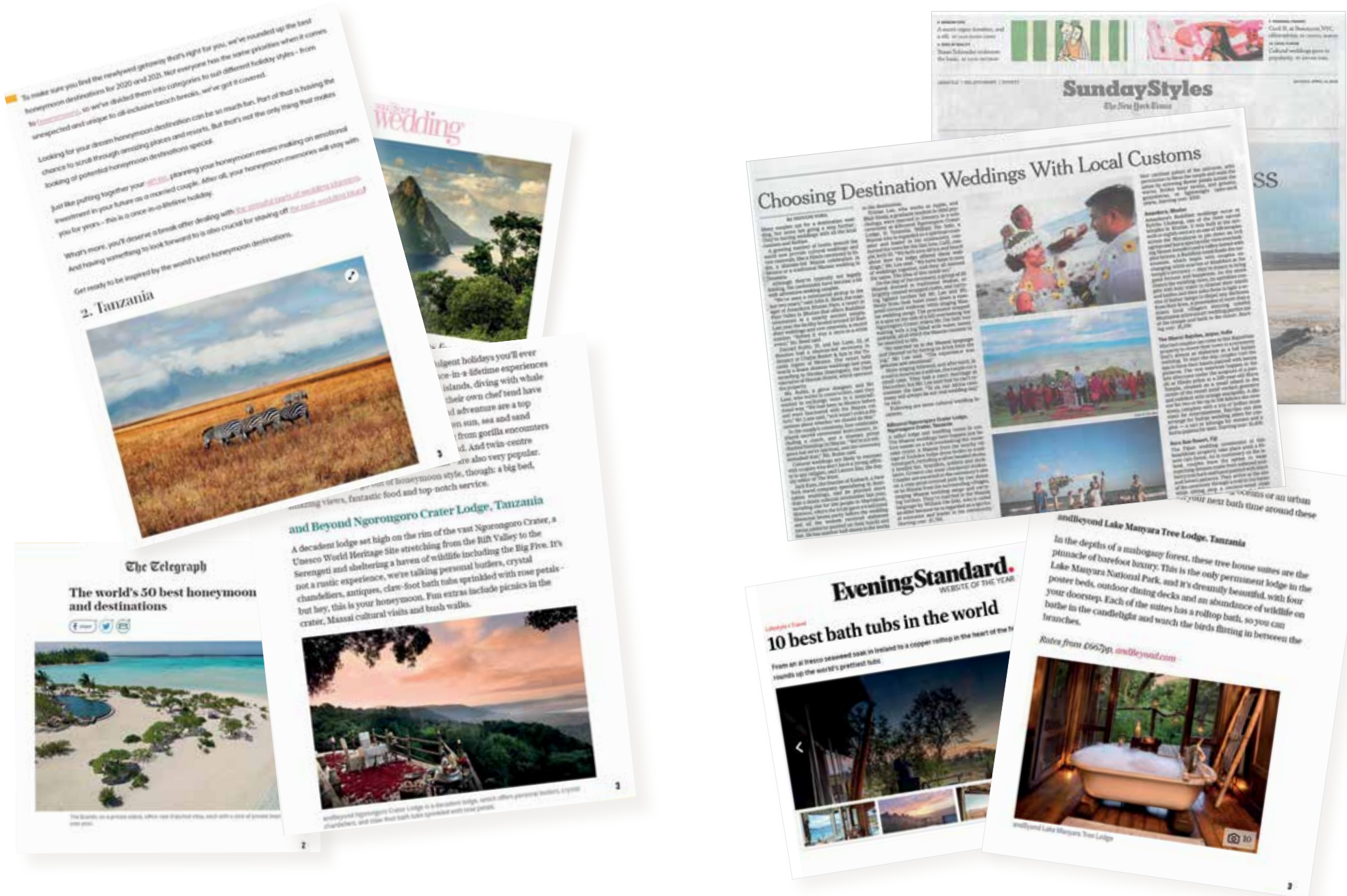
OF TANZANIA

Tanzania is very special because it has three of the Seven Wonders of Africa – Mount Kilimanjaro, the Ngorongoro Crater and the migration in Serengeti. ”

AZIZA MBWANA,
ASSISTANT HEAD RANGER, &BEYOND
NGORONGORO CRATER LODGE

Marketing Tanzania 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 makets of the USA, UK, Australia, Singapore, Hong Kong and Germany.

Our team not only markets &Beyond's properties in Tanzania, 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 TANZANIA 2015 – JULY 2020		
Press releases	16	Key upscale media from global markets in the USA, UK, Australia, Singapore, Hong Kong and Germany through our PR agencies
Media Newsletters	13	Key media global markets reaching 2 000 key partners
Top print and online coverage	539	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 Tanzania 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 Tanzania web pages:

&BEYOND WEBSITE	2018	2019	2020
Pages about Tanzania on the www.andBeyond.com website	206	198	149
Sessions*	350 906	334 678	300 893
Unique page views**	296 581	282 724	192 414
No. of web enquiries for travel into Tanzania	1 533	1 338	1 227
No. of web enquiries converted into sales	405	336	276
Revenue (TZS)	12,908,696,976	9,844,686,296	9,438,970,632

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

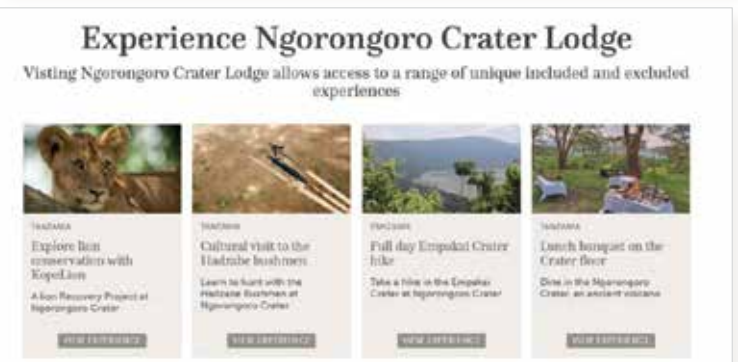
Thanks to the innovations of our Digital Team, there is a dynamic new look to our Tanzania lodge web pages, together with a number of guest-friendly elements such as:

- Highlights overview
- Going Beyond the Expected complimentary guest delights
- Unique lodge experiences

Our website
alone has
generated over

32
billion TZS

in revenues for our
Tanzania operation



&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 Tanzania-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 Tanzania	Twitter	26 423		
	Facebook	2 451	305	2 335 349
	Instagram	14 151	302	458 355

*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/>

TANZANIA
Global Marketing

TRIPADVISOR

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

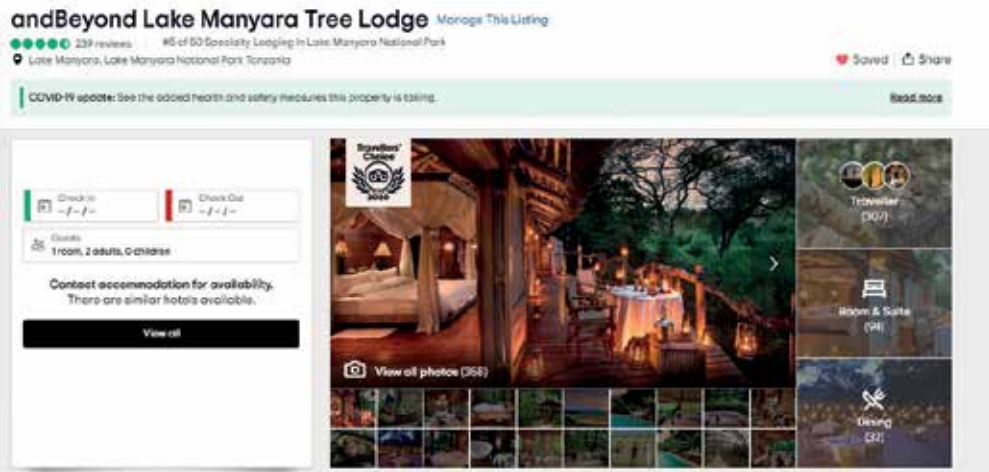
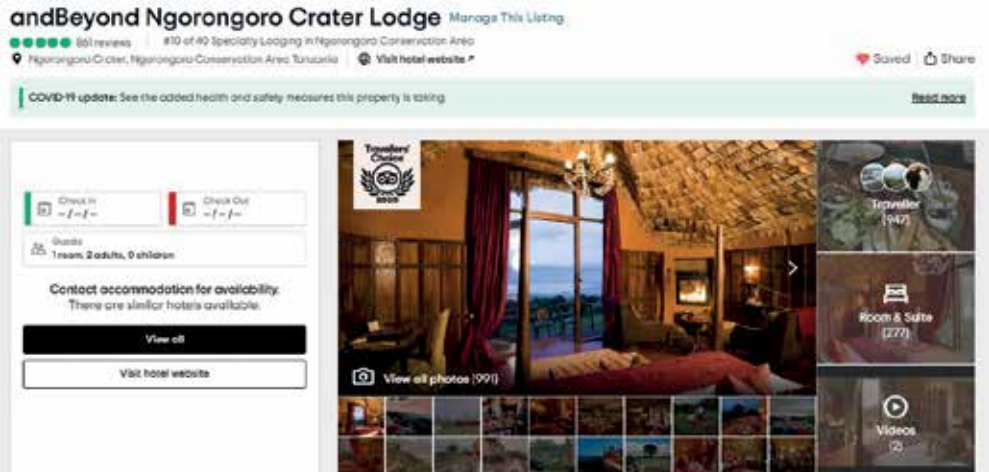
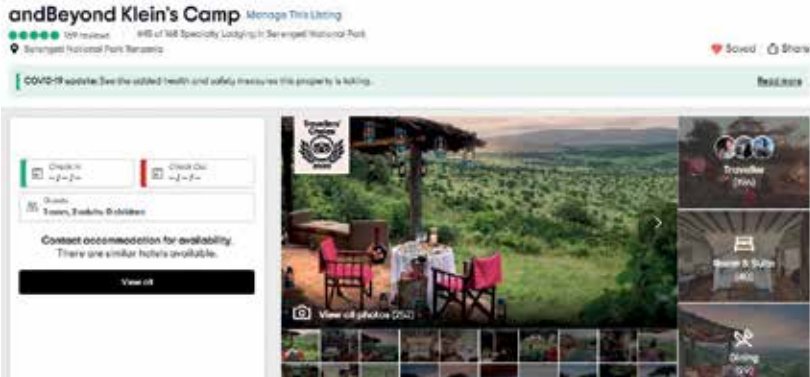
TANZANIA LODGE	NO OF REVIEWS	AVERAGE RATING	REFERAL LINKS	TOTAL ENGAGEMENT FROM LISTING
Grumeti Serengeti Tented Camp	13	4.7	184	203
Klein's Camp	18	4.9	251	281
Lake Manyara Tree Lodge	14	4.7	429	515
Ngorongoro Crater Lodge	69	4.7	1 914	2 273
Serengeti Under Canvas	26	5	245	291

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 Tanzania lodges of Klein's Camp, Lake Manyara Tree Lodge, Ngorongoro Crater Lodge and Serengeti Under Canvas were proud recipients of these awards for 2020.



ZAR/TZS Rate of Exchange 133,81 (June 2020)
FY refers to our financial year ending 30 June



TANZANIA

Global Marketing | Awards and Recognition

TANZANIA AWARDS AND RECOGNITION

&Beyond lodges in Tanzania have received 152 awards since 2003



TRAVEL + LEISURE

&Beyond Ngorongoro Crater Lodge #9 Top 10 Safari Lodges in Africa, Travel + Leisure's World Best 2020



TANZANIA TOUR GUIDE

Aziza Mbwana wins Female Safari Guide of the Year, Tanzania Tour Guides of the Year 2020



TANAPA (TANZANIA NATIONAL PARKS)

Abdallah Hassan wins Best Safari Guide, Tanapa Tourism Awards 2020



RESPONSIBLE TOURISM

&Beyond Tanzania Best in UN Sustainable Development Goals, Responsible Tourism Tanzania Awards 2019



RESPONSIBLE TOURISM

&Beyond Ngorongoro Crater Lodge Best in Community Support and Local Development, Responsible Tourism Tanzania Awards 2018



RESPONSIBLE TOURISM

&Beyond named Best in Youth Empowerment and Supporting Future Leaders in Conservation, Responsible Tourism Tanzania Awards 2018



RESPONSIBLE TOURISM

&Beyond Ngorongoro Crater Lodge Best in Youth Empowerment, Responsible Tourism Tanzania Awards 2019



THE TELEGRAPH

&Beyond Ngorongoro Crater Lodge named one of The Telegraph's The World's 50 Best Honeymoon Hotels and Destinations 2019



CONDÉ NAST TRAVELER (US)

&Beyond Ngorongoro Crater Lodge #20 in Top 30 Resorts in Africa (not including South Africa) Condé Nast Traveler Readers' Choice Awards 2019



LUXURY TRAVEL GUIDE

&Beyond Ngorongoro Crater Lodge wins Guest Judge's Choice Award (Tanzania) in the Luxury Travel Guide's The Africa & Middle East Awards 2019



CONDÉ NAST TRAVELER (US)

&Beyond Ngorongoro Crater Lodge #27 in Top Resorts in Africa, Condé Nast Traveler Readers' Choice Awards 2018



AFRICA TOURISM

&Beyond Ngorongoro Crater Lodge first runner up in Outstanding Accommodation Facility Group Award, Africa Tourism Leadership Awards 2018



TANZANIA TOUR GUIDE

Aziza Mbwana wins Female Safari Guide of the Year, Tanzania Tour Guide Awards 2020

BEST FEMALE SAFARI GUIDE 2020

Aziza Mbwana, affectionately regarded as the mother of the &Beyond guiding team across the Tanzanian circuit, was awarded Best Female Safari Guide of the Year, in the 2020 Tanzania Tour Guide Awards.

This award has been 16 years in the making for Aziza, who is currently Assistant Head Ranger at &Beyond Ngorongoro Crater Lodge. In 2004, Aziza was the first ever female guide employed by &Beyond in East Africa, and the second female guide in all of Tanzania.

Competing against individuals across the country, this award tests the knowledge and understanding of the natural world, as well as the ability to create and deliver professional guided experiences. Aziza attributes her success to her continued training and the influence of her fellow guides within the team she helps to manage.

Graham Verceuil, &Beyond Group Field Manager and one of Aziza's mentors, had this to say:
"Aziza, this is a great achievement for you and an inspiration for so many young women out there who can see that a life in the wilderness is not beyond their reach. And being the mother of two girls, must make it that much sweeter! Thank you for flying our flag high out there."

TANZANIA

Global Marketing | Awards and Recognition



HANDELSZEITUNG MAGAZINE

&Beyond Lake Manyara Tree Lodge #9,
Top 20 Best Safari Lodges for Adventurers,
Handelszeitung Magazine 2018



HANDELSZEITUNG MAGAZINE

&Beyond Kleins Camp #18, Top 20
Best Safari Lodges for Adventurers,
Handelszeitung Magazine 2018



CONDÉ NAST TRAVELER (US)

&Beyond Ngorongoro Crater Lodge #31
Top Resorts in Africa, Condé Nast Traveler
Readers' Choice Awards 2017



DAILY TELEGRAPH ONLINE

&Beyond Lake Manyara Tree Lodge one
of World's 21 Best Treehouse Hotels, Daily
Telegraph Online 2017



CONDÉ NAST TRAVELER (US)

&Beyond Grumeti Serengeti Tented Camp
#22 Top Resorts in Africa, Condé Nast
Traveler Readers' Choice Awards 2017



CONDÉ NAST TRAVELER (US)

&Beyond Serengeti Under Canvas #6 Top
Resorts in Africa, Condé Nast Traveler
Readers' Choice Awards 2017



NATIONAL GEOGRAPHIC

&Beyond Kleins Camp 50 Top Eco-lodges,
National Geographic 2011



BRIDES

&Beyond Ngorongoro Crater Loge included
in Brides Honeymoon Awards 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 Tanzania.



TANAPA (Tanzania National Parks)

Abdallah Hassan wins Best
Safari Guide, Tanapa Tourism
Awards 2020

BEST SAFARI GUIDE

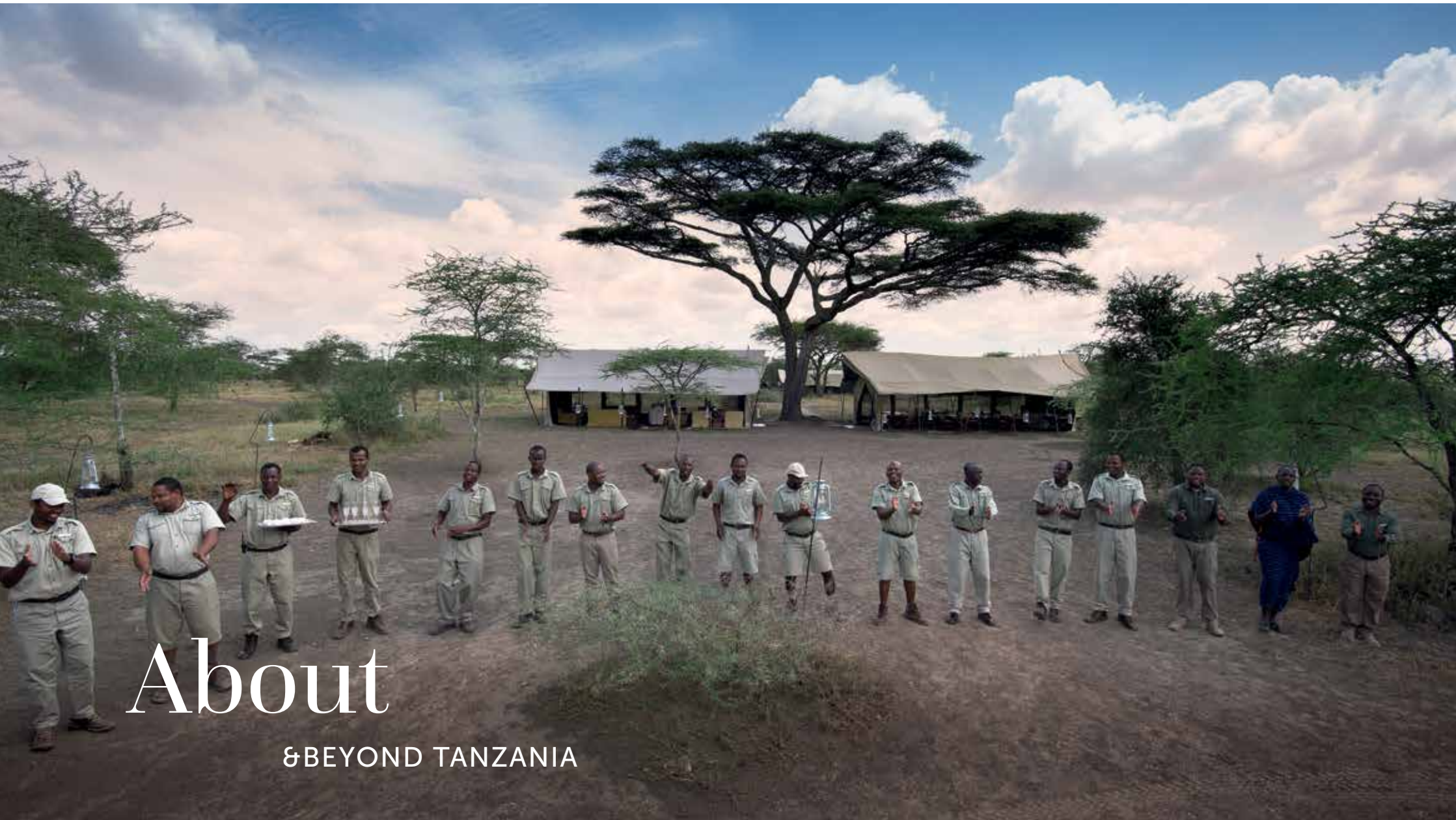
Abdallah Hassan Noah from &Beyond Lake Manyara Tree Lodge, was awarded Best Safari Guide at the second season of Tanzania's 2020 Tanapa Tourism Awards, with the award wording paying testimony to outstanding safari guiding services in Tanzania National Parks.

Abdallah joined &Beyond in 1997, following extensive ranger training with Ian Johnson at &Beyond Klein's Camp, and further training in 1999 with Graham Verceuil at &Beyond Inkwazi Ranger Training School at &Beyond Phinda Private Game Reserve, South Africa.

In addition to guiding at all &Beyond's properties across Tanzania, Kenya and at &Beyond Phinda, he extended his guiding career in the High Arctic in Canada as part of a guide's exchange programme in 2002.

Abdallah takes great pride in his work and delivers an exceptional interpretive wildlife guiding experience. His passion for conservation extends to supporting Africa Foundation, &Beyond's community and conservation non-profit partner, by giving conservation lessons in various rural communities and assisting with building classrooms, desks and other facilities.

Abdallah is immensely proud of his trophy and thanks his family, fellow guides and &Beyond for the incredible opportunity and for who he is today.



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 | 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

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Arusha

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T (+255) 746 814 000

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*Stats as per FY20