



& Beyond will be the most admired luxury experiential travel company in Africa and South Asia with a brand that is globally recognised and respected as a leader in conservation, sustainability and the delivery of extraordinary guest experiences.

ACCOLADES



PURE AWARD - CONSERVATION AND SUSTAINABILITY CATEGORY
2014



WE ARE AFRICA INNOVATION AWARD FOR THE MOST INNOVATIVE PROJECT FOR THE PROTECTION OF WILDLIFE
2014



TOURISM FOR TOMORROW CONSERVATION AWARD
2013



2013 Tourism for Tomorrow Conservation Award

"&Beyond was honoured with the 2013 Tourism for Tomorrow Conservation Award, one of the highest accolades in the global travel and tourism industry.

This award belongs to the nearly 2 000 &Beyonders whose passion, commitment and dedication has made us a world leader in responsible tourism and conservation."

Joss Kent, CEO &Beyond Group

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ABOUT &BEYOND

A luxury experiential travel company, &Beyond operates 33 lodges and creates personalised travel itineraries in 19 countries in South Asia and Africa. Based on a strong conservation model, we have a positive influence on 9 million acres of protected wildlife areas.

&Beyond is a brand that is globally recognised and respected, a leader in conservation, sustainability and the delivery of extraordinary guest experiences. At &Beyond, warm

local hospitality and sublime natural luxury combine with interpretive wildlife encounters led by highly skilled rangers and trackers. At the heart of &Beyond's brand lies our commitment to caring for communities and conservation.



CARE OF THE LAND,
CARE OF THE WILDLIFE,
CARE OF THE PEOPLE

At &Beyond we believe in taking a shared responsibility for our future, as well as the futures of our children and our planet. 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, 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.

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 the environment. Care of the Wildlife is

defined in our conservation strategy, which includes the preservation of endangered species through conservation, translocations and breeding programmes. Our community strategy, including our partnership with Africa Foundation, is the last leg of our core ethic, Care of the People.

We believe in taking less and giving more and we apply this philosophy every day through actions big and small at each of our 33 lodges. Whether it's participating in the reintroduction of an endangered species like the black rhino, providing a market for local businesses to encourage enterprise development in a community or simply managing the vegetable peelings from our kitchen, we consciously look for ways to leave a positive legacy through all of our actions.



HISTORY OF &BEYOND'S CONSERVATION AND SUSTAINABILITY JOURNEY

With our roots deeply in Africa, &Beyond's experience here spans more than two decades. Established in 1990 the company went by the name of Conservation Corporation Africa (CC Africa) before expanding our pioneering eco-tourism model into South Asia and changing our name to &Beyond.

No matter what our name, our pioneering model of low-impact, high-yield wildlife tourism has remained true to our ethic of Care of the Land, Care of the Wildlife, Care of the People.



THE BIRTH OF &BEYOND

The company was born in 1990, during politically turbulent times in South Africa. Nelson Mandela had just been released from prison and civil strife was rampant in the province of KwaZulu-Natal, where the African National Congress (ANC) and Inkatha Freedom Party (IFP) vied for power. But, in the midst of all this turmoil, an extraordinary idea was born.

&Beyond came to life thanks to a collaboration of keen conservationists with a good understanding of business, who believed strongly in a conservation model that they felt could make a difference. The company's first name was 'Conservation Corporation', chosen to reflect the profitable and sustainable co-existence of conservation, communities and business.

The opening of &Beyond Phinda Mountain Lodge in 1991 marked the beginning of the company's operations. &Beyond Ngala Private Game reserve welcomed its first guests shortly thereafter, in 1992, while &Beyond Phinda Forest Lodge opened a year later. The company then expanded into East Africa, with six new lodges.

The expansion was an exciting time and provided ample proof that the development of responsible tourism outside South Africa was possible. If the model could work in South Africa, it could be implemented in any place where the communities

surrounding the reserves could benefit through conservation.

Breaking new ground in the Indian tourism industry, &Beyond then ventured into the lush jungles of the subcontinent in collaboration with Taj Hotels, Resorts and Palaces. Known as Taj Safaris, this partnership provided guests with the ultimate interpretive wildlife experience in India, based on &Beyond's proven model of responsible tourism.

Today there are almost 2 000 people employed by &Beyond at 33 safari lodges and twelve regional offices in four African countries, Bhutan, India and Sri Lanka. In 2000, &Beyond purchased a tour operating company and moved from just owning and managing properties to becoming one of the biggest inbound tour and travel operators in Africa. Instead of only booking lodge beds, &Beyond also specialises in tailormaking a guest's holiday from start to finish and owns the entire guest experience. The company now tour operates throughout Southern and East Africa, as well as Bhutan, India and Sri Lanka, thus allowing us to expand our conservation reach.



A PIONEERING MODEL

&Beyond's pioneering model of low-impact, high-yield wildlife tourism is based on our ethic of Care of the Land, Care of the Wildlife, Care of the People. Founded on the premise that conservation could be sustained through sound business principles, this model was born at &Beyond Phinda Private Game Reserve and has underpinned each of our initiatives for over twenty years.

We believe that the land, people and animals of Africa and India are inextricably intertwined. Just as wildlife conservation and ecotourism are vital for their future and the prosperity of their people, so the support of those people is critical to protecting its threatened ecosystems, endangered species and the precious biodiversity of its wildlife areas.

Sustainability at &Beyond is all about creating a company that can show meaningful and lasting benefits for the natural environments and communities that surround our operations.

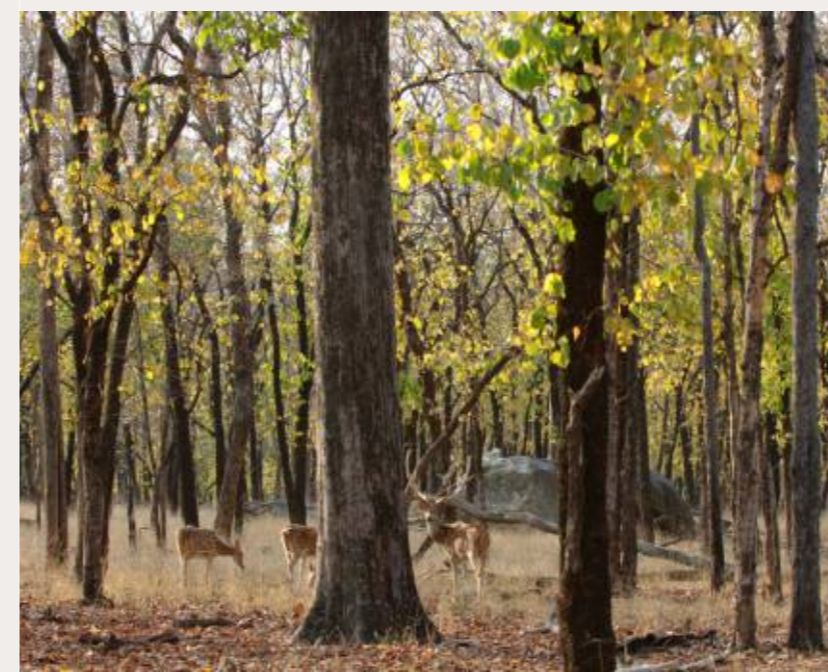
Based on a solid foundation of business principles, our operational model aims to benefit each of these areas. The traditional African three-legged cooking pot best illustrates this model.

In &Beyond's case, the three legs represent land, wildlife and people and the wellbeing of our company is based on how well we balance all

three. This conservation engine is driven by one thing only and that is creating extraordinary experiences for our guests. Without our guests, we simply cannot be successful in extending and sustaining green frontiers. Therefore, delighting guests to make a difference to the world beats strongly in the heart of each &Beyonder.

Among the very first companies to approach conservation in this way, to this day our conservation strategy is broadly based on the following objectives:

- To minimise environmental impacts and maximise sensitivity towards wildlife and habitats
- To facilitate partnerships with our neighbours, whether local communities, government or the private sector
- To provide actions for reducing threats to wildlife and ecosystems
- To provide a world-class interpretive experience for our guests



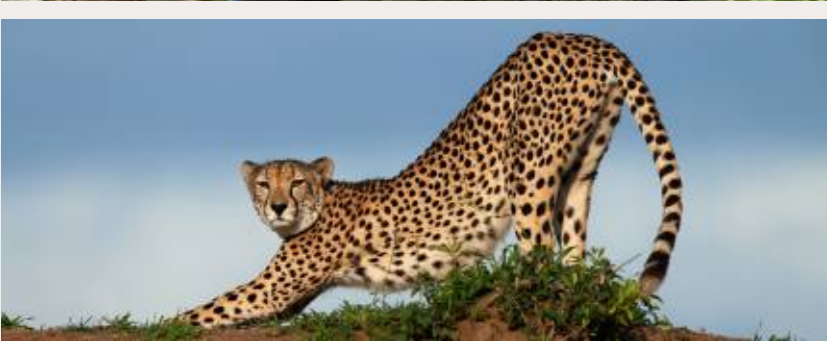


ϡBeyond operates according to a dynamic sustainability strategy spearheaded by our sustainability team, which has extensive experience in responsible tourism and conservation in Africa, India and further afield. Our lodge business comprises less than 800 beds, yet it has a positive impact on more than 9 million acres of wildlife land and sustains the conversion of more than 500 000 acres from livestock farming and hunting to photographic wildlife safaris. Through our support of the Africa Foundation, the company contributes towards the conservation of biodiversity and community empowerment. We are also involved in hands-on collaboration in terms of data gathering and research in the areas where we operate.

ϡBEYOND PHINDA PRIVATE GAME RESERVE LAND SELECTION

ϡBeyond was launched in 1990 with the purchase of 13 000 hectares of degraded farmland near the coast of South Africa's KwaZulu-Natal province. Named Phinda after the Zulu word for "the return", today this protected area has grown to 56 000 acres and is ϡBeyond's flagship game reserve.

The land that was selected for this first game reserve consisted of cattle, pineapple, sisal and game farms. More importantly, it formed a link between the Mkuze Game Reserve and what was



then known as the Greater St Lucia Wetland Park. Today, it neighbours the iSimangaliso Wetland Park, one of South Africa's first World Heritage Sites, and the vision of dropping fences to preserve links between wildlife areas remains alive.

Equally significantly, ϡBeyond Phinda was the first Big Five private game reserve to be established in KwaZulu-Natal, demonstrating for the first time that dedicating land to wildlife had the potential to produce better returns than cattle farming in marginal rainfall areas.

Phinda's name has turned out to be prophetic in more than one way, as not only was the wildlife returned to the land but a significant portion of the land has since been returned to its ancestral owners in a ground-breaking agreement between ϡBeyond and the Makhasa and Mngqobokazi communities.

PIONEERS IN CONSERVATION

As wildlife was reintroduced to ϡBeyond Phinda Private Game Reserve, it became the testing ground for many of the concepts, ideas and future working models of the company, including a number of conservation firsts.

- Cheetah were reintroduced between 1992 and 1994, with 13 animals brought in from Namibia and two from South Africa. To date, more than 50 litters, totalling more than 150 cubs, have



been born, with 53 animals relocated to other game reserves. Phinda is now home to South Africa's fourth largest cheetah population, which is of national significance

- Elephant were brought in from Kruger National Park and have thrived to the extent that some have been translocated and an active management process has been put into place to ensure their numbers do not grow beyond what the reserve can sustain.
- The reintroduction of lion began with 13 individuals between 1992 and 1993. Over the years they have flourished, with 70 animals translocated to other wildlife areas, and additional measures introduced to keep the population levels appropriate to the land size.
- ϡBeyond was the first in South Africa to relocate an adult elephant herd to private ground.
- We pioneered the safe reintroduction of both cheetah and lion on the same reserve.
- We were the first to use sedation to socialise lions from different prides in acclimatisation pens prior to release.
- The first quarantine station to remove tuberculosis from buffalo on private land prior to reintroduction was set up at ϡBeyond Phinda, leading to a new national protocol for buffalo on such land.
- We pioneered elephant capture methodologies after an escape from ϡBeyond Phinda forced us to experiment with loading elephant without specialised equipment.
- We were among the first to attempt both

elephant and lion contraception trials to control population growth.

- White rhino were the first species to be re-introduced in 1991. In the largest translocation of rhino in one day, 21 animals were moved to Phinda, where they have flourished to the extent that the African Rhino Specialist Group now considers it one of South Africa's most important white rhino reserves. To date, 77 animals have been relocated and six were recently donated for translocation to Botswana. Together with Great Plains Conservation, ϡBeyond is also one of the companies behind the Rhinos Without Borders initiative, which aims to translocate up to a hundred rhino from South Africa to Botswana.
- ϡBeyond Phinda was the first to receive black rhino in the historic black rhino range expansion project launched by the WWF and Ezemvelo KwaZulu-Natal
- ϡBeyond Phinda has become the first private game reserve to donate six white rhino for relocation to another country, in this case, Botswana
- In partnership with Indian conservation authorities, we carried out the first successful mass translocation of gaur in India, aimed at reversing a local extinction of the species in Bandhavgarh National Park
- ϡBeyond Phinda is a founding member of Project Rhino KwaZulu-Natal, which provides security measures to protect rhino on many private reserves



AFRICA FOUNDATION

&Beyond's community development 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. For &Beyond, our involvement with the Africa Foundation represents our core tenet of Care of the People.



THE AFRICA FOUNDATION PHILOSOPHY

The Africa Foundation sees its role as being to:

- Facilitate the fulfilment of needs identified by rural communities
- Communicate those needs to potential donors
- Allocate and manage donor funds prudently
- Work with community leaders and project champions to achieve the success of the project
- Account and report to its donors
- Evaluate the short and long-term impacts of its projects

The projects that the Africa Foundation supports are based on two simple principles - they are grounded in community participation and are driven by local leadership. Partnership with local stakeholders is critical for the success of the projects and the Foundation plays a pivotal role in facilitating the relationship between communities, local government and &Beyond.

The Africa Foundation focuses on four key development areas:

- Education
- Healthcare
- Enterprise development
- Environment and Conservation

Led by local champions elected by the community, as well as community leaders, projects identified to address community needs are set in motion, with the community leading the way. The right training, skills and resources are provided by the Africa Foundation or through partner organisations to ensure projects are not only effectively implemented but remain self-sustainable long after initiation.

To ensure the development of the community and the sustainability of the project, initiatives are handed over to the communities, who take responsibility for their success and growth.

Leadership development and support are key areas of focus for the Africa Foundation, as it is only through strong leadership that community initiatives can become sustainable. Local champions are equipped with the skills and knowledge to secure additional funding of their own, building on the solid foundation that has been set in place.

The Africa Foundation believes that it is vital to ensure the growth of solid relationships between &Beyond lodges, the communities surrounding those lodges and various government entities and works very hard to facilitate these relationships. All of the Foundation's field staff and some of their management are drawn from the local communities themselves, thus strengthening the bond between them and &Beyond.

HISTORY OF THE AFRICA FOUNDATION

While it is now an independent, registered organisation, the Africa Foundation was initially set up by &Beyond in 1992 as the result of the firm belief that benefits needed to flow from the reserve to the local communities. Initially founded at &Beyond Phinda Private Game Reserve as the Phinda Community Development Trust Fund, a generous contribution allowed what is now the Africa Foundation to hire employees to oversee the planning of community projects, as well as to begin fundraising. In 1993 the organisation underwent another name change to match its continued expansion and delivery, becoming known as the Rural Investment Fund.

Two years later, some USD 265 000 had been raised for community projects and two full-time community development staff members were employed. A development committee was set up in each community and the Foundation's formula for success was established – tribal chiefs and community elders were invited to prioritise the projects required by each community.

As the scope of the work increased, the Rural Investment Fund grew and evolved into what we know today as the Africa Foundation, a successful, non-profit organisation that works tirelessly with communities each day to inspire, empower and change lives.

AFRICA FOUNDATION WINS

Some of the Africa Foundation's greatest community achievements include:

KwaZulu-Natal, South Africa

- Nkomo Primary School: 60 children used to gather in four makeshift classrooms on the grass beneath four large trees until the Africa Foundation constructed ten classrooms and other facilities
- Mduku Clinic: A dedicated 24-hour healthcare facility for communities surrounding &Beyond Phinda Private Game Reserve serving 25 000 people. A new wing was added to this clinic in January 2014
- Mbedhula Craft Market: Empowers local artisans to showcase and sell their crafts in order to support their families
- Nkomo Ark: A safe haven for over 500 children affected and / or orphaned by HIV/Aids
- Khulani Special School: Only special needs school within a 300 km radius, catering to 167 children with disabilities ranging from paralysis to hearing and visual impairment. Africa Foundation's initial support of Phase One of this project in 2012 led to a government investment of ZAR 79 million into subsequent phases
- Ikusalethu Sewing Club: 15 women sew school and church uniforms for the KwaJobe community, as well as making linen for nearby lodges



- Community Business Linkage Pilot Project: This project seeks to link fledgling community businesses such as the Zamani Co-op, Muzokhanyao and Siphilangemvula with a ready-made target market, for example &Beyond's safari lodges and camps
- HSBC Water Project: Boreholes have been installed at six schools and water pumps provided for eight vegetable gardens

Mpumalanga, South Africa

- Lillydale Home-based Care Centre: Volunteers visit and care for elderly and ill residents in their homes, delivering healthy meals and ensuring they take their medication
- Happy Homes Preschool: An old makeshift corrugated iron classroom that housed 28 children was transformed into four modern classrooms for 165 children
- Bilton High School: A new high school in Hlabekisa with five classrooms, ten EnviroLoos, an administration block, fencing and a bore hole that caters to 200 students
- HSBC Water Project: This initiative aims to connect the community with reliable water sources
- Justicia Homebased Care Centre: A care centre was constructed to allow 15 volunteers from the Justicia community who care for the ill and elderly to also provide a day care facility for up to 100 orphaned and vulnerable children
- Vuyelani Primary School Kitchen: A kitchen was constructed at this school, which caters for 630 children and runs an Adult Basic Education and Training Centre
- Community Business Linkage Pilot Project: This

project seeks to link fledgling community businesses such as Matabela, Mahlobyanini and Mabaya with a ready-made target market, for example &Beyond's safari lodges and camps

- Enviroloos at Pfunekani Preschool: Environmentally friendly toilets were installed at Pfunekani Preschool, where 76 children were previously forced to use a pit latrine
- New Life Preschool Kitchen: A kitchen was installed, providing a safe environment for the preparation of daily meals for 96 children
- Nhlalala Preschool Kitchen: A kitchen provides two meals daily for 76 children
- Welverdiend Homebased Care Centre: Additional facilities were constructed at this centre, where 15 women volunteers care for orphaned and vulnerable children, as well as the elderly

South Africa

- EnviroLoos: A safe, healthy and environmentally friendly alternative at community schools and institutions in areas where there is not enough water or suitable infrastructure for waterborne sanitation
- Permaculture Gardens: Over 30 vegetable gardens established at schools and community institutions to enable food security
- Community Business Linkage Programme: Innovative and creative solutions to promote employment generation in historically disadvantaged rural communities
- HSBC Water Project: The largest project ever undertaken by the Foundation to increase access to water for thousands of people by sinking and equipping boreholes in the communities

Botswana

- Motse wa Tsholofelo Preschool & OVC Centre: This pre-schools and day care centre, which caters mainly for vulnerable children from two to six years old, has received financial support and services such as the painting of classrooms, provision of a vegetable garden, installation of a water tank and annual Christmas parties for the children
- Sexaxa community: Planning and building of two classrooms, an ablution block and a kitchen for the local children, who have to walk 12 km (7.5 miles) each way to reach their closest school. Another two classrooms, a dining hall, computer room, library, playroom and another two ablution blocks are envisaged in the future

South Africa and East Africa

- Conservation lessons: Teachers and children from communities neighbouring wildlife areas have enjoyed interpretive game drives with &Beyond rangers to learn about the importance of conservation, while conservation debates on topics relating to conservation have been held at community high schools.
- Community Leaders Education Fund (CLEF) bursary programme: Provides tertiary education bursaries to aspiring young learners.
- Hippo Water Rollers: Over 4 000 of these easily transportable drums have been supplied to rural communities, providing convenient access to clean water

Tanzania

- Ololosokwan Clinic (Tanzania): A ten-room medical centre providing healthcare to over 5 000 people.
- Ololosokwan Primary School: A school, kitchen and dining facility for over 750 children
- Chaenda Secondary School: Construction of a kitchen and dining hall where meals can be prepared at a school for 440 children
- Lukungu OVC Centre: The first preschool in the community
- Lukungu Primary School: Facilitated the construction of a kitchen and dining facility that qualified the school to receive a government subsidy towards meals for 600 children
- Community Leaders Education Fund (CLEF): Three students are currently being supported through this programme, which provides assistance with funding of tertiary education for underprivileged students

Kenya

- Emututoto Dam: The excavation of a 25 000 cubic metre dam, construction of perimeter fencing, building of a cattle trough for 4 000 heads of livestock and a communal collection point is complete. The slow sand filter treatment plant, fifty cubic litre underground tank, a pump house, generator and diesel water pump, hundred cubic metre reservoir and piping to a school and four communities is now being constructed.
- Sabaringo Primary School: Teachers'



- accommodation was constructed in order to allow the school to attract and retain teaching staff
- Community Leaders Education Fund (CLEF): Ten students are currently being supported through this programme, which provides assistance with funding of tertiary education for underprivileged students

CONSERVATION LESSONS

It is ironic that, while guests from all corners of the globe experience the thrills of Africa's wildlife areas, many rural schoolchildren have never entered their neighbouring conservation areas or seen their fascinating wildlife.

&Beyond hosts conservation lessons for hundreds of school children and their teachers every year, teaching young minds about the importance of conservation and the benefits that it can bring for rural communities. Debates and talks about conservation-related topics are also hosted at high schools in the communities where &Beyond is involved.



WHAT OUR LODGES AND OFFICES DO

While &Beyond has identified a number of projects that are run at group level or through our partnership with the Africa Foundation, all 33 of our safari lodges and camps, as well as our offices, are encouraged to identify and carry out initiatives that support our core ethos of Care of the Land, Care of the Wildlife, Care of the People.



EMPOWERING OUR LODGES AND OFFICES

Each of our lodges and offices throughout Africa and India is empowered to identify projects in their vicinity that are relevant to our core ethos and allow them to make a small difference every day. The lodges raise funds and drive involvement in these projects themselves, while receiving support from the greater group where possible.

NAIROBI OFFICE CARES FOR CHILDREN AND YOUTH

♻️Beyond's Nairobi office has supported the Nyumbani Children's Home, which cares for orphaned HIV+ children, since 2004. Beginning with simple donations of food, the team has gradually become more involved with the children at the orphanage. In 2007, ♻️Beyond financed the high school education of one of the orphans, Victor Kwena, using money raised by the office staff, as well as donations from two guests. Victor has now qualified for university, where he is studying IT. In 2011, ♻️Beyond sponsored Georgina Everett, a young girl found abandoned on streets when only a few days old. The staff remain involved with both Victor and Georgina and have even arranged for them to enjoy an unforgettable adventure at ♻️Beyond Kichwa Tembo Tented Camp during the school holidays.

Started by the Nyumbani Children's Home, the Leo Toto initiative (which translates as Nurturing Children) is an outreach programme that provides home-based

care to children living with HIV in the informal settlements of Nairobi. Since 2006, ♻️Beyond has raised money for school uniforms and food, as well as arranging Conservation Lessons and throwing annual Christmas parties for these underprivileged children.

Based in one of Nairobi's informal settlements, the Kawangware Street Kids Programme provides income-generating activities for young people who have been rescued from the streets and rehabilitated from a life of crime and substance abuse. ♻️Beyond sources the Food to Go bags for ♻️Beyond Kichwa Tembo Tented Camp and ♻️Beyond Bateleur Camp through the programme, thus allowing these youths to make an income. ♻️Beyond's Nairobi office has also raised money to provide the centre where the young people work with access to running water.

♻️Beyond's Nairobi office has supported the rehabilitation of a neighbouring park, raising money to plant a total of 70 trees over a period of two years.

KICHWA TEMBO ORGANIC VEGETABLE GARDEN

Peter Okengo has been part of the staff at ♻️Beyond Kichwa Tembo Tented Camp in Kenya's Masai Mara for an impressive 24 years. Starting out as a room steward, six years later Peter had the innovative idea to start an organic vegetable garden, or shamba, at the lodge. It was his dream to provide fresh herbs and vegetables bursting with flavour to guests and colleagues.

Peter worked long and hard, selecting the right area, breaking in virgin land, building a protective fence, training the local Maasai askaris (security guards) to keep wild animals at bay and ensuring that floods from the nearby Sabarigo River didn't encroach on his garden. In 1998, when the weather phenomena of El Niño resulted in his garden being washed away, he re-planted his crops on higher ground.

With guidance from the camp chef, Peter figured out exactly which herbs and vegetables were in high demand in the Kichwa kitchens and his shamba is now filled with those plants. Peter carried out painstaking research to find out how many vegetables were ordered from suppliers in Nairobi on a weekly basis and the costs of these supplies. He then adjusted his prices in order to make it more economical for the lodge to buy his high quality produce while also ensuring a profit for himself. This entrepreneurial spirit has ensured that Peter can support his family, as well as paying his two Maasai askaris and purchasing a fresh supply of seeds for each planting season.

It was Peter and chef George who came up with the brilliant idea of inviting guests into the vegetable garden for a surprise lunch in the peaceful, green setting. Shortly before lunch, Peter would greet guests and escort them to his shamba, where they would select the herbs and vegetables of their choice for a healthy salad. He would then lead them to an unexpected table, beautifully set in the shade of an avocado tree. Here, the chef would prepare a mouth-watering salad for them on the spot, using

their freshly-picked veggies, providing a healthy, fresh and organic meal tailored to the guests' specific tastes. This exceptional experience, which led to many a guest leaving the garden completely overwhelmed, was a key factor in deciding on the garden's new positioning when ♻️Beyond Kichwa Tembo Tented Camp was completely rebuilt in 2014. The organic vegetable garden is now a key focal point in the new camp's guest areas, with garden dining a regular feature at the camp.

SUSTAINABILITY KEY TO REBUILD OF ♻️BEYOND KICHWA TEMBO TENTED CAMP

When ♻️Beyond Kichwa Tembo Tented Camp closed for an extensive rebuild and refurbishment in 2014, sustainability was a key focus of the changes taking place. With the exception of LED lighting and switches, the camp's new tents and their interiors are almost entirely made of local materials. Following its reopening, the camp makes use of the best available technology to reduce the use of fossil fuels, with 183 square metres (1 970 square feet) of solar panelling installed, capable of producing up to 9 400 litres (2 400 gallons) of hot water daily, saving 40 000 litres (10 560 gallons) of diesel per annum, which translates into a saving of 106 tons of CO².

PLANTING TREES TO CARE FOR THE LAND AND VEGETABLES TO CARE FOR THE PEOPLE

Motivated by the desire to counter the damage inflicted on existing greenery by animals such as

buffalo and elephant, as well as by local people collecting firewood, ♻️Beyond employee Joachim Joseph started a tree nursery at Ngorongoro Crater Lodge in 2004. Since then, Joachim and his passionate nursery team have donated 33 000 trees to local villages and schools. The passionate gardeners travel to local schools to teach the children how to plant trees and Joachim also extends his reach by donating trees to staff members who are travelling home in exchange for a promise to plant them further afield in their home villages.

Joachim has an immense knowledge of vegetation and the Ngorongoro Conservation Area Authority, also the recipient of many of his saplings, often consults with him on indigenous plants. A great believer in keeping it local, one of Joachim's main focus areas is removing and replacing alien vegetation in the area. In keeping with this, while many local villages have previously used an alien bush with spiky thorns to provide natural fencing, he has introduced them to the ideal indigenous alternative, which he has grown himself from seed. The gardens at ♻️Beyond Ngorongoro Crater Lodge have also benefited from his skills, with indigenous plants replacing many exotics and attracting a plethora of beautiful birds in their flowering season. Joachim also focuses on growing trees that have become endangered because of their medicinal or traditional uses, going as far as examining bird droppings to procure seeds of the more rare species.





Other staff members at &Beyond Ngorongoro Crater Lodge have turned to gardening to supply healthy, organic ingredients for the lodge's kitchens while also creating an alternative form of income for themselves and their families. One of the lodge's security guards, John Joseph, has his own oyster mushroom farm, while butler Simon Hombo cultivates his own two hectare shamba, or vegetable garden, on the foothills of the Ngorongoro Crater. Simon now proudly supplies the lodge kitchens with baby carrots, zucchini, rocket, lettuce and other vegetables. In return, the kitchens donate their wet waste to help feed Simon's small pig farm, completing the cycle of life.

A FEEDING SCHEME IN THE DESERT

When drivers disposing of wet waste from the kitchens at &Beyond Sossusvlei Desert Lodge in the nearest small town, Maltahohe, realised how many small children were sifting through this material for something to eat, the lodge decided to take action. With not enough rain to sustain farming and high unemployment, most of the town's population lives in severe poverty, with a very high rate of HIV infection.

&Beyond lodge staff negotiated the lease of a small building in town and worked with community leaders to identify local volunteers. While the town council agreed to cover the costs of water and electricity, &Beyond staff raised funds to refurbish, paint and secure the building, as well as to purchase kitchen equipment. The project was officially

launched in 2005, with meals supplied through the commitment of the staff of &Beyond Sossusvlei Desert Lodge. Initially feeding 48 needy children, this number quickly grew to 148. At last count, 34 of these children had lost both parents and a significant percentage of them were born HIV positive, making proper nutrition of paramount importance.

With the support of the Africa Foundation, the &Beyond staff now propose to build a kitchen and dining facility for the sole purpose of feeding these children, preferably on the premises of a local school. This will increase the ability of the project to provide at least one meal a day for up to 200 local children.

There is also the potential to use this project as a springboard for partnering with the community to provide for other needs in the future.

&BEYOND PHINDA - LED LIGHTS AND WATER BOTTLING PLANTS

The use of LED lights has been rolled out throughout &Beyond Phinda Mountain Lodge, allowing the lodge to save at least 80% of the electricity that is consumed for lighting by the guest areas and suites. A single LED light bulb costs approximately ZAR 150, however, the energy saving per light far outweighs the cost. At ZAR 0.80 per kilowatt hour, the LED pays itself back within 280 days.

A standard 60 watt incandescent globe burning for eight hours a day uses 0.48 kilowatts of electricity. In South Africa, where electricity comes from coal fired power plants, one kilowatt hour produces 1.015 kg of CO². Therefore, one 60 watt globe on for eight hours a day produces 285 litres of CO² pollution per day, a number that Phinda's new LED lights will be able to significantly reduce.

The reserve has also greatly reduced its carbon footprint with the recent installation of a water bottling plant at &Beyond Phinda Mountain Lodge. In the past, mineral water was brought in to the reserve from the town of Nelspruit. However, the new system allows Phinda to bottle its own purified mineral water in stylish glass bottles. Plastic bottles are no longer used, within the lodge thereby reducing waste.

By bottling water on site and recycling the glass bottles, the Phinda team saves 643 kg of CO² per month (7 716 kg per year), the saving on the carbon footprint of the delivery truck that previously transported the water.

At 100% occupancy, Phinda's lodges would have consumed 11 800 plastic water bottles per month, or a staggering total of 142 560 per year.

STARS IN TRAINING PROGRAMME

&Beyond Ngala Private Game Reserve and &Beyond Phinda Private Game Reserve run their own Stars in Training programme, which provides

members of the local community with the skills to obtain employment either at &Beyond's lodges or the many other lodges in the area.

&Beyond Ngala invites candidates from local communities to participate in six-month, on-the-job internships at the reserve's two lodges. Each internship covers a specific aspect of daily operations, from kitchen training to housekeeping, bartending and waiter training. The objective is to expose the trainee to various service positions in the hospitality industry and to develop their knowledge and skills. A great deal of emphasis is placed on cultivating the appropriate service ethic, with guest satisfaction as the ultimate goal.

While training at the lodge, candidates are provided with accommodation and meals and are paid a basic monthly salary.

At the end of the six months, Ngala attempts to either employ candidates at one of the two lodges (on a casual or relief basis if no permanent positions are available) or assists them in finding employment at other safari lodges in the area. All successful trainees are provided with a certificate and reference letter on completion of their internship. To date, all trainees who have received training have been employed by either &Beyond or various safari operators in the area.

Working together with the neighbouring communities, who help fund the training through their community development fund,



&Beyond Phinda provides on-the-job training for 14 local youngsters every six months. Employed in areas that include housekeeping, the laundry room, the lodges' kitchens and bar, as well as the maintenance teams, the trainees are assessed every two months and receive a formal graduation certificate at the end of the six months. Approximately 70% of the trainees are employed as full-time staff by the end of their training period, while others leave having gained invaluable skills that make it far easier for them to obtain other employment in the area.



OUR SHAREHOLDERS

‡Beyond is owned by two major shareholders, Capricorn (owned by the Enthoven family, originally from South Africa) and the Getty Family Trusts. These two primary shareholders are intimately involved with the company and have shown unfailing support over the years. Some of the ‡Beyond executive team and senior staff are also shareholders in the company.



THE GETTY FAMILY TRUSTS

The Getty family were founder investors in &Beyond in 1991. Their support was instrumental in bringing together the original shareholder group, which enabled the launch of the company and, in particular, the establishment of &Beyond Phinda Private Game Reserve.

Since that time, the Getty family has remained the cornerstone investor behind the company's many endeavours aimed at the conservation of land and wildlife, as well as the development of benefits for local communities.

The family has always embraced the viewpoint that there is total compatibility between the aims of a sustainable for-profit enterprise on the one hand and, on the other, the conservation of land and wildlife and the achievement of sustainable development benefits for local communities. This was the founding vision that persuaded the Gettys to support &Beyond and remain shareholders for over twenty years.

During all the time that the Gettys have been shareholders of &Beyond, they have also been cornerstone benefactors of the Africa Foundation, &Beyond's community development partner. Over the years, the Africa Foundation has been involved

in countless projects working alongside communities that are adjacent to &Beyond lodges, enabling them to deliver the healthcare, education and small enterprise projects that those communities themselves have chosen to prioritise. Tara Getty and his family have been particularly involved in the activities of the Africa Foundation over many years.



TARA GETTY - A COMMITTED CONSERVATIONIST

A committed philanthropist and conservationist with a great passion for Africa, its people and wilderness areas, Tara Getty's involvement with &Beyond began in the early 1990s. Having worked in Kenya as a young student before going to college in England, he jumped at the chance to become involved in the growth and development of the company and its conservation model of Care of the Land, Care of the Wildlife, Care of the People.

Tara acquired properties adjacent to &Beyond Phinda Private Game Reserve, removed the fences and incorporated them to extend the greater conservancy area. Today, Phinda is an ecologically diverse and successful game reserve, attracting eco-tourism guests from around the world to this beautiful part of Africa. Tara educates his children in Africa and spends much of his time with them in the bush. Exposure to, and participation in specific projects on the ground, for example with rhino or wild dog, are important elements in their upbringing and a testament to the sense of responsibility with which Tara views his custodianship of these wildlife areas.

Equally important to Tara has been his involvement with and support of the Africa Foundation over the past twenty years. Until very recently, he has been a trustee of the Foundation since its inception..



"To ensure the restoration and long-term preservation of wilderness areas with animals in Africa, it is crucial to include, enable and facilitate the development of surrounding rural communities"

Tara Getty

CAPRICORN VENTURES INTERNATIONAL

Capricorn Ventures International Limited is a European-managed global investment group. The group has a focused investment strategy that specialises in the leisure and restaurant sector, as well as insurance and niche financial services. The geographical investment hubs are Europe and Africa. Capricorn Ventures International is associated with the Enthoven family, originally from South Africa.

The investment philosophy of Capricorn is to focus on both financial and social dividends. This entails creating enduring value both financially (through the generation of financial capital) and socially (by generating human, social and natural capital). Capricorn strives to build this "5-capitals" model of sustainable wealth creation into the DNA of their business and the businesses they invest in.



COMBINING LUXURY AND SUSTAINABILITY

Each of our lodges is tasked with the responsibility to operate according to our philosophy of giving more and taking less. At each lodge and office we seek out many small but meaningful ways of putting our values into action every day. We understand that creating extraordinary experiences for our guests is the most important thing that we can do to sustain our business and thus benefit the wildlife areas that we protect. However, within this context, we still look for ways to reduce our energy consumption and carbon emissions,

such as recycling initiatives, conservation awareness drives, water efficiency, elimination of pollution, addressing road damage and erosion, re-greening and many more.



UNDERSTANDING OUR IMPACT

Over the past few years, &Beyond has introduced an innovative environmental strategy to assess our lodges from a sustainability and conservation viewpoint.

The lodges are annually subjected to an intensive sustainability audit to determine their environmental impact. This allows the company to determine lodge-specified strategies to reduce that impact.

Additionally, in order to understand and manage some of our impact, monthly measures are taken of the following eco-overheads:

- Water usage
- Electricity consumption
- Diesel and petrol consumption
- Gas and paraffin, oil usage (for illuminating and cooking)
- Firewood and charcoal
- Waste production and management

These statistics are collated and analysed in order to help identify problems, as well as to help lodges see how their innovations and savings have paid off. Efficiencies are identified and the lodges are set targets to improve and reduce their impact still further.

In doing this, our aim is to run our businesses as sustainably as possible from an ecological viewpoint. While there are no national regulations or standards that oblige us to do this in any of the countries where we operate, we believe that this is



yet another way that we can contribute to our core ethic of Care of the Land.

In South Africa, the University of South Africa (Unisa) has been tasked by the government to investigate the setting up of national standards for eco-tourism. As a leader in the industry, &Beyond was approached and has been sharing our lodge statistics with Unisa as part of their longer-term study.





&BEYOND'S CONSERVATION SUCCESSES

Beginning with our groundbreaking conservation achievements during the original restocking of Phinda Private Game Reserve, &Beyond has continued to take part in a number of conservation successes. Our approach to the creation of this reserve, from the underlying conservation issues to its interaction with the community, would prove to be the foundation on which all our subsequent projects were to be built.

Since then we have embarked on a variety of pioneering conservation initiatives, both in Africa and beyond. Some of our most comprehensive conservation victories are described overleaf.



GAUR RELOCATION IN INDIA

In February 2011, &Beyond was at the forefront of the groundbreaking mass translocation of 19 gaur (Indian bison) at Bandhavgarh National Park in India. The project saw the first successful reversal of a local extinction by means of the mass translocation of wild animals in the country. It also laid the foundation for further specialised wildlife relocations in the central state of Madhya Pradesh, including the subsequent movement of another 31 gaur in January 2012 by Indian wildlife authorities.

The original 50 gaur were immobilised by veterinary specialists in Kanha National Park and transported in specially modified vehicles to Bandhavgarh National Park, adjacent to the company's Mahua Kothi Jungle Lodge. They were held in pens for observation and then accommodated in a large reintroduction boma for acclimatisation before being released into the wild – an operation never before undertaken in India.

&Beyond's model of restoring and conserving regional biodiversity has often required animal relocations and reintroductions and we were able to use our considerable expertise in this field to assist Indian conservation officials.

The historic translocation was identified as a priority project by Indian conservationists. While &Beyond provided the expertise and training, the equipment

and modified vehicles were donated jointly by the company and its Indian partner, Taj Safaris. As part of the project, Indian wildlife authorities and veterinarians were invited to &Beyond Phinda Private Game Reserve, where &Beyond's conservation team and experts from the KwaZulu-Natal Wildlife Game Capture Unit carried out an intensive training and skills transfer course.

The gaur project has had substantial benefits, not only for the future of the species but for active wildlife management in India. The success of reversing a local extinction is measured by how well the new population does in its new environment. Despite tiger-inflicted mortalities, the gaur herd has steadily grown over the years, with the birth of calves bringing the total number of animals to more than 70.

A DECADE OF LEOPARD RESEARCH

As a direct result of the most extensive leopard research ever conducted in the world, the leopard population at &Beyond Phinda Private Game Reserve is now stable at 30 resident adults.

At the onset of the project there were only an estimated 15 to 20 resident cats due to the leopard mortality rates, the majority of which were caused by humans. This increase in population density is the result of the findings and measures implemented as a result of the MunYaWana



Leopard Project, a collaboration between &Beyond and Panthera, a USA-based philanthropic association focused on the conservation of the world's 37 species of wild cats.

Regulations for sustainable leopard trophy hunting and a stricter system of permits for the control of problem animals were set up as a result of the study, resulting in an increase in annual mortality rates from 40 to a more natural 13%.

Highly scientific data collected both pre and post these interventions has shown the positive impact of the methods that were adopted and the corresponding increase in leopard numbers. Through the use of this data, Phinda has assisted in the updating of policies in other provinces to follow our leopard hunting model and increase sustainability.

The success of the project can also be attributed to the introduction of a leopard management programme for cattle farmers and ranchers, providing them with training and support in alternative means of protecting their livestock from predators like leopard.

During the course of the project, more than 75 leopards were collared and intensively monitored. In addition, more than 2 000 observations were tallied, 8 300 locations manually verified using a telemetry receiver and over 20 400 vital locations

collected from the GPS-collared leopards. Camera trapping through the use of remotely triggered digital camera technology has also provided accurate density estimates of the leopard population.

The research project has also studied the illegal persecution of leopards through snaring, poisoning and illegal shooting, as well as the trade in leopard skins. The team has studied the use of these skins within Zulu culture and the Shembe religion and has developed a low-cost fake fur that may alleviate the pressure on wild leopard populations. Phinda has imported 750 of these fake skins to introduce them to church leadership and have recently secured funds from Panthera to import and donate another 4 000 to church followers.

ELEPHANT RESEARCH

The giants of the bush, elephants are one of Africa's most iconic and magnificent wild animals. However, when confined in a defined nature reserve, they are also capable of causing major environmental changes should their numbers increase too dramatically. With contained populations, low mortality rates and high growth rates, most game reserves are faced with the challenge of ensuring that elephant numbers do not exceed carrying capacity. At &Beyond Phinda Private Game Reserve the growth of the elephant





population is being managed through a non-invasive method of contraception called immunocontraception.

In the early 1990s, 58 elephants were released at &Beyond Phinda and, by 2003, this number had doubled to more than a hundred. Faced with a low natural mortality amongst this relatively young population, &Beyond's conservationists embarked on a two-pronged approach that combined elephant relocation with a contraception programme.

Relatively unknown in South Africa at the time, immunocontraception not only boasts an efficacy rate of over 90% but a number of other significant benefits. A contraceptive vaccine, which is not based on steroids and therefore runs no risk of altering the animals' behaviour, is administered to female elephants three times in the initial year of

use, followed by an annual booster shot. The vaccine is remotely delivered through the use of darts shot from vehicles or helicopters, which means that there is no need to handle or sedate the animals, thus eliminating stress to the beasts and reducing the cost of treatment. Extensive research has shown no long-term effect on the elephants' health or their social behaviour.

The contraceptive effects of the vaccine can also be easily reversed by omitting the annual booster shot, with female elephants then regaining their fertility. Moreover, the vaccine is safe for other wildlife and does not contaminate the environment or the drinking water in any way. At &Beyond Phinda the vaccine is used in conjunction with a stringent elephant management plan. Female elephants are vaccinated only after having had one calf and the object of the programme is not to decrease elephant numbers

but to slow their growth to an appropriate level.

MNEMBA ISLAND MARINE CONSERVATION AREA

&Beyond's only island destination, &Beyond Mnemba Island is known for its coral atoll, which supports a variety of reef fish and other marine life. In 2005, &Beyond worked with the Zanzibar Department of Fisheries and members of local Zanzibari fishing communities to form the Mnemba Island Marine Conservation Area (MIMCA). In addition to other measures, this protected area officially demarcated specific areas for snorkelling, diving and fishing. The agreement also resulted in the introduction of a daily recreational fee for the use of these areas. The revenue generated by this levy was used to fund local community projects and benefit local fishermen.

One of the main objectives of the establishment of MIMCA was to reduce the incidence of net fishing in the shallow waters off the coral reefs and encourage fishing for fewer and larger species further out, in deeper waters. Several measures were introduced to encourage this practice. The boundaries of MIMCA have now been extended to include a far larger portion of the Zanzibar coastline.

&Beyond continues to work with local villagers to implement localised and sustainable conservation plans, as well as to implement more effective netting techniques that don't damage the reefs.

GREEN TURTLE MONITORING PROJECT

In addition to our work on the establishment of MIMCA, the &Beyond staff at Mnemba are also involved in a regional green turtle tagging programme that monitors the animals' movements and documents all breeding activities. On the globally endangered list, green turtles have been brought to the brink due to the uncontrolled harvesting of eggs and killing of vulnerable egg-laying females. &Beyond Mnemba Island provides an undisturbed haven for them to nest.

Since 1998, turtles nesting on the island have been tagged and measured for size, while their nests have been protected and hatchlings meticulously

recorded. This information is shared with both local and international conservation organisations, including the World Wildlife Fund, the Department of Environment in Zanzibar and the East African Wildlife Foundation.

With an average of 34 turtles nesting on the island per year and an average of 100 hatchlings per nest, more than 50 000 hatchlings have been born on Mnemba in the past fifteen years. Thanks to the island's few predators, over 90% of these hatchlings reach the sea safely.

THE CHALLENGE OF DISEASE-FREE BUFFALO

By 1995, a great deal of the animal reintroduction into &Beyond Phinda Private Game Reserve had been completed. However, research into the history of the area revealed that this particular region was once home to thousands of free-roaming buffalo.

The large and heavy buffalo play an important role in land management. Because of their size and weight, they break up the soil, stimulating the recycling of nutrients back into the ground. As Phinda was made up of degraded farmlands where the soils had been depleted, buffalo would be instrumental in improving the carrying capacity of the land.



Never ones to turn down a challenge, &Beyond determined to reintroduce these massive animals, thus completing the Big Five at Phinda. However, relocating buffalo was not as simple as it appeared.

Buffalo carry diseases that affect cattle so, in order to protect cattle farmers, their movements are strictly controlled. Legislation at the time did not permit for the establishment of new buffalo populations. However, after six years of negotiation with national veterinary authorities and consultation with local farmers, in 1997 &Beyond was eventually granted permission to introduce buffalo to Phinda.

No sooner was this in place than bovine tuberculosis was discovered in the buffalo population at nearby Hluhluwe-Umfolozi Game Reserve, from where we had planned to source our buffalo. Reluctant to give up on our vision for buffalo, we simply pioneered a new protocol to ensure that any animals released onto our land were disease-free. This involved the movement of the animals to Phinda, followed by them being placed in specialised holding pens known as bomas for twelve to eighteen months. During this time, each buffalo underwent a succession of blood tests to ensure that they were TB-free.

At last the momentous day came when the buffalo were released onto the reserve and Phinda finally had its Big Five in 1998. The reserve herd has grown so well that Phinda now has over 300 buffalo, with

well over a thousand tuberculosis-free animals relocated to other wildlife areas.

LAND MANAGEMENT AT &BEYOND PHINDA

&Beyond subscribes to strict land management techniques to ensure that the wildlife areas that we influence remain sustainable. Below we highlight a few of our most significant focus areas at &Beyond Phinda Private Game Reserve.

- Preserving the sand forest
Phinda is home to rare sand forest, which is home to important endemic plant species, as well as some of South Africa's rarest animals. Of the remaining 2 000 hectares of sand forest that is being protected in the world, Phinda is home to 800 hectares. In order to limit damage to this precious area from elephants, an elephant exclusion fence was erected around the largest section of sand forest on the reserve in 2005. One of the first of its kind, other reserves are now utilising the same method to protect vegetation types that are at risk. In addition, a long-term study into the effects of nyala and elephant on sand forest species is currently taking place. Researchers are also exploring the role of beetles and the possibility of using dung beetles as an indicator of the health of the sand forest.
- Research and monitoring
The amount of research conducted at Phinda



has allowed it to make a significant contribution to scientific and wildlife seminars, conferences and workshops. The reserve has a full-time team of four, as well as research students from several universities, actively collecting and coordinating ecological data. Data on lion, leopard, cheetah, elephant, black and white rhino, wild dog and birds of prey is collected daily.

- Veld management
Assessments are regularly conducted on soil, grasses, woody vegetation, carrying capacity, stocking rates and threatened plants and habitats. Fire is the main tool in veld management and these assessments are used to determine the burning regime. Using scientific analysis of the veld and following the management processes derived from these methodologies has allowed the reserve to increase grazing capacity by 30%. While the population of ungulates has doubled in the last six years, the data shows that, due to the improved veld conditions, the reserve could easily sustain double as many animals without adverse effect on the land.
- Invasive alien plant removal
Invasive alien plant species pose the biggest threat to the carrying capacity and biodiversity of game reserves throughout South Africa. Thanks to its land management policy, Phinda is the largest contributor to the removal and clearance of invasive alien plants in KwaZulu-Natal.

- Conservation of threatened plants
Phinda is home to a number of endangered plant species, including some highly sought-after medicinal plants. Thanks to meticulously implemented management plans, these species are not only surviving but thriving on the reserve.
- Soil conservation
Phinda has implemented a strict off-road driving policy to reduce the impacts of this practice on soil and vegetation. Thanks to this, we have been able to influence and change industry standards and acceptable practices of off-road driving.



RHINOS WITHOUT BORDERS

Rhinos Without Borders is an initiative aimed at combatting the scourge of rhino poaching in Africa. The project was born out of the first ever private game reserve donation of rhino to another country, during which &Beyond translocated six white rhino from &Beyond Phinda Private Game Reserve in South Africa to Botswana's Okavango Delta. Facilitated in partnership with RHINO FORCE in 2013, this conservation coup was generously funded by lead sponsor Motorite Administrators

.In 2014 alone, South Africa lost more than a devastating 1 116 rhino to illegal poaching, with a rhino killed every nine hours. More of these magnificent animals are now being lost to poachers every year than there are being born. &Beyond believes that translocations are fundamental to securing the ongoing survival of endangered species and this project aims to increase Africa's dwindling rhino populations for future generations to enjoy. The Okavango Delta has proven to be a successful rhino relocation habitat and Botswana has a strong security and monitoring framework in place, with the country's military helping to protect the endangered species.

After years of negotiation and planning, the initial translocation of the Rhinos Without Borders project was begun in early 2013 with the full support of the Botswana Rhino Management Committee. As part of the process of transferring skills and

preparing for the arrival of the rhino, &Beyond provided intensive tracking and monitoring training for game scouts from Botswana, held at Phinda Private Game Reserve. The game scouts were familiarised with the use of the satellite collars and tracking equipment intended to monitor the movement and behaviour of the six rhino after their release. A portion of this equipment, as well as anti-poaching uniforms and binoculars, was supplied by the Chipembere Rhino Foundation.

With all six of the translocated rhino thriving in their new habitat, in 2014 &Beyond partnered with Great Plains Conservation to move more than an additional hundred rhino from South Africa to Botswana. This project, which is expected to run over a number of years, calls on all members of the travel industry to join hands in order to make a difference. With over USD 8 million required to cover the costs of the project, both &Beyond and Great Plains have embarked on a number of fundraising activities. Thanks to generous donations from around the world, the translocation of the first ten rhino has been planned for early 2015.

CHEETAH BREEDING

&Beyond Phinda Private Game Reserve is renowned for some of the best cheetah sightings in South Africa. This most elegant and graceful of all cats was reintroduced to the land in 1992, when five males and four females were brought in from Namibia. The reintroduction was carefully timed in order to



give the cheetah time to settle before lion were brought into the reserve, the first time the two species had been successfully reintroduced into the same area. Since then, the cheetah have not only survived but thrived and Phinda now boasts South Africa's fourth largest and most important cheetah population. Between 1992 and 2013, the reserve has seen 70 litters being b their populations while keeping Phinda's cheetah numbers at optimal levels for the land size. The reserve's cheetah are highly sought after, as they respect electric fences, are aware of lions and are habituated to game viewing vehicles. The most intensively monitored and researched cheetah in South Africa, the population has been actively monitored since 2008, with additional males brought in to diversify bloodlines.

ADER'S DUIKER AT &BEYOND MNEMBA ISLAND IN ZANZIBAR

The rarest antelope species in Africa, the Wildlife Conservation Society (WCS) estimates that there are between 300 and 600 Ader's duiker remaining in the wild. In 2005 five of these antelope were introduced to &Beyond Mnemba Island, the ideal location for a breeding project, with no natural predators and a good supply of food. Between 2005 and 2013, the duiker have tripled their number, with a population of 15 now living on the island.

Notoriously secretive, Mnemba is believed to be the only place in the world where these little animals can be spotted in the wild. Working with WCS, &Beyond has collected information on the duikers' diet and behaviour

and we hope that this will allow us to improve the breeding programme, leading to a further increase in the numbers of the species.

SUNI AT &BEYOND MNEMBA ISLAND IN ZANZIBAR

The tiny suni antelope were originally brought to &Beyond Mnemba Island from Jozani Forest with the aim of diversifying and increasing the population of these rare little animals. Life has been so good for the suni on Mnemba, where they have no natural predators, that they have been breeding twice, rather than once, every year. With numbers increasing so rapidly, annual relocations of the species have ensured that there is enough space and food for the suni. Over the years, more than 250 suni have been moved to 13 sites throughout Zanzibar. Suni numbers remain carefully monitored and recently 15 new individuals were introduced onto the island to dilute the gene pool.

RESEARCH CONTRIBUTIONS

Beginning at Phinda Private Game Reserve, more than 250 research projects have been carried out across the group. The results of this research have been published in various places, including our own journals, as well as scientific publications, seminars, conferences and workshops. &Beyond has also hosted a number of research students, with their studies contributing to various dissertations and theses at honours, masters and doctoral level.





PRIVATE PUBLIC PARTNERSHIPS

AN INNOVATIVE CONSERVATION PARTNERSHIP

The second of &Beyond's reserves to open, Ngala Private Game Reserve was born in 1992 out of a unique three-way partnership between &Beyond, the World Wildlife Fund (WWF) SA and the South African National Parks Trust (SANParks Trust). In terms of the agreement, &Beyond leases the Ngala land from WWF SA and, in return, we pay a portion of our turnover to the SANParks Trust. This money has been used to expand some of South Africa's smaller national parks in areas with exceptional biodiversity. The monies paid by &Beyond have also enabled SANParks

to establish the West Coast National Park, a high biodiversity region of international importance.

In addition to this, thanks to &Beyond's conservation policies, Ngala became the first private game reserve to be incorporated into the world-famous Kruger National Park, a model that paved the way for further private concessions within the Park.



COMMUNITIES AS PARTNERS

↳ Beyond works closely with the communities surrounding the wildlife areas where we operate, whether by interacting with them as landlords or through community development initiatives driven either by the lodges themselves or with the Africa Foundation.



PHINDA LAND RETURNED TO ITS ANCESTRAL OWNERS

When South Africa's first democratically-elected government came into power in 1994, one of the first priorities facing then Prime Minister Nelson Mandela and his cabinet was the issue of land. The government's land reform programme was introduced in an attempt to redress some of the injustices and discriminatory land actions of South Africa's apartheid regime. Pivotal to the policy is the willing buyer / willing seller principle, which many consider has prevented government from reaching its targets.

In view of this, the outcome of the land claim at &Beyond Phinda is all the more significant. In 2007, in a pioneering move for land distribution in South Africa, &Beyond and the leaders of the Makhasa and Mngqobokazi communities, which surround the reserve, signed a mutually beneficial deal resulting in the restoration of 9 085 hectares (22 460 acres) of wilderness land within Phinda to those communities, its ancestral owners.

In terms of this deal, &Beyond secured a commitment from the community to keep the land under wildlife rather than return it to farming. The company has signed a 72-year lease on the property, with an agreement to continue running its lodges on Phinda while paying an annually escalating rental to the two communities. In this way, both the communities and conservation

benefit, demonstrating once again &Beyond's commitment to the Care of the Land, Care of the Wildlife, Care of the People. This pioneering land claim settlement has also proved that, when communities surrounding conservation areas experience the benefits of responsible tourism (in this case as landlords), they support the conservation and biodiversity of reserves for the benefit of future generations.

In 2009, two additional pieces of land were handed back to the two communities resulting from separate claims on farmland in the area. They requested that this additional land be included in &Beyond Phinda Private Game Reserve, as they believed that their best financial return would be gained through the use of the land for conservation tourism. &Beyond secured a 36-year lease on these properties, from which the two communities receive rental income.

WORKING WITH COMMUNITIES AT &BEYOND KLEIN'S CAMP

&Beyond Klein's Camp leases its 10 000 hectare exclusive wildlife concession from the Ololosokwan community. Here the establishment of sustainable land use, wildlife management and community development programmes has created a mutually beneficial situation for &Beyond and its Maasai landlords. Facilitated by the African Wildndation, the innovative lease sets aside a part of the leased land for the exclusive use of &Beyond guests, while the remainder of the land remains available for the Maasai to graze their cattle on, as well as for safari operations. This agreement secures one of the wildlife migration routes outside of the Serengeti National Park and therefore has significant conservation value.

The Klein's concession is operated by a joint management committee, with the villager landlords involved in the daily running of the concession and no development allowed without their consent. The fixed rental that the community receives in return serves as a powerful incentive for them to preserve the land and its wildlife.

In addition to the benefits that come from land ownership, &Beyond has also provided employment for local residents. Our sustainable ecotourism model means that 78% of Klein's Camp staff come directly from the surrounding communities.

These close community ties have meant that development projects undertaken at Klein's by &Beyond or its community development partner, Africa Foundation, have been particularly successful. Over 40 people have been trained in beekeeping and a honey production initiative has been started. The group sells honey to &Beyond Klein's Camp, as well as to other &Beyond lodges in Tanzania. Guest excursions to Maasai villages to learn more about the tribe and their culture also generate income for local communities, while the exquisite beadwork on sale at the &Beyond Klein's Camp Safari Shop is also produced locally by two groups of women. Most of the vegetables served at the camp at mealtimes are sourced from local community markets.

WORKING WITH COMMUNITIES AT &BEYOND KICHWA TEMBO

The landlords of the private concession where &Beyond Kichwa Tembo is situated are the Oloololo Ranch Group, who receive economic benefits through the concession fees paid to them by &Beyond. Almost 50% of the staff employed at Kichwa are drawn directly from local communities, with most of the remaining 50% made up of other Kenyans.

A number of income earning initiatives supported by &Beyond have brought additional benefits to the surrounding communities. A beekeeping project has been set up to provide a sustainable means of income for women in three communities, as well as for a local primary school. A total of 80 beehives produce honey that is sold to &Beyond Kichwa Tembo Tented Camp and Bateleur Camp.

A heifer project has harnessed the Maasai's love of cattle by purchasing and donating a number of the animals to a local women's group. While the cows produce milk for the community and heifer calves are kept to grow the herd, bull calves are sold at market to provide an income for the women and their families. The same women's group received over a hundred baby chickens, funds were raised to build a chicken coop and education on poultry farming was provided. They are now able to make an additional income by selling eggs or chickens both to the local lodges and to the community.





POSITIVE HEALTH

Part of our core value of Care of the People refers to promoting the wellbeing of Beyond's staff, as well as the local communities. Launched in 2003, Positive Health is an initiative designed to train Beyond staff to counsel and care for people with life-threatening diseases, including HIV/Aids.

The week-long course is based around the benefits of natural vitamins and minerals, affordable foodstuffs and the power of positive thinking. It takes into account that in Africa many people living with HIV/Aids come from impoverished rural areas and focuses on affordable prevention and treatment.

The course teaches how to counsel those living with incurable diseases, how to identify unresolved feelings that pose obstacles to wellness, how to make affordable home remedies and how to promote nutrition through creating vegetable gardens. On completion of the course, trainees are encouraged to share their newly acquired knowledge with their communities through workshops and one-on-one training sessions promoting healthy living and a positive attitude.



GOAL IS LIFE

Part of the Positive Health initiative, the Goal is Life programme was developed by &Beyond to inspire staff and community members to set goals to work towards and, in this way, to promote their physical, mental and spiritual wellbeing. Using football as a unifying force and working closely with local football legends, &Beyond staff take part in tournaments and workshops at our safari lodges and camps and are encouraged to make healthy life choices.

&Beyond has tapped into the fierce passion that both its staff and local communities share for the game of football, drawing a parallel between scoring goals in football and setting goals in life. We believe that encouraging people to have a goal worth living for will have a positive impact on the overall morale and health of the communities surrounding our lodges and camps, as well as on our own staff.



SING FOR LIFE

Sing for Life recognises our talented staff, who delight our guests nightly with their passionate performance of song, dance and drumming. The programme encourages staff at each of our African safari lodges and camps to come together and create choir groups to perform in regional competitions.



FOOTPRINTS OF HOPE

Born out of a desire to create awareness of the ever-increasing danger of rhino poaching, &Beyond partnered with the Africa Foundation and professional soccer star Gordon Gilbert for an innovative initiative known as Footprints of Hope.

Accompanied by &Beyond rangers, Black Aces soccer stalwart Gordon Gilbert set out on foot into the communities surrounding &Beyond's lodges neighbouring the Kruger National Park on an 11-day awareness walk.

At every step of the way, the campaign spread awareness about the significance of the rhino, the benefits that it and other wildlife brings to the communities and the role that those communities can play in its preservation. Soccer events were used as a draw card for educational talks and to inspire the youth.





INVESTMENT IN PEOPLE - STAFF TRAINING

At &Beyond we pride ourselves on the quality of our staff and their passion for guest delight. For them, there is no better way to spend a day than in making our guests' safari dreams come true.

Training is a way of life at &Beyond and we train chefs, butlers, housekeepers, security and workshop staff with the same dedication as we do our field staff. The love of learning, up-skilling and sharing knowledge is a core value of ours.

We have trained poachers to become pastry chefs and kitchen cleaners to become rangers. Nothing is impossible to a heart that is ruled by the desire to create exceptional guest experiences.

We invite you to share the extraordinary stories of some of our people.



&BEYOND LEGENDS

Dumi Ndlovu, &Beyond Group Training Chef

For someone who not only had never left his village before joining &Beyond, but had no intention of becoming a chef, Dumi Ndlovu has sure come a long way. He has cooked for dignitaries such as former South African presidents Nelson Mandela and Thabo Mbeki and has represented &Beyond in destinations as far apart as the USA and Switzerland.

Dumi's journey with &Beyond began more than twenty years ago at Londolozi Private Game Reserve. He had applied for a position as a security guard but was refused. So he took the position of waiter, which he loved. One day one of the chefs fell ill and, as he had some experience working in

the kitchen, Dumi was asked to step in. His natural flair for cooking was so strong that he was asked to stay. Dumi was reluctant, as the other waiters were more his age, while the kitchen was filled with his elders. Eventually he relented and moved into the kitchen, where he soon met &Beyond's food fundi, Yvonne Short, who was to become his mentor. Harnessing his innate talent, Dumi quickly rose to the position of head chef, in the process revolutionising the type of food served at the lodge. His innovative flavour combinations and strong focus on local products came to the fore as he moved to &Beyond Ngala Private Game Reserve before being promoted to the esteemed position of Group Training Chef.

Soft spoken, yet commanding complete respect from his colleagues, Dumi has motivated and inspired an entire generation of chefs, working in

more than 33 lodge kitchens. Always at the forefront of new concepts and trends, Dumi has represented &Beyond at various national and international chefs' conferences.

While his roots remain firmly in Mpumalanga with his wife and two sons, Dumi has become quite the jet setter, with favourite destinations including Denmark and Disney World in Orlando, Florida. Despite his meteoric rise, Dumi remains eternally humble, enjoying browsing recipe books and sharing his knowledge with other chefs in all &Beyond's kitchens.



Stanley Mpakany, Assistant General Manager &Beyond Kichwa Tembo

Born and raised in a small Maasai village in Baringo, Kenya, Stanley Mpakany has come a long way with &Beyond. After completing his secondary school education, he volunteered as a teacher at Olkokwe Island. It was there that he met Peter Ngori, then Operations Director of Windsor Hotels International, which was later to be bought out by &Beyond. Hearing of Stanley's desire to work in the hospitality industry and looking for a young, educated member of the community with some potential to train, Peter interviewed Stanley immediately. Little did Stanley know that he was meeting the man who was to become his future mentor and role model.

Because Stanley was young, fresh from school and knew nothing about the hospitality industry, he was sent to &Beyond Kichwa Tembo in the Masai Mara for training. The general manager at the time ensured that he sharpened his skills for the task ahead of him and gained experience in front office duties, stores and food and beverage control. Front office operations were later to become Stanley's area of speciality. It is here that he greets all his guests with a hearty karibu on arrival and coordinates all the guests' daily activities.

With a 20-year career at &Beyond that has spanned a number of lodges in Kenya and Tanzania, Stanley has had the opportunity to interact with the high and mighty from all over the world, including celebrities, princes and princesses, kings and queens, presidents and ambassadors, as well as world renowned conservationists.

Stanley considers his journey with &Beyond to be the odyssey of a lifetime. He has crossed great landscapes like the Mara and the Serengeti, watched the Great Wildebeest Migration, stood on what seemed to be the edge of the world at the Ngorongoro Crater, enjoyed panoramic views across the waters of the Indian Ocean, gone snorkelling, seen the Victoria Falls, one of the seven wonders of the world, and interacted with different communities from around the world. With a typical humbleness, Stanley says that through &Beyond his heart has come closer to people and to nature than ever before.



A feminine touch – &Beyond's women rangers

&Beyond has achieved many firsts when it comes to women rangers, with the very first group of trainees to qualify our South African training school boasting two women members. Kenya was a little slower to follow, with Aziza Mbawane becoming our first female ranger in East Africa in 2005. Inspired by her travels around the country with her parents as a child, Aziza had the goal of becoming a ranger firmly in mind as she grew up. Qualifying in Arusha, she worked on town tours, river cruising, snorkelling and diving trips before returning to her first love, the Masai Mara, and joining &Beyond, first at Lake Manyara Tree Lodge and then at Ngorongoro Crater Lodge.

In neighbouring Tanzania, Charity Cheriot was determined to prove that it was possible for women to work as a ranger. Boosted by her father's firm admonition that he would not accept her coming home in defeat and &Beyond's belief in her to achieve in a field traditionally dominated by men, she passed her training and opened the door for other female guides.

A full ocean away, Ratna Singh grew up in a feudal Hindu family that claims no woman had ever worked in its regal, 500-year-old history. Surrounded by animals that included exotics such as leopard cubs and elephants in her family home and severely jealous of the naturalists she encountered in India's national parks, Ratna at first studied history and international law, working with Afghan refugees.



But the lure of her dream career was too strong to resist and, when she heard Taj Safaris and &Beyond were looking for people interested in wildlife to take part in their groundbreaking jungle lodge initiative, she jumped at the chance. Supported by her parents in spite of dissent from the extended family, Ratna underwent training and became &Beyond's first female naturalist in India. Although her driving the big 4x4 vehicles into the parks initially caused a stir, the sensation this created has all died down now.

While she still observes age-old traditions and ways of dress at home, Ratna is completely confident that her community takes pride in her thoroughly modern career choice. In true, pioneering &Beyond style, she has moved on and developed her dreams, recently being promoted to International Sales Manager for &Beyond South Asia.

Eric Buthelezi, General Manager &Beyond Phinda Mountain Lodge, &Beyond Phinda Rock Lodge and &Beyond Phinda Zuka Lodge

The nephew of a chief who started out as a porter, Eric Buthelezi has enjoyed a meteoric rise through the ranks at &Beyond Phinda Private Game Reserve. Where many a young man would have been tempted to trade off the famous name of his uncle, Zulu Chief Mangosuthu Buthelezi, Eric came looking for work at the new game reserve that was opening on the site of the old pineapple farms.

Ambitious and prepared to start anywhere, his first job was a porter. And yet Eric tackled even that



simple job with energy and pride. Confronted by a guest who offered him a tip for carrying his bags, the young man was aghast. After all, he was simply doing his job. To this day, Eric still jokes about that moment with long-term guest and friend Bob Griffin.

Steadily progressing from barman to assistant food and beverage manager, assistant lodge manager, then camp manager and finally operations manager, Eric experienced just about everything Phinda had to offer before eventually being promoted to his current role. With &Beyond's values entrenched deep in his DNA, Eric plays an invaluable role in training and mentoring his senior managers.

Les Carlisle, &Beyond Group Conservation Manager

With an endless string of accreditations to his name, as well as an impressive list of conservation firsts, many of which we are proud to say have been accomplished during his time at &Beyond, the preservation of wildlife has been a lifelong focus for Les Carlisle. Pioneering the chemical immobilisation of giraffe and the capture of Cape buffalo, he has translocated thousands of heads of wildlife on three different continents, including moving African Cape buffalo from Texas, USA, to South Africa.

Les' history with &Beyond goes back to 1991 and includes everything from the project management

of the construction of our first lodges to erecting more than 120 km of fencing and reintroducing more than a thousand animals at &Beyond Phinda Private Game Reserve alone. His buffalo quarantine programme at Phinda led to a new national protocol for buffalo on private land. He and &Beyond were the first to use sedation to socialise lions from different prides in acclimatisation pens prior to release, as well as the first to transport immobilised lions by air. The predator reintroduction programme he led at Phinda has been held up as a shining example for all other efforts and his pioneering elephant reintroductions revolutionised international capture methodologies.

Les was also the driver of a historic gaur relocation in India, which used mass capture and translocation techniques to reverse a local extinction in Bandhavgarh National Park. Part of the team that translocated the first six white rhino from South Africa to Botswana in the Rhinos Without Borders initiative, he remains deeply involved in the continuing phases of the project.

Above all this, Les gives off the distinct impression that he has managed to have a thoroughly wonderful time throughout it all. With his endlessly positive attitude and booming laugh, he has dedicated over 20 years to caring for the land, people and wildlife of &Beyond.



RANGERS

8Beyond is renowned for having some of the most highly trained, professional, passionate and knowledgeable guides, rangers, naturalists and trackers. We run two full-time ranger training schools, as well as two mobile training centres.

We are committed to the on-going up-skilling of our rangers, guides and trackers, ensuring that they

place the highest priority on guest safety, guest delight and conservation and that they provide our guests with an informative, interpretive, safe and memorable wilderness experience.



&BEYOND RANGER TRAINING

&Beyond's renowned ranger training courses begin with a careful selection process, followed by intensive training at &Beyond's in-house ranger training schools and an extensive mentoring and assessment programme at the lodges themselves.

In order for our guests to have the best possible safari experience, it is essential that their ranger not only has extensive knowledge of the environment, but that he or she is able to share this knowledge, as well as their passion for wildlife, with their guests.

All &Beyond rangers have to complete the company's in-house training courses. We have two permanent ranger training schools, situated at &Beyond Phinda Private Game Reserve in South Africa and &Beyond Klein's Camp in Tanzania, as well as mobile training centres in Botswana and near Kanha National Park in India. The courses

offered at these training schools are not available commercially and are dedicated solely to finding, training and employing candidates for &Beyond. The company follows a policy of employing locally where possible, which means that rangers are often drawn from the communities surrounding the game reserves where they are employed.

A stringent interview process is dedicated to identifying candidates with the right aptitude. We believe that guiding is about people and how you make them feel. For us, personality, attitude, communication and social skills, as well as a good fit with our company culture, are vital. Once we have identified these, we can teach our own high standards, skills and techniques of guiding.

The intensive training course covers all aspects of big game guiding, including vehicle and rifle training, as well as hospitality and game drive techniques. Our training is focused on the factors that make a game drive outstanding and is more about the how than the what.

There are four golden threads that run throughout – sensitivity to the animals, the environment and the guests, the ability to create exceptional guest experiences, safety and communication.

The initial course is followed by operational training at an &Beyond lodge under the mentorship of the head ranger. Even once a ranger's training is completed, &Beyond's regional trainers continue to work with guides in the field. Regional field operations moderators spend time with the rangers in camp, constantly motivating, mentoring, carrying out refresher courses and doing performance reviews. We are constantly raising the bar to improve guiding standards and inspiring our rangers to keep developing themselves.



CONCLUSION

By embarking on an adventure with &Beyond, our guests become part of our dream to integrate international travellers and rural people to their mutual benefit and to demonstrate that wildlife can be conserved on a sustainable basis by all. We believe that our heritage of wild land and animals should be recognised as one of our most precious natural resources and dedicate ourselves to making a difference to the world we live in every day.

This document highlights just a few of our most notable success stories. We invite you to contact us should you want any further details about any of our projects and look forward to welcoming you on a journey with us that will truly reawaken your soul.

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