



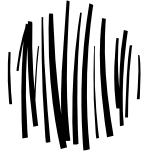
WILDERNESS

Discover Earth's Ultimate,
Untamed Places

OUR WILDERNESS BRAND FAMILY

Wilderness' long-term goal is to double the amount of land we help protect. In order to achieve this, we will continually add to the Wilderness brand and diversify our channels to market in order to have the biggest positive impact. The Wilderness Group comprises various conservation and hospitality tourism companies that together endeavour to use responsible tourism to build sustainable conservation economies in Africa, and across the world.





WILDERNESS

WILDERNESS GROUP



Our parent company



Based in Mauritius



Our main shareholders

- FS Investors (represented on the Wilderness Board by Nick Stone)
- The Rise Fund (represented by Yemi Lalude and Jide Olanrewaju)



Chairman of the Wilderness Board is Mike Stone

WILDERNESS EXCO



Keith Vincent
Chief Executive Officer



Alexandra Margull
Chief Operations Officer



Hadley Allen
Chief Commercial Officer



Derek de la Harpe
Chief Risk & Corporate Affairs Officer



Nick Stone
Shareholder and Wilderness Landscapes Director



Willias Zihove
Chief Financial Officer



Grant Woodrow
Chief Business Development Officer



Francis Antrobus
Chief Technology & Strategy Officer



Simon Stobbs
Chief B2B Sales Officer & MD South Africa



Ulrich Wilgenbus
Group Legal Counsel & Compliance

WILDERNESS



WILDERNESS

60+ luxury safari camps, touring and Destination Management Services in 8 African countries.

For 30 years our aviation partner, Wilderness Air, has been transporting our guests, enhancing their journeys.

WILDERNESS AGENCIES AND PLATFORM



Jacada is renowned for planning unforgettable journeys across seven continents, including Antarctica. While its office is based in the UK, much of the team is based on-location all over the globe.



Multi-award-winning luxury and adventure safari company specialising in creating trips to 'Safari Africa' with a focus on East and Southern Africa



A booking platform, built to revolutionise our own travel business, and also that of our agent partners.

WILDERNESS' HOSPITALITY BRANDS IN AFRICA



Governors' operates four luxury tented safari camps in the Masai Mara National Reserve, along with Loldia House in the Great Rift Valley and Governors' Mugie in Laikipia.

Governors' Aviation offers private charters to some of East Africa's most prolific wildlife destinations including Governors' Camps, Tanzania, Rwanda and Uganda.



Wayo is one of Tanzania's most respected safari brands. Its small and authentic camps are located in remote and exclusive locations.

WILDERNESS IMPACT

Our impact pillars are Empower. Educate. Protect. These three pivotal focus areas are the lens through which we determine the priorities for our business and our conservation and development initiatives.



WILDERNESS TRUST

The Wilderness Trust is an NGO founded by Wilderness to receive third-party donations that can be used to support and enhance our own impact endeavours.



CHILDREN IN THE WILDERNESS

A Wilderness Trust programme and flag-bearer for the Educate pillar of Wilderness' impact strategy, CITW and its teachers at partner schools are empowering Africa's future conservation leaders.