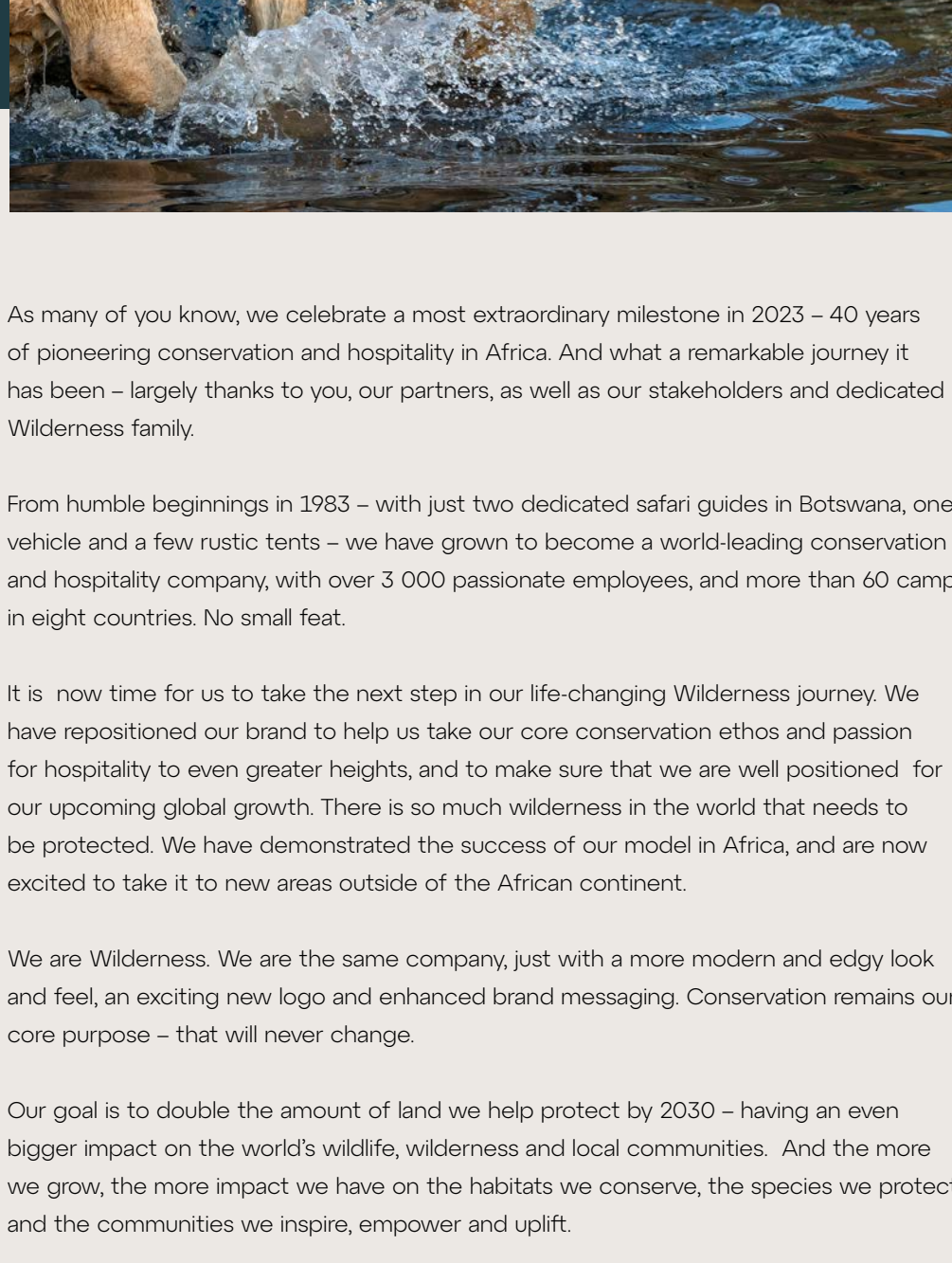




W I L D E R N E S S

AN EVOLUTION



LETTER FROM KEITH

As many of you know, we celebrate a most extraordinary milestone in 2023 – 40 years of pioneering conservation and hospitality in Africa. And what a remarkable journey it has been – largely thanks to you, our partners, as well as our stakeholders and dedicated Wilderness family.

From humble beginnings in 1983 – with just two dedicated safari guides in Botswana, one vehicle and a few rustic tents – we have grown to become a world-leading conservation and hospitality company, with over 3 000 passionate employees, and more than 60 camps in eight countries. No small feat.

It is now time for us to take the next step in our life-changing Wilderness journey. We have repositioned our brand to help us take our core conservation ethos and passion for hospitality to even greater heights, and to make sure that we are well positioned for our upcoming global growth. There is so much wilderness in the world that needs to be protected. We have demonstrated the success of our model in Africa, and are now excited to take it to new areas outside of the African continent.

We are Wilderness. We are the same company, just with a more modern and edgy look and feel, an exciting new logo and enhanced brand messaging. Conservation remains our core purpose – that will never change.

Our goal is to double the amount of land we help protect by 2030 – having an even bigger impact on the world's wildlife, wilderness and local communities. And the more we grow, the more impact we have on the habitats we conserve, the species we protect and the communities we inspire, empower and uplift.

Thank you for your ongoing support. Here's to the next 40 years. And the 40 after that.



Keith Vincent – CEO

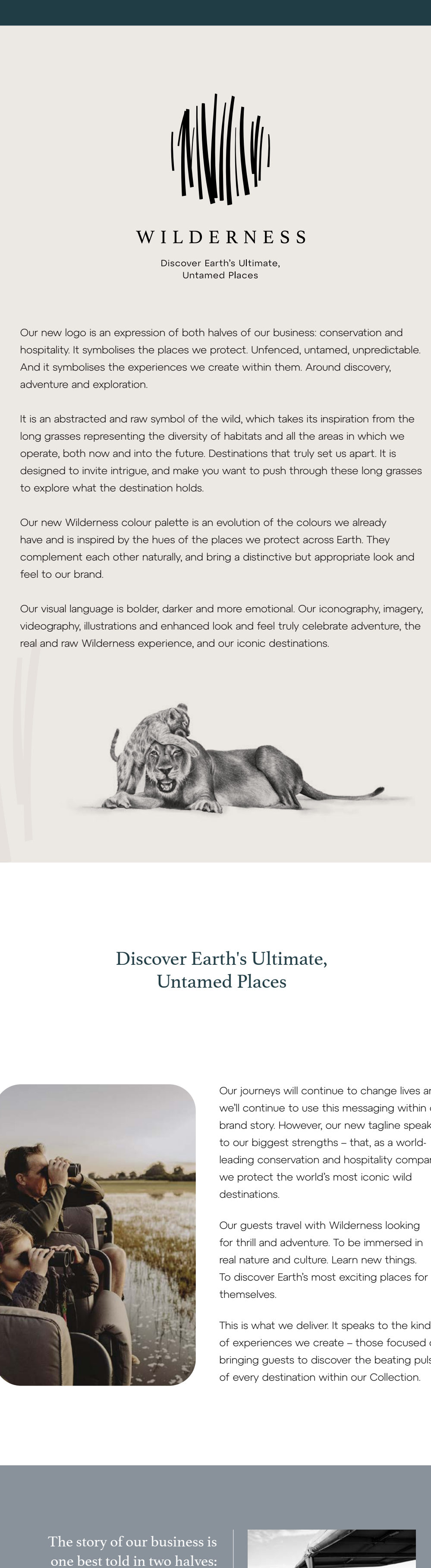
W I L D E R N E S S

We're shortening our name,
to reflect who we really are and all we really do.

Although we will always offer leading safari experiences, it's important for our name to reflect the diversity of places we operate in, now and into the future, as well as the experiences we provide.

We do so much more than just safaris. Our name needs to reflect our iconic destinations, and our impact on wildlife, nature and communities. It celebrates the diversity of our offering, that ranges from primate trekking to stargazing, bush walks, boating, and learning about new cultures. We operate in a variety of locations with many different habitats, on land and water.

The word 'Wilderness' captures our very reason for being – to protect and share the wilderness, bringing our guests to discover Earth's ultimate, untamed wild.



To increase the world's wilderness, together.

Our purpose always has been, and always will be, what drives us. Everything we do – from creating new conservation initiatives to opening new camps – is in support of this purpose.

As a pioneering collective, alongside our guests and partners, we exist to increase the world's wilderness, together.

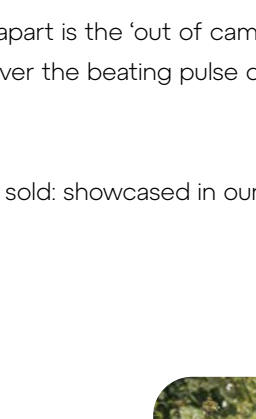
We have grown from a handful of guides into a world-leading conservation and hospitality company because of our relentless push to keep protecting, exploring and expanding the world's iconic wild places.

Our impact. Conserving our wilderness means we have a big influence on the wildlife and nature that live here, while positively contributing to local communities.

Our ambition. By 2030 our aim is to double the 2.3 million hectares (6 million acres) of land we help protect. The word 'together' is important.

“ We are a pioneering collective that, together with our guests and you, our partners, is responsible for increasing the world's wilderness.

This is something we can all be very proud of.



W I L D E R N E S S

Discover Earth's Ultimate,
Untamed Places

Our new logo is an expression of both halves of our business: conservation and hospitality. It symbolises the places we protect. Unfenced, untamed, unpredictable. And it symbolises the experiences we create within them. Around discovery, adventure and exploration.

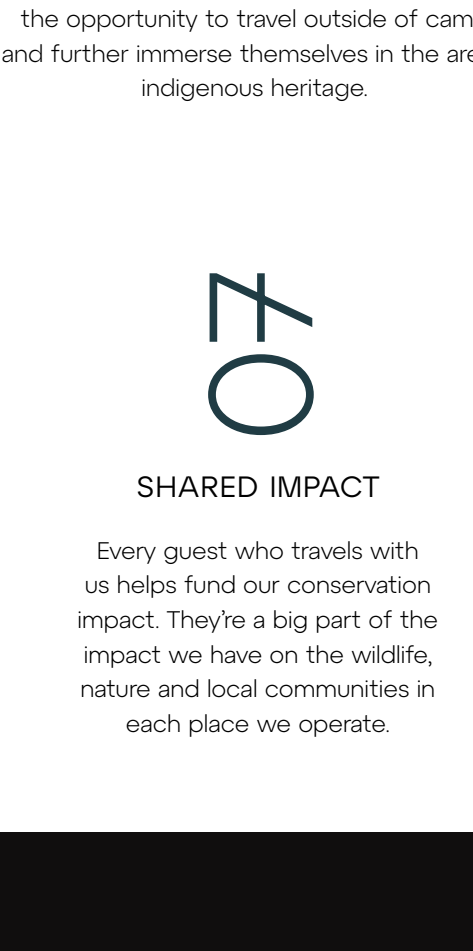
It is an abstracted and raw symbol of the wild, which takes its inspiration from the long grasses representing the diversity of habitats and all the areas in which we operate, both now and into the future. Destinations that truly set us apart. It is designed to invite intrigue, and make you want to push through these long grasses to explore what the destination holds.

Our new Wilderness colour palette is an evolution of the colours we already have and is inspired by the hues of the places we protect across Earth. They complement each other naturally, and bring a distinctive but appropriate look and feel to our brand.

Our visual language is bolder, darker and more emotional. Our iconography, imagery, videography, illustrations and enhanced look and feel truly celebrate adventure, the real and raw Wilderness experience, and our iconic destinations.



Discover Earth's Ultimate, Untamed Places



Our journeys will continue to change lives and we'll continue to use this messaging within our brand story. However, our new tagline speaks to our biggest strengths – that, as a world-leading conservation and hospitality company, we protect the world's most iconic wild destinations.

Our guests travel with Wilderness looking for thrill and adventure. To be immersed in real nature and culture. Learn new things. To discover Earth's most exciting places for themselves.

This is what we deliver. It speaks to the kind of experiences we create – those focused on bringing guests to discover the beating pulse of every destination within our Collection.

The story of our business is one best told in two halves: conservation and hospitality.

These halves are equally important and deeply linked.

The more successful our hospitality offering, the bigger our conservation impact can be.

We offer our guests the opportunity to get up close and personal to the beating pulse of Earth's ultimate, untamed places. And our purpose has always been what drives us. We have always existed to protect, explore and expand the world's wilderness.

Today, we help protect 2.3 million hectares (6 million acres) of land. Our aim – to double the land under our influence by 2030. Together, with all of our partners and guests, we stand as one collective. We are all responsible for increasing the world's wilderness, and we thank you for your ongoing support.



HOSPITALITY

By bringing guests to discover the beating pulse of Earth's ultimate untamed places...

Our hospitality success dictates our conservation impact efforts...

The more guests and partners we involve in our purpose...



CONSERVATION

...we impact communities through park lease fees, employment and by using locally sourced produce in our camps.

...as it enables us to support educational programmes, human-wildlife conflict and ongoing empowerment

...the greater the impact we can have in helping to protect these iconic and wild destinations.

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