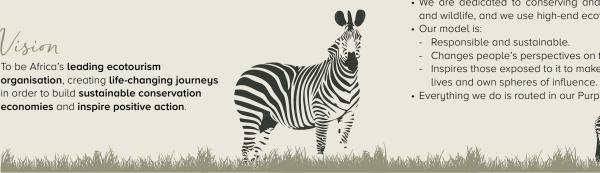


WILDERNESS na Mutshell

Wilderness Safaris is an ecotourism company dedicated to conserving and restoring Africa's wilderness and wildlife. We do this by creating life-changing journeys for our guests in some of the most remote and pristine areas in Africa.

Vision

To be Africa's leading ecotourism organisation, creating life-changing journeys in order to build sustainable conservation economies and inspire positive action.



Puppose

- · We are dedicated to conserving and restoring Africa's wilderness and wildlife, and we use high-end ecotourism to do this.
- · Our model is:
 - Responsible and sustainable.
 - Changes people's perspectives on the planet.
 - Inspires those exposed to it to make positive change in their own lives and own spheres of influence.
- Everything we do is routed in our Purpose



WILDERNESS

CAMPS



REGIONS



EMPLOYMENT

OF OUR CAMP STAFF ARE FROM RURAL COMMUNITIES ADJACENT TO THE AREAS WE WORK

COMMERCE CONSERVATION COMMUNITY

CULTURE

A BUSINESS CAN ONLY BE TRULY SUSTAINABLE IE IT COMMITS TO THE 4Cs

WILDERNESS AIR OWNS AND **OPERATES A FLEET** OF NEARLY

WE ARE A LISTED COMPANY ON THE BOTSWANA AND JOHANNESBURG

STOCK EXCHANGES



OUR ROLE IN AFRICA

Within our industry we have unquestionably the greatest positive impact on both rural communities and biodiversity conservation:

- Ensuring sustainable protection of carbon sinks and biodiversity through the creation of viable ecotourism businesses either within formally protected areas or on community or privately-owned land without formal protection.
- Ensuring that ecotourism remains the chosen alternative in an economic sense to less sustainable industries such as mining, agriculture, farming, hydroelectric schemes and others that irrevocably damage biodiversity, wilderness and ecosystem processes.
- Creating a profitable, ethical and responsible business that others are able to replicate and implement in regions where we are not active or cannot make a difference ourselves.
- Forming successful joint ventures with community conservancies in our areas of operation, thus creating increased ecotourism employment opportunities, and as a result, increased wildlife.
- We operate two influential non-profit trusts that enable the company to raise funds for education and conservation projects in which it is not directly involved:
 - Children in the Wilderness mentors more than 500 rural children each year
- The Wilderness Wildlife Trust funds some 20 conservation projects annually

We understand this as building sustainable conservation economies

Trivia

represents the fragile environments that we strive to protect – as well as our flight forward to meet new challenges



WE PROTECT NEARLY OF EXCLUSIVE WILDERNESS AREAS



















