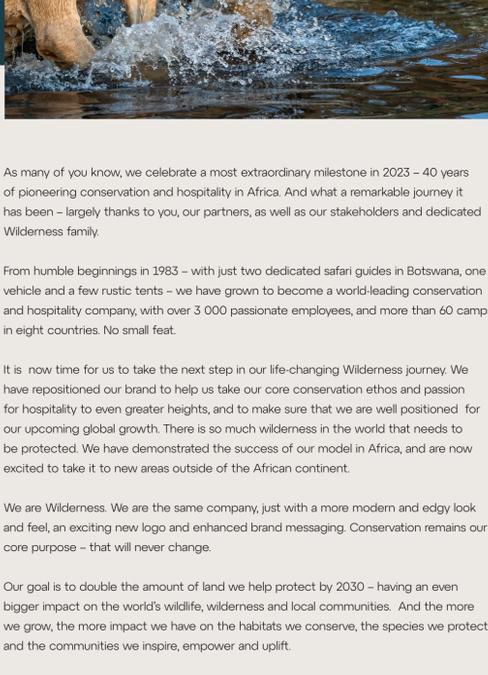




WILDERNESS

# 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

OUR BRAND NAME

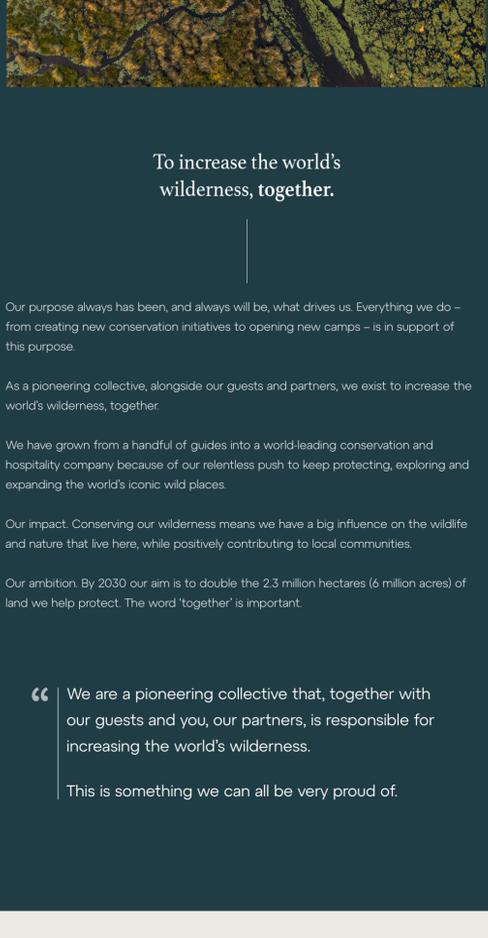
## WILDERNESS

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.



OUR PURPOSE

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.”

OUR VISUAL IDENTITY



## WILDERNESS

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.

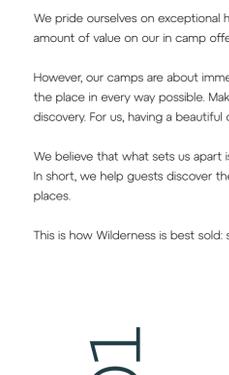
Our new Wilderness colour palette is an evolution of the colours we already have and is inspired by the hues of the places we protect across Earth. They complement each other naturally, and bring a distinctive but appropriate look and feel to our brand.

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.



OUR BRAND LINE

## 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.

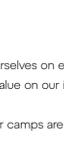
OUR BRAND STORY

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



CONSERVATION

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...

WILDERNESS

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

OUR EXPERIENCE PILLARS

## Why Wilderness?

We pride ourselves on exceptional hospitality, and will continue to place a huge amount of value on our in camp offering.

However, our camps are about immersing our guests in nature and the culture of the place in every way possible. Making every experience about exploration and discovery. For us, having a beautiful camp is table stakes.

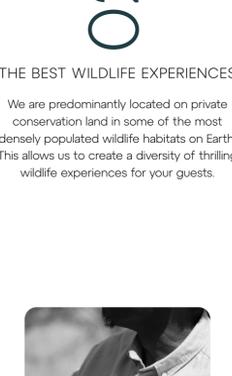
We believe that what sets us apart is the 'out of camp' experience that we deliver. In short, we help guests discover the beating pulse of Earth's ultimate, untamed places.

This is how Wilderness is best sold: showcased in our seven experience pillars.

01

### ICONIC WILD DESTINATIONS

Because we were one of the first in our industry, we have access to some of the best wilderness destinations in Africa – offering fully immerse experiences in nature, while discovering the extraordinary sights and sounds of Africa.



02

### THE BEST WILDLIFE EXPERIENCES

We are predominantly located on private conservation land in some of the most densely populated wildlife habitats on Earth. This allows us to create a diversity of thrilling wildlife experiences for your guests.



03

### INDUSTRY-LEADING GUIDES

We are proud to recruit and train some of the industry's best guides, who are experts at weaving experiences around what every unique guest wants to find and do. They create wholesome family friendly adventures, teach guests how to track and understand the wildlife they love, and teach them how to photograph their safari.



04

### IMMERSIVE ARCHITECTURE

Immersive architecture philosophy: we have some of the best camps in Africa, set in extremely remote places. But they're not just beautiful. They're carefully designed to immerse guests in nature and unlock the full sensory journey of each place they visit, while touching the earth beneath it with the lightest possible footprint.



05

### CULTURAL EXPLORATION

Our approach to food is one of quality and healthy options, while our focus is on locally grown produce that promotes sustainable and organic farming practices – rather than providing cuisine that can be accessed anywhere else in the world. Local culture is brought to life in each destination by staff who are passionate about sharing their backgrounds and traditions. Some destinations offer guests the opportunity to travel outside of camp and further immerse themselves in the area's indigenous heritage.

06

### SEAMLESS, TRUSTED TRAVEL

We make sure your guests feel confident, safe and looked after from the moment they land in Africa. As well as immediate on-the-ground 24/7 support from all Wilderness teams, guests are also covered by Wilderness24 (our industry-leading emergency, safety and logistics support) during their stay.

07

### SHARED IMPACT

Every guest who travels with us helps fund our conservation impact. They're a big part of the impact we have on the wildlife, nature and local communities in each place we operate.



## The Wilderness Toolkit

IMAGES

BRAND ASSETS

BRAND GUIDELINES

WEBSITE

BRAND VIDEO

PRESS RELEASE

MANIFESTO VIDEO



WILDERNESS

