Shareholders are advised that the Company shall commence immediately with re-structuring and re-organising in order to position the business for future challenges and growth opportunities. The Company is in the business of ‘building sustainable conservation economies’ achieved through the employment of a responsible tourism model. To this end, the Company has adopted a conceptual organisational platform for sustainable businesses based on the 4Cs namely, Conservation, Community, Culture and Commerce. Through the 4Cs we have created a tangible, meaningful philosophy around the importance of balancing the creation of financial, social and environmental equity.

This platform has necessitated the re-organisation of roles and responsibilities to best support the Company’s ongoing strategy:

- **Andy Payne** shall continue to serve as Group CEO responsible for driving the strategy of the business and the Wilderness brand, pursuing initiatives to connect the brand to both our customers and our clients. He will also be responsible for growing the business;
- **Keith Vincent** shall move into the role of MD of the Company. Keith will be supported by **Dave van Smeerdijk** as Deputy MD, and together they will manage the existing Wilderness businesses;
- **Derek de la Harpe** will take on role of Chief Sustainability Officer, in addition to his existing role as CFO. Derek’s challenge shall be the integration of the 4Cs concept into the business.

The process of reorganisation involved the rebranding of the Wilderness Group. Instead of being a ‘house of brands’ we now are becoming a ‘branded house’. Our trading brands shall be formally launched at Indaba in May 2011 with a ‘soft launch’ effective immediately.

The parent brand is now Wilderness. Our trading brands are now:

- Wilderness Safaris
- Wilderness Adventures – previously Safari Adventure Company
- Wilderness Explorations – previously not a brand but part of Wilderness Safaris
- Wilderness Air – previously Sefofane
- The Wilderness Collective – a new brand comprising sustainable programmes around the world (not owned by Wilderness) to which we will lend the Wilderness 4Cs
philosophy, sales and marketing expertise and infrastructure and overall strategic direction

Supporting this branded house will be our social and environmental programmes undertaken through Children in the Wilderness and The Wilderness Wildlife Trust.

Management is confident that this re-organisation will realign the business units, improve internal engagement models, result in more focused measurement and align talent and skill to roles and responsibilities. We do not anticipate that this restructuring will result in job losses.

For further information, please contact:
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