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FAST FACTS

- Situated 23-kilometres north of Hluhluwe in northern Zululand, South Africa
- 14 000-hectare big five access-controlled private game reserve
- Facilities include a main lodge, tented camp, exclusive royal private villa and an award-winning wellness centre
- Big five, endangered wild dog and cheetah
- Traditional Zulu village showcasing Zulu culture and history
- Expansion of land in 2009 to merge with adjoining wilderness tracts, owned by Ingonyama Trust and His Majesty King Zwelithini Goodwill kaBhekuzulu
- A member of 'Leading Small Hotels of the World'
- World's Leading Luxury Lodge winner at 2009 World Travel Awards

INTRODUCTION

Winner of the prestigious 2009 World Travel Awards in three categories, most notably for the World's Leading Luxury Lodge, Thanda Private Game Reserve is situated 23-kilometres north of Hluhluwe in northern Zululand, South Africa.

Thanda is set on a 14 000-hectare big five access-controlled, private game reserve owned by Swedish investor Dan Olofsson. A year after its opening, Thanda was selected as the first and only game reserve in the world to achieve 'Leading Small Hotels of the World' status, and joined the elite membership that is reserved for only 400 of the world's finest hotels.

In 2009 Thanda reached its long-standing vision of expanding with the adjoining wilderness tracts, owned by Ingonyama Trust and His Majesty King Zwelithini Goodwill kaBhekuzulu, which has been in negotiation since 2003. With the support of the Wildlands Conservation Trust and government, a milestone agreement for the development of the Mduna Royal reserve has been reached and allowed Thanda to effectively drop the fences between the two properties.

Thanda, meaning 'love' in Zulu, unites romantic opulence and exclusivity with Zulu culture and wildlife. From the décor to the cuisine, guests will have the opportunity to learn, embrace and appreciate the rich and still very much alive traditions and history of the Zulu culture and people at *Africa's most romantic safari destination*.

FACILITIES

The five-star facilities include a main lodge, tented camp, exclusive royal private villa and an award-winning wellness centre.

The nine luxury bush villas at the main lodge each have a private infinity pool, viewing deck, private sala (thatched outdoor day bed area), lounge, fireplace and full bathroom with both inside and outside showers. Each villa has a private boma where meals can be served, ideal for special occasions.

Decorated in Zulu-chic style, the public facilities at the main lodge include a lounge opening on to a viewing deck overlooking tranquil water features, a cosy library, a dining room and dining deck, communal boma, wine cellar stocked with an exceptional selection of both local and international wines, cigar bar, and a fully equipped business centre. Artefacts made by local artists subtly enhance the public areas in honour of Zulu culture and craftsmanship.

The non-electrified tented camp is built in colonial safari-style, offering an authentic yet luxurious bush experience. The four luxury tents have viewing decks and en-suite canvas bathrooms. Public facilities at the tented camp include a dining tent, a boma area, and a sala consisting of an 'open-air' lounge with magnificent views of the reserve and a splash pool.

The Royal Private Villa was conceptualised and crafted for Swedish investor Dan Olofsson and his family and has now been made available to the public. Fit for royalty and surrounded by expanses of African bush, the Royal Private Villa can accommodate ten guests in five luxuriously appointed suites (three queens and two doubles).

The exclusive-use Royal Private Villa welcomes family and groups of friends to enjoy the luxury and privacy of this five star home away from home. The Royal Private Villa was designed for a family and has a range of facilities that will make a family stay enjoyable and fun but still luxurious and exclusive.

Encompassing 1000 m² of sheer unadulterated luxury, the Royal Private Villa is equipped with a private boma, library, cellar, business room with internet connectivity, games room, heated swimming pool and magnificent viewing deck looking out onto a waterhole often visited by the Big Five.

Reserving the villa as a unit will entitle family and friends to a private game-viewing vehicle and ranger, personal chef and masseuse. The first building to have been constructed at Thanda Private Game Reserve, the Royal Private Villa has accommodated some of the most popular local and international celebrities looking for an exclusive and private getaway over the last five years.

Enjoy exclusive use of the Royal Private Villa, which opens its doors to lead into a magnificent lounge filled with attractive Afro-chic décor with a piano and fireplace. A beautiful dining room is ideal for the family to gather in for a light snack or a first class dinner prepared by your personal chef, who will cater for any dietary requirements. The fully equipped kitchen is state-of-the-art and meets professional standards.

The five richly decorated and spacious en-suite bedrooms are the pinnacle of luxury, each with its own viewing deck. The executive room has its own private outdoor Jacuzzi. The lodge handles the hot summer days with its air-conditioning and ceiling fans and keeps out the cold chilly nights with its fireplace.

Thanda's wellness centre, winner of the Safari Spa category in the 2006 Les Nouvelles Esthetiques spa awards and included in the 2010 Luxury Spas portfolio by Condé Nast Johansens, is the epitome of a luxurious bush spa. Guests can indulge in exclusive treatments such as reflexology, aromatherapy, pressure point scalp massage and hot stone massage in one of the indoor therapy rooms, or at the outside sala treatment area. The spa also has hot and cold outdoor kniepp therapy pools, a reflexology pool, a steam room, hydrotherapy bath and a deck area for relaxation. The *Thanda Signature Treatments* draw inspiration from the Zulu culture and are designed to be indulgent to both the body and soul.

WILDLIFE

Originally purchased as degraded cattle farms, heavily infested with alien invasive plant species, the land has been restored to re-establish the natural equilibrium. An ongoing game rehabilitation programme will ensure the long-term conservation of wildlife. Eradicated in the past through hunting and farming, the big five and animal species endemic to the area have been successfully re-introduced. Thanda was the first privately owned game reserve in KwaZulu-Natal to introduce a breeding pack of wild dog.

The expansion of the reserve in 2009 to 14 000-hectares meant that the game carrying capacity on the land increased and a herd of several black rhino were successfully released by KZN Wildlife on to the consolidated Thanda Mduna Royal Reserve.

Game drives are conducted by trained and knowledgeable guides and trackers exclusively for Thanda guests in open game viewing vehicles.

Coinciding with the historic achievement of the Mduna Royal Reserve and the black rhino relocation, Thanda Foundation, in partnership with Space or Elephants Foundation opened a R2.75-million research facility, Thanda Research Centre, which is headed up by Dr. Yolanda Pretorius. The centre will focus on conducting scientific research programs on the reserve in partnership with Wildlife ACT.

Thanda endeavours to ensure the sustainability of wildlife in the area and has started a volunteer project for people who wish to get involved in this important work. The volunteers will be based at Thanda and the reserve will serve as a model study area to develop adaptive research and management strategies on a small scale, with results being used to implement strategies on regional scales in the future. The volunteers on the program will do hands-on conservation and wildlife work in a variety of research topics.

VULA ZULU CULTURAL EXPERIENCE

Vula Zulu is a traditional Zulu village showcasing Zulu culture and history, situated adjacent to Thanda Private Game Reserve. Thanda has played an important role in social upliftment in the Zululand region and has, to date, created more than 220 jobs that feed approximately 1 500 people. Aside from creating employment for over 100 staff members who reside on the property, Thanda employs 20 men and women at Vula Zulu, which is one of the only authentic cultural experiences to be found in the country.

With the advice and assistance of experts specialising in Zulu culture, the homestead has been purpose-built as a museum for visitors to get an insight into the way of life of the Zulu people in days gone by. Guests can taste traditional Zulu beer and get an insight into the truly authentic Zulu lifestyle that Vula Zulu showcases.

The highlight of Vula Zulu is the immensely powerful traditional Impi dancing, where warriors perform age-old dancing rites as was done pre- and post-battle with King Shaka Zulu. The performers do not reside at the homestead, and return to their homes in the tribal land adjacent to Thanda. Show options include:

A show only | A lunch and show package | A dinner and show package

Facilities at Vula Zulu include a restaurant which serves traditional Zulu meals and a curio shop stocked with artefacts made by local craftsmen.

Please note: *A minimum of ten guests is required for a Vula Zulu booking and booking requests should be made at least 48-hours in advance of the required booking date.*

EXTERNAL ACTIVITIES

Thanda is located on the Elephant Coast in KwaZulu-Natal which has 21 different ecosystems. Sand forests, lakes, lagoons, wetlands and pristine stretches of beaches are home to many animals such as hippos, crocodiles, giant turtles and over 460 bird species. The Greater St. Lucia Wetlands is South Africa's first declared world heritage site.

Thanda offers its guests a variety of exciting external activities that offer unique experiences. A few of the activities that Thanda can arrange include whale watching between June and November at Cape Vidal, a fun boat cruise at St Lucia, enjoy the beach on horseback accompanied by a qualified guide and rider into the eastern shores of St Lucia or spend a day fresh-water and deep-sea fishing.

Sodwana Bay, an hour away from Thanda, is one of the best coral reef diving destinations in the world, and a day at the beach can be arranged where guests can dive, snorkel or simply enjoy the warm waters of the Indian Ocean after a romantic lobster beach braai and picnic prepared by one of Thanda's talented chefs.

For more adventurous guests who want to experience a thrill, Thanda can arrange helicopter flips over the area. Enjoy a bird's eye-view of the reserve and beautiful landscape of the ocean and get the chance to spot the mammals of the ocean.

SOCIAL RESPONSIBILITY

Thanda's philosophy of 'For the love of nature, wildlife and dear ones' embraces the concept of being responsible to the community. Various projects have been initiated by the Thanda Foundation, a non-profit organisation founded by Dan and wife Christin Olofsson as part of the JAC initiative (an acronym for JOBS, AIDS & CONSERVATION) to ensure that the community is taken into account.

The Thanda Foundation focuses attention on the socio-economic and development needs of rural Tribal Authority Communities in the KwaZulu-Natal area.

The Foundation's flagship project, the Star for Life concept, is an HIV/AIDS awareness and prevention programme which aims to help and support high school students to live an AIDS-free life, to increase their knowledge about HIV/AIDS, to reduce the number of HIV-positive and pregnant students and to change the students' values and attitudes in a perceptual way. Interim research results obtained already reflect a very positive response.

The vision of Star for Life is to inspire young people to believe in their dreams for the future and to support them as they live an AIDS-free life. It reaches more than 65 000 school children and their families in South Africa, Namibia and Sri Lanka. The Star for Life programme uses the advantage of knowledge and experience from the field in fighting HIV/AIDS. Staff work where the problems exist together with young people, community members, local partners and the government in combating HIV/AIDS and stimulating socioeconomic development.

Based on anonymous questionnaires and reports from the University of Zululand undertaken for Siphosabadletshe High School where the pilot project was initiated, the annual drop-out rate has decreased significantly, annual pregnancies have been reduced and the average school marks have substantially improved. Most significantly, in grades 8 and 9, 90% of learners have chosen to abstain from sexual activity, and some learners voluntarily attended the 'Umkhosi Womhlanga', the Zulu reed dance ceremony promoting a virginity test, driven by His Majesty King Goodwill Zwelithini.

Star for Life works in close collaboration with specific target groups, their families and other strategic community members. Local authorities play an important role and Star for Life works closely with the relevant institutions before entering an area to work.

Star for Life promotes mutual respect between young men and women. It teaches young girls that they have the power to decide whether they want to have sex. It teaches young men to take responsibility for themselves and their partner's sexuality. Although Star for Life advocates that 'abstinence is cool', it understands the realistic pressures associated with adolescent sexuality and also endorses the mantra that young people say no to unsafe sex, "AIDS-free, that's me".

The method, called "mental vaccination" strengthens self esteem and gives people a reason to believe in themselves. It empowers people to make informed, mature decisions in the face of adversity; the starting point is the dreams of the learners and incorporates values, images, music, dialogue (including open-table discussions), in a manner that interests and engages young people. It is important to note that this mental vaccination is a *process* of discovery, not an elixir to solve problems immediately.

In addition to the Star for Life project, the JAC initiative promotes the establishment of entrepreneurial projects that create new jobs. The key objectives of the JAC initiative are; to create sustainable jobs through small and medium-sized enterprises, to reduce the burden of HIV/AIDS in the neighbouring districts and further afield and to support and fund the entrance of local rural communities into mainstream sustainable wildlife ranching and conservation.

JAC-Entrepreneur, a key project within the JAC initiative, has committed to foster business links between South African and Swedish entrepreneurs in order to pursue BEE opportunities in South Africa. The company focuses on promoting investments in small and medium-sized companies in the form of equity and loan funding.

Thanda was awarded the Chairman's Award at the 2007 Imvelo Awards for Responsible Tourism, after winning the 'best social involvement programme' in the 2006 Imvelo Awards. At the 2009 Imvelo Awards, Thanda sponsored R25 000 for a mentorship programme towards SMME's. The program will help educate these businesses of the impact that their socially responsible work has had in the community and how they can further develop the impact of their programs.

Thanda Foundation recently joint with the Mvezo Development Trust to raise funds for various essential socio-economic projects in the Mvezo area. The area is impoverished, lacking basic amenities such as portable water, electricity and passable roads. There are no proper health

clinics or sports facilities and no high school. The objective is to build modern well-equipped schools, a health care centre, sports fields and academies, provide potable water, agriculture, adult education and install alternative energy systems.

ACCESS

The closest regional airport is Richards Bay and the lodge can provide transfers for its guests. A flight charter service is available between Johannesburg and Mkuze, 15 minutes away from Thanda.

The new King Shaka International Airport will be opening on 1 May 2010, in time for the Soccer World Cup. King Shaka International Airport, also known as La Mercy Airport (after the area in which it is situated) will be the primary airport serving Durban, South Africa. Located at La Mercy, it is 35-kilometers north of the city centre and will be replacing the existing Durban International Airport.

CLIMATE

Thanda's climate is tropical throughout the year, with summer rainfall (December to February) and mild winter nights (June to August) that can become quite cool. It is recommended to bring warmer clothing in winter for early morning game drives.

MALARIA

It is advisable to use a mosquito repellent on exposed skin at dawn and dusk, as a precaution, especially during the hot summer months. Mosquito repellent is provided in the villas and tents, and at the royal private villa.

PROFILES

DAN OLOFSSON – OWNER

Swedish entrepreneur Dan Olofsson was born in 1950, and began building up information technology companies Teleca, Sigma and Epsilon almost 20 years ago which have collectively become a telecommunications giant in Europe. The companies operate in 15 countries and employ more than 4 000 people. Teleca provides technical expertise, integration services and software products in the telecommunications and IT fields; Sigma delivers IT solutions and consultation services to development-intensive customers; and Epsilon is the largest technology consultancy company in Sweden.

Dan is a successful Swedish businessman and entrepreneur and wanted to turn his attention to giving something back to society and decided to invest R100-million into Zululand. Thanda was one of the first projects that Dan undertook after establishing JAC. Dan has a goal to establish a legacy that extends beyond his telecommunications empire and that will make a difference to millions of people in KwaZulu-Natal. His social responsibility ethos of 'a quality life for all' is seen throughout his efforts in establishment and involvement of JAC, Star for Life and The Thanda Foundation.

Dan's drive to achieve success is tantamount to his passion to make a real difference in the lives of those affected by poverty in rural communities. Inspired by a love for Africa, and a desire to contribute to the preservation of Zulu culture and traditions, Dan together with his wife Christin, their three children and two grandchildren are privately funding Thanda Private Game Reserve and its non-profit social responsibility arm, the Thanda Foundation.

Dan has a good relationship with His Majesty King Zwelithini Goodwill kaBhekuzulu and through that friendship they were able to negotiate the falling of the fences between their two properties in 2009. Dan is passionate about Zulu culture and customs and shares the King's passion for restoring the ways of the Zulu people.

The Olofsson family believe that South Africa offers exclusive lodges unparalleled with anywhere else in the world, and Thanda has fast proved to be at the forefront of this exclusive hospitality sector.

PIERRE DELVAUX – CEO

Pierre Delvaux shares a passion for the Zululand soil and culture with Dan Olofsson and was appointed to the Thanda board in 2003. Pierre was born in 1969 in Kwazulu-Natal and spent many childhood weekends in the Thanda bushveld. Pierre studied commerce and business administration and is a keen entrepreneur. At 22 Pierre became a partner at Sanettes Tax Consultants and later acquired the business, merging it with A Bozas & Co.

In 1998 the company joined the RSM International Group, and traded as Hills Howard Zululand and within 10 years the practice had over 2000 clients. The company later merged with Denis Hills & Associates to form Hills Howard & Associates and took on Thanda as a client. This is when Pierre first came into contact with Dan and realised that Thanda was different from previous clients.

In 2004 Pierre was appointed vice-chairman of Thanda and fast learnt every aspect of Thanda's business side. Two years later he took up the full time position of Group vice-chairman and CEO of Danir South Africa and the Thanda Foundation. Pierre shares the Oloffson's dreams for Thanda and running a successful business.

Pierre is a fluent Zulu linguist and this valuable skill has enabled him to build excellent relationships for Thanda with the local rural communities. Pierre firmly believes that a person only has their name left after all is said and done and that people need to demonstrate credibility and integrity above all else in all business dealings and with everyone we meet.

Pierre is a global entrepreneur and business developer with a conscience.

MARKETING

Thanda Private Game Reserve's in-house marketing team is headed up by industry leader Anita Vernes. Anita's extensive marketing experience in the tourism industry has ensured that Thanda has been positioned and acknowledged as South Africa's leading safari, and ultimately Africa's leading safari.

Anita began her career in sales, receiving numerous sales awards. She was later approached by an inbound tour operator to develop new markets. After successfully establishing an entire new client base for the company, Anita started Southern Spoor Marketing offering sales and marketing for a collection of privately owned hotels and lodges in South Africa.

The company later expanded to offer specialised marketing services to the tourism industry, and is today at the forefront of tourism marketing. In 2007 Anita brought her expertise in-house for Thanda Private Game Reserve, spearheading the marketing department, supported by a team of dedicated and passionate staff.

AWARDS & ACCOLADES

Winner of the world's leading luxury lodge award at the Grand Final of the World Travel Awards 2009

Winner of "Africa's Leading Luxury Lodge" and "South Africa's Leading Safari Lodge" in the 2009 World Travel Awards

Winner of "Africa's Leading Luxury Lodge" and "South Africa's Leading Safari Lodge" at the 2008 World Travel Awards

Winner of Africa's Leading Luxury Lodge in the 2007 World Travel Awards

Winner of "luxury individual hotel, lodge or resort offering best overall product and service" in the Selling Long Haul Awards for 2007.

Winner of the Chairman's Award at the 2007 Imvelo Awards for Responsible Tourism

Winner of the Leading Safari in South Africa category in the 2006 World Travel Awards

Winner of the Safari Spa category in 2006 Les Nouvelles Esthetiques spa awards

Winner in the Best Social Involvement Programme category in the 2006 Imvelo Awards for Responsible Tourism

Winner of the Best of SA in the Lodge Spa category by House and Leisure/Visa 2006

Luxury Travel Awards winner "One of the World's Best New Hotels 2005" – Luxury Travel Magazine

Third place in the 2006 Qb awards in the hospitality category (awards held for interior design)

Nominated for 2006 First Choice Responsible Tourism Awards in the Best for Poverty Reduction category

Finalist in the 2006 CIMTIG Travel Advertising Award for the Thanda brochure

Top 10 spa voted by Marie Claire 2005

The "best find" at ILTM in Cannes 2004 by French Elle Decoration magazine

Selected as inbound industry champion in Now Media's travel & tourism industry awards for responsible tourism 2006

Only private game reserve in the world to be a member of The Leading Small Hotels of the World

First private game reserve in KZN to introduce a breeding pack of the endangered wild dog.

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