



SINGITA'S POSITION ON UNMANNED AERIAL AND GROUND PHOTOGRAPHIC VEHICLES

As a conservation company, Singita has become a successful and credible brand and leader in the industry. Our 100-year purpose is to preserve and protect large areas of African wilderness for future generations. In fact, this is what we've been doing for the past two decades and we vow to continue protecting the vulnerable wildlife and natural habitats under our care. As such we are acutely aware that sustainable conservation is an ongoing journey of continuous awareness, improvement, and thoughtful appropriate adaptation to the changing contexts as pristine parts of the world continue to shrink and compete with the human population.

Singita has carefully crafted and established our lodges as ideal destinations for exclusive ecotourism and photographic experiences.

Despite noble intentions, technological advances can also encroach on and conflict with our 100-year purpose and the wellbeing of wildlife that we seek to protect. Advances in digital photography and unmanned aerial and ground vehicles (which includes drones or quadcopters and 'GoPro' cameras) and the rising popularity of safari and wildlife photography have necessitated the adoption of a policy in this regard by Singita.

Despite the possible benefits, we believe there are other factors that need consideration. If operated irresponsibly and unethically, it is clear that these unmanned photographic vehicles can:

1. Disturb or cause distress to wildlife which conflicts with Singita's philosophy,
2. Interfere and invade other guests' experience,
3. Have legal implications regarding use of images in National Parks as well as contravening civil aviation laws.

In addition, the use of unmanned aerial vehicles creates security and safety concerns around poaching as well as other safety concerns.

Singita is considered a leader in the African ecotourism industry, also in terms of ethics and operational principles. We take this responsibility seriously and therefore will act with discretion and respect to our guests and the natural resources under our care.

For the abovementioned reasons, we **prohibit the use of unmanned aerial and ground vehicles by our guests for wildlife photography on our concessions in South Africa, Tanzania, and Zimbabwe.** This includes terrestrial UAVs (also called beetlecams) and aerial UAVs (beetlecopters).

We trust that our guests will understand and support our position on this important topic.

***Please note that although we occasionally use drones to obtain footage for marketing purposes, these are always flown by licensed, experienced operators under our guidance, and are used for lodge and/or wide-angle shots only, thus ensuring that we do not disturb any wildlife.*

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