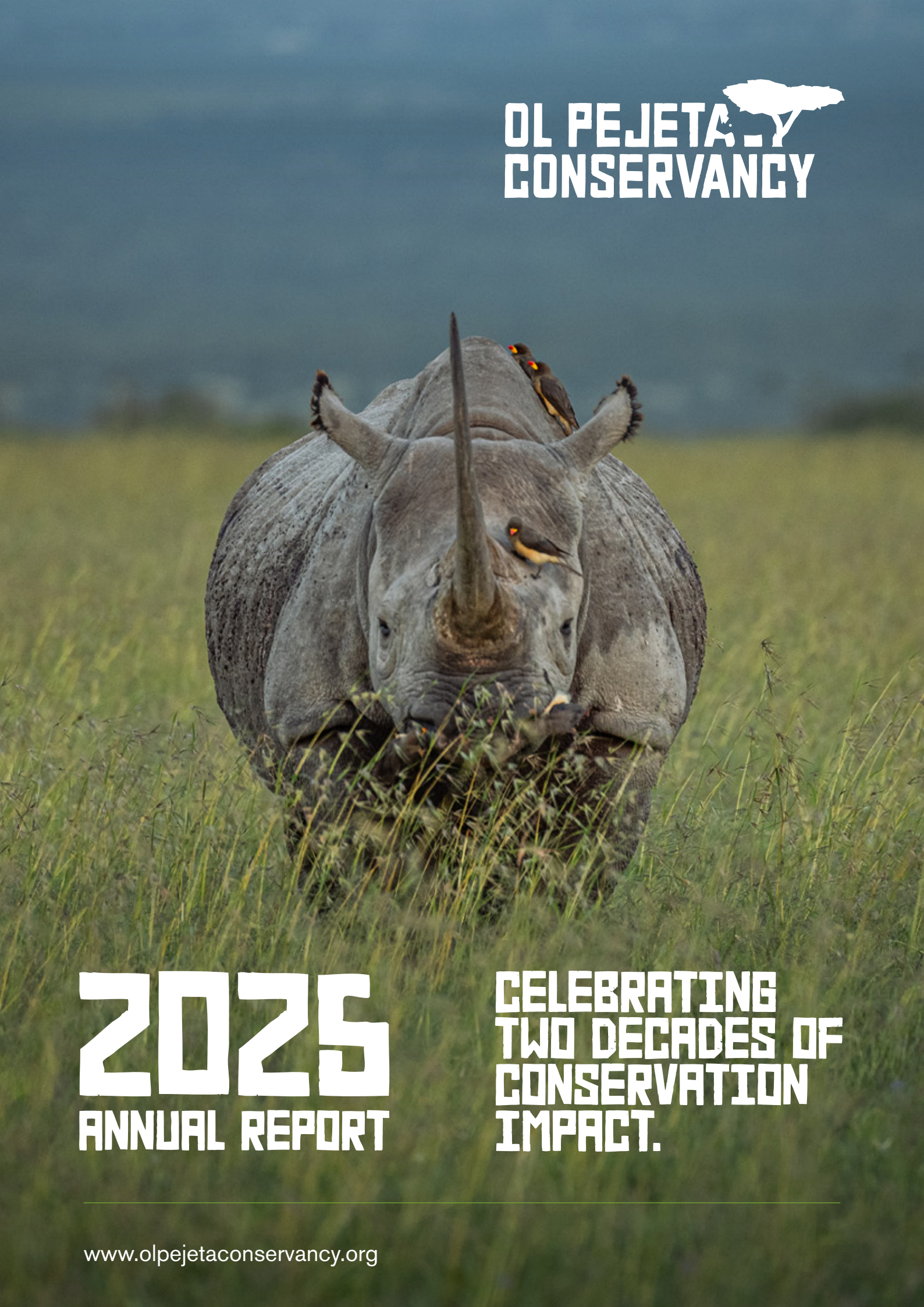


A full-page photograph of a rhinoceros in a savanna. The rhino is facing the camera, with its head slightly lowered. It has a single, prominent horn. Several small birds, likely oxpeckers, are perched on its back and head. The background is a vast, open landscape with tall grass and a cloudy sky.

**OL PEJETA
CONSERVANCY**

2025
ANNUAL REPORT

**CELEBRATING
TWO DECADES OF
CONSERVATION
IMPACT.**

www.olpejetaconservancy.org

VALUES

OUR VISION

To be a role model for integrated conservation
- contiguous with neighbouring protected areas
and sustaining thriving populations of wildlife
and people.

OUR MISSION

To conserve biodiversity for future generations
through nature based solutions - addressing
societal challenges through the protection,
sustainable management and restoration of
ecosystems.



GOVERNANCE

BOARD OF DIRECTORS (KENYA)

- Philip Coulson, Chairman
- Joanna Elliott, UK Chair (Fauna & Flora)*
- Dr. Annette Lanjouw (Arcus Foundation)
- Alison Ngibuini
- Hon. Francis Ole Kaparo
- Michael Gichangi
- Dr. Helen Gichohi
- Vijay Gidoomal
- Tim Hobbs
- Daniel Karuga
- Alison Lousie Mollon (Fauna & Flora)**

BOARD OF TRUSTEES (UK)

- Joanna Elliot, UK Chair (Fauna & Flora)*
- Charles Graham, (UK Chair from September 2025)
- Dougal Freeman, Treasurer
- Dr. Annette Lanjouw (Arcus Foundation)
- Justin Heath (CEO, Ol Pejeta Conservancy Kenya)
- Joseph Palombo
- Alison Lousie Mollon (Fauna & Flora)**
- Christophe de Taurines***

* Resigned 21 July 2025
** Appointed 12 September 2025
*** Appointed 19 February 2025

2025

“
**Our mission functions
continue to go from
strength to strength.**
”

Justin Heath
(CEO, Ol Pejeta Conservancy Kenya)



OL PEJETA  CONSERVANCY



LETTER FROM THE BOARD CHAIR



As the curtain comes down on our 20th anniversary celebrations, marked in 2024 and carried proudly into 2025, the Board has taken time to reflect on what OI Pejeta has become: an organisation operating with purpose, playing an increasingly important role in the future of African conservation as a responsible and relevant corporate citizen.

Twenty years ago, OI Pejeta Conservancy was founded on a simple but powerful belief: that wildlife and people should be able to thrive together, and that conservation should strengthen livelihoods rather than compete with them. Two decades later, the Conservancy speaks for itself. We have become an exemplar for an integrated model of conservation that recognises that unless wildlife conservation works for Kenya generally and its surrounding communities in particular, the model will not be sustainable and will not endure.

Today, OI Pejeta is home to more than 700 dedicated staff, a strong and diversified revenue base, and one of the most respected conservation models on the continent. Yet what gives the Board the greatest confidence is not only how far the Conservancy has come, but how clearly it continues to evolve to meet the challenges ahead.

One of the defining themes of 2025 has been OI Pejeta's contribution to Kenya's national rhino conservation efforts through the Kenya Rhino Range Expansion (KRRE) programme. During the year, ten black rhinos were successfully translocated to Segera Ranch to establish a new founder population—an important step in strengthening the long-term resilience of the species across Kenya.

At the same time, preparations began for the arrival of Roan antelope from South Africa in 2026. With fewer than twenty individuals remaining in Kenya, this initiative reflects the growing role OI Pejeta is playing not only in protecting wildlife within our boundaries, but in supporting national biodiversity recovery efforts more broadly.

The Board strongly believes that the future of conservation depends on collaboration at scale. Lasting impact cannot be achieved by individual institutions working alone.

It requires trust, partnership, and a shared long-term vision between conservancies, government, communities, and conservation partners.

OI Pejeta's willingness to serve as both a sanctuary and a source population is a reflection of that commitment.

Beyond wildlife conservation, 2025 also highlighted the growing impact of our community programmes. In education especially, we are seeing young people from neighbouring communities access opportunities that would once have seemed unimaginable. Through our scholarship programme, we support 405 community students in pursuing their education, helping to unlock opportunities for future success. Equally inspiring was seeing students from Sweetwaters Secondary School represent Kenya at the World Robot Olympiad in Singapore, where they engaged with some of the world's brightest young scientific minds and showcased their innovation on a global stage.

Our efforts to connect people with conservation also reached new audiences through the OI Pejeta at 20 Museum Exhibition, which celebrated two decades of conservation impact and community development. The exhibition attracted more than 119,000 visitors between September and December 2025, demonstrating strong public interest in our story and mission.

These achievements are a reminder that meaningful conservation is ultimately about people as much as wildlife.

From my own perspective, the best example of how successful that educational support has been is that in my law firm we have a budding lawyer who was educated in one of the schools that OI Pejeta has supported. That makes me hugely proud of what we have achieved.

None of this could happen without us being built on a strong financial base. I am pleased to share that financially, the Conservancy recorded its strongest performance to date. The Board is encouraged that disciplined financial management has enabled continued investment in our mission, infrastructure, and staff while maintaining the resilience and accountability that have been essential in the post-COVID period. The completion of an organisation-wide job evaluation exercise also marked an important step in strengthening fairness, consistency, and long-term institutional growth across the Conservancy.

This year also marked eight consecutive years without a single poaching incident—an achievement we do not take lightly. It reflects sustained investment in ranger

welfare, intelligence gathering, technology, and community trust. Above all, it is a testament to the dedication and professionalism of the teams working tirelessly every day to protect the wildlife under our care.

Looking ahead, the Board has begun a long-term strategic review aimed at shaping OI Pejeta's vision through to 2050. Conservation demands patience, foresight, and the courage to think beyond immediate pressures. Our responsibility is to ensure that the foundations we strengthen today will continue to serve wildlife, communities, and ecosystems for decades to come.

On behalf of the Board, I wish to express our sincere gratitude to the Chief Executive Officer and the entire OI Pejeta team for their extraordinary dedication. I also extend our deep appreciation to our donors, government partners, neighbouring communities, and conservation allies—at home and around the world.

You are not merely supporters of this work; you are co-architects of something that matters.

Yours sincerely,

Philip Coulson
Chairman, Board of Directors
OI Pejeta Conservancy



**“ WILDLIFE
AND PEOPLE
should be able to
thrive together. ”**





A LETTER FROM OUR CEO

As we close 2025, OI Pejeta Conservancy (OPC)’s 20th anniversary celebrations and my 4th year at the Conservancy, one reflects on the evolution of the leadership team’s focus. In 2022, our priority was to re-building financial stability post COVID-19. In 2023, we turned to re-establishing our control systems. In 2024, we refined our strategic direction. This year, our attention firmly shifted to performance – and the results speak for themselves.

Our performance journey began in 2023, when we closed the development of our 2030 Strategy and spent 6 days as a management team to craft our strategic objectives, which were then cascaded down through the departments to every individual role. In 2024, we implemented our quarterly performance review process, which was cemented this year. The results of this process have been gratifying – high performers were recognised through promotions and pay rises, accountability has sharpened across the Conservancy, and collectively we have delivered a very solid year.

Our mission functions continue to go from strength to strength. Under conservation, by the end of 2025 we were home to a total of 240 rhino – 185 Eastern black, 53 Southern white (SWR) and 2 Northern white (NWR). We welcomed 25 tottering rhino calves, proof of a thriving population. We translocated 9 black rhinos to Segera Conservancy as part of their founder population of 21 and laid the foundations to import 8 Roan antelope from South Africa in early 2026 to boost the national population which dropped to ~20 animals.

Our community team remained focussed on education and livelihoods. 2 major highlights for education this year were: the purchase of 7 acres of land to build a new high school; and creating an extraordinary opportunity for students from Sweetwaters Primary & Junior School by taking them to Singapore for the World Robotics Olympiad after they previously competed in the National Robotics Olympiad and came 2nd, qualifying for the Singapore competition in the process.

Alongside mission delivery, our revenue functions performed solidly, led by our tourism department which accounts for 50-60% of our total revenue, supported by agribusiness and fundraising which almost equally split the balance. As a result, we recorded our highest ever turnover and were able to keep costs in line with 2024. This windfall allows us to invest in the mission, critical infrastructure, fleet renewal and the ongoing development of our team.

None of this would have been possible without our support functions and the extraordinary commitment of our 700-strong team. One of our biggest blocks of work this year was the completion of a job evaluation exercise,

which delivered 5 key outputs: organisational structure review & reconstruction; job analysis and JD manual update; job evaluation and grading; salary benchmarking and structuring; and finally, recommendations for change. The implementation of this process began this year and will run through 2026 to completion.

As we come to the end of OPC’s 20th anniversary celebrations, we also marked one of our proudest achievements: 8 consecutive years without a single poaching incident. This is more than just a pat on the back, it speaks volumes for the dedication of our rangers, intelligence teams, community partnerships and technology-driven security systems. Alongside our achievements, this year has also presented its fair share of challenges. Like all organisations working on the frontline in conservation, we continue to face ever-evolving climate change complexities and the intricacies of human-wildlife conflict are an omnipresent threat.

The foundations we have built over the last 4 years are being expanded as part of a 2050 strategic review and we look forward to closing this in 2026 to give OPC a ‘north star’ for the next 20+ years.

I close with sincere thanks to every member of the OPC team, our Board, partners, donors and communities. Your commitment to our mission drives our success and together we are creating a resilient model of conservation.

Justin Heath
CEO, OI Pejeta Conservancy Kenya



“ **8 CONSECUTIVE YEARS**

without a single poaching incident. ”

CONSERVATION PROGRAMS



25

25 rhino births recorded in 2025 included 19 Black Rhinos and 6 Southern Whites.



8

Eight consecutive years elapsed without a single poaching incident at Ol Pejeta.



9

Nine Black Rhinos were translocated to Segera, forming a new founder population.



211

211 Human Wildlife Conflict (HWC) incidents recorded with 100% resolved within the two-hour response time.



3

Three Problem Animal Control (PAC) teams were deployed across sectors to strengthen HWC response efforts.



7

Seven community scouts were added in hotspot areas affected by primate conflict.



356

356 people marked World Ranger Day in Nanyuki, celebrating the roles of rangers.



5

Five rangers trained for the Wildlife Ranger Challenge, then competed worldwide.



100%

All rhinos at Ol Pejeta were photographed and identified during the rhino audit.



CONSERVATION PROGRAMS

2025 was a defining year for Wildlife Operations at OI Pejeta Conservancy — the numbers tell a story of conservation success. 25 new rhino births. Just one natural mortality. Zero poaching incidents — for the eighth year running. The rhino population surged with 19 Eastern black rhino calves and 6 Southern white rhino calves born on the conservancy, a powerful signal of ecological resilience and operational discipline. 9 Eastern black rhinos were translocated to Segera Conservancy, extending our impact beyond OI Pejeta’s borders and strengthening our

positioning as a source population for the Kenya Rhino Range Expansion plan. The standout achievement: the Eastern black rhino population posted one of its strongest growth surges on record. This wasn’t luck — it was the result of relentless monitoring, calculated translocations, and eight straight years without a single poaching incident. At a time where rhino populations are fighting for survival, OI Pejeta isn’t just protecting them. It’s securing a future for their survival.


25 Rhino Births


9 Rhinos Translocated


ALL photographed & identified


8 Years Zero Poaching

BLACK RHINO TRANSLOCATION TO SEGERA.

OI Pejeta Conservancy, in partnership with the Kenya Wildlife Service, translocated 9 Eastern Black Rhinos — 5 males, 4 females — to Segera Conservancy, seeding the start of a brand-new founder population. The historic conservation operation was part of a bigger plan that welcomed 12 more rhinos from Lewa Conservancy and Lake Nakuru National Park, engineering a net-neutral population shift while giving the species something it desperately needs: genetic diversity. The result? A coordinated, multi-conservancy strategy that’s rewriting the rhino recovery playbook — one strategic translocation at a time. This marks our second major rhino translocation (after the Loisaba rhino translocation in 2024) under the Kenya Rhino Range Expansion initiative.



HOW OI PEJETA IS SECURING CONNECTIVITY FOR BLACK RHINOS IN KENYA

Kenya’s black rhino population has made a remarkable comeback, but the next chapter of that story depends on bold, coordinated action across the landscape. The Kenya Rhino Range Expansion (KRRE) initiative was born out of exactly that ambition: a landmark Kenyan Government effort to create a contiguous 3,000 km² sanctuary in Central Kenya, giving rhino populations the space they need to grow, roam and thrive.

Over the past couple of years, OI Pejeta has contributed black rhinos to two landmark translocations under the KRRE initiative: six to Loisaba Conservancy and nine to Segera Conservancy, both within the Laikipia landscape. These movements represent the first steps in a generational effort to restore and reconnect black rhino populations across their ancestral range in Kenya.

WHY RHINO RANGE EXPANSION, AND WHY NOW?

Kenya’s black rhino story is one of the great conservation recoveries of our era. From fewer than 380 individuals in the 1980s, the national population has now surpassed 1,000, a testament to decades of intensive protection and the commitment of conservancies, government and communities working together.

But success has created a new challenge. Key sanctuaries across Kenya, including OI Pejeta, Borana, Lewa and OI Jogi, are at or beyond their optimal carrying capacity. When rhinos live too close together they do not breed optimally, they compete for scarce resources, and inbreeding risks grow. The very places that saved the species are now constrained by their own boundaries.

OI Pejeta’s rhino population has been built over decades through rigorous protection, dedicated veterinary care and

the work of a ranger force that operates around the clock. A population that is healthy, on a finite area of land, carries a responsibility: to give back to the wider ecosystem.

The translocations to Loisaba and Segera are the most visible expressions of this. Carefully selected individuals, typically sub-adults between five and seven years old, when black rhinos naturally begin to establish their own territories, have been moved to conservancies that have invested in the security infrastructure, habitat management and community engagement needed to receive them. The process is guided by Kenya Wildlife Service, with OI Pejeta’s team involved at every stage.

Individual translocations matter enormously, but their true significance lies in what they make possible at scale. The ability of wildlife to move across a network of habitats, rather than remaining isolated in islands of protection, is what turns conservation into something genuinely lasting. The rhinos now establishing themselves at Loisaba and Segera are the beginning of that process, expanding the footprint of viable rhino habitat across a landscape that was once fragmented.

OI Pejeta’s role as a source population is an ongoing commitment, not a one-off contribution. KRRE aims to re-establish rhinos in more than 20 new conservancies in Kenya and increase the national black rhino population by over 300 animals, a 30% rise on current numbers.

“Through our work establishing new rhino sanctuaries and supporting the Kenya Rhino Range Expansion initiative, we’re driving meaningful conservation in our wider landscape so that wildlife and people can flourish side by side. By contributing to Segera’s founder population, we’re helping to secure a future where rhinos can thrive, leaving a legacy we’re proud to stand behind.”

Abraham Njenga,
Manager of Wildlife Operations

JUDY'S STORY OF STRENGTH AND RESILIENCE

Resilience is often framed as a human trait, bound up in narratives of survival and personal growth. For wildlife species, resilience is not a matter of identity but of adaptation. It is a response to a new environment, a new reality, or a new home, driven by the imperative of survival. As the only facility in Kenya providing a safe haven for chimpanzees, the Sweetwaters Chimpanzee Sanctuary offers a compelling illustration of this.

Established in 1993 by conservationist Jane Goodall, the sanctuary is charting a new path for some of Africa's great apes. Many of the chimpanzees in the sanctuary have endured deeply difficult circumstances. Illegal wildlife trade and habitat loss pose existential threats to chimpanzees across Africa. For over 32 years, Ol Pejeta has worked to rewrite their stories, ensuring that their past does not dictate their future. The chimpanzees in the sanctuary continue to demonstrate remarkable resilience, without language, identity, or narrative.

Chimpanzees are not native to Kenya. Their natural habitat is the deep rainforests of Central and West Africa. Yet they have continued to appear in Kenya, confiscated from traffickers, intercepted in transit, or rescued from private captivity, where they had been kept for entertainment or as pets. By the time they arrive, these endangered animals have lost their home, their social bonds, and their natural environment. They cannot return to the wild. The sanctuary exists to ensure their story

can continue.

This is the story of Judy, a chimpanzee currently residing at the Sweetwaters Chimpanzee Sanctuary. Her story, however, did not begin here.

Born in 1983, Judy is believed to have originated from Zaire, now the Democratic Republic of the Congo. At the age of ten, she was rescued alongside two other chimpanzees while in transit, having already been uprooted from her native forest environment. She arrived at the sanctuary with weakened legs, likely the result of a childhood illness, possibly polio. Her legs are noticeably smaller relative to her body, and she is unable to walk upright on her hind limbs as other chimpanzees do.

This would have posed a significant challenge to her survival in the wild. Upon arriving at the sanctuary, Judy adapted quietly and without drama, finding ways to navigate her environment on her own terms. Unable to walk on her rear limbs, she uses her front limbs to move between positions. She has a clear fondness for fruit, particularly bananas, pawpaws and mangoes, and has built a social world within the sanctuary that has become central to her life. In 1997, she gave birth to a chimpanzee named Oscar. She now spends her days with her closest companions, Alley and Poco, apart from the larger group. Animals that, like her, have survived and continue to demonstrate immense strength and resilience.

For over 32 years, Ol Pejeta has worked to rewrite the stories of rescued chimpanzees, ensuring that their past does not dictate their future.

RANGER MENTAL HEALTH AND WELLNESS

Behind every rhino saved is a ranger carrying the weight of it. In 2025, OI Pejeta Conservancy partnered with Strong Ranger Resilience (SRR) to bring regular mental health awareness sessions to every sector of its operations. These sessions provide vital support and help for the guardians of nature — safe spaces where rangers process the trauma of frontline conservation, the toll of injuries, the isolation of long patrols in remote terrain. Spaces where fieldwork stress meets real life: family pressures, financial strain, community expectations. Protecting wildlife takes more than boots on the ground. It takes rangers who are seen, supported, and loved.

The program was led by trained facilitators and centered on four key pillars: building psychological resilience, reducing the stigma surrounding mental health, equipping rangers with practical coping tools, and fostering peer-to-peer support networks. To ensure sustainability beyond the formal sessions, select rangers were trained as mental health champions, embedding ongoing support directly within field teams. This initiative was further integrated with physical fitness events, annual leave planning, and leadership recognition programs, reinforcing a holistic approach to ranger wellbeing. Collectively, these efforts have strengthened the mental resilience and motivation of OI Pejeta’s ranger force, ensuring they remain equipped — both physically and psychologically — to safeguard the conservancy’s wildlife and communities for the long term.



PROMOTIONS AND RANGER AWARDING CEREMONY

Leadership isn’t given. It’s earned. On 3rd December 2025, the Wildlife Operations and Security Division formalized that principle with a ranger rank awarding ceremony — recognizing rangers who rose to the standard. The ceremony reinforced the Conservancy’s core leadership frameworks: the Succession Plan, the Delegation of Authority Framework, and the Competency-Based Career Progression System.

Promotions spanned every rank in the leadership pipeline — from Corporal to Senior Warden — each earned through a structured, transparent evaluation built on three pillars:

- **Performance** — measurable results in the field
- **Leadership** — competencies and readiness for greater responsibility
- **Alignment** — commitment to operational standards and strategic priorities

The outcome is clear: a leadership pipeline that’s strong, sharp, and ready — for today’s complex conservation demands and tomorrow’s unpredictable challenges.

RHINO AUDIT EXERCISE

The Rhino Audit Exercise, funded by the Glen and Bobbie Ceiley Foundation, commenced on 21st October 2025 and was successfully completed on 5th November 2025.

The exercise brought together four accredited Rhino Audit Officers from the Kenya Wildlife Service (KWS), supported by accredited rhino monitors from partner conservancies including Segera, Oljogi, Borana, and Sera. The OI Pejeta Rhino Operations

Team, alongside NPR officers, Fundraising, Communications and Marketing teams actively participated in the audit exercise, helping to identify individual rhinos, photograph and document finer details of every rhino on the conservancy.

During the exercise, EarthRanger technology was piloted through the use of smartphones to improve the efficiency and accuracy of rhino monitoring. This pilot aimed to evaluate

the effectiveness and reliability of mobile-based monitoring tools ahead of potential full-scale deployment across the conservancy.

By the conclusion of the audit on 5th November, all rhinos within OI Pejeta were successfully photographed and identified.

During the audit the team used EarthRanger platform to pilot before its implementation to rangers.



Every rhino at OI Pejeta was successfully photographed and identified.



RESEARCH & ECOLOGICAL MONITORING UNIT REPORT



Programme / Project	Key Highlights	Key Metrics	Downside / Challenge	Notable Milestones
Rangeland monitoring (Pasture assessment)	Quarterly assessments done across 50 permanent plots. Biomass increased from Q1 to Q2, followed by a steady decline into Q4 due to reduced rainfall. Grass composition indicates a generally healthy rangeland dominated by decreaser species, suggesting balanced grazing pressure and good ecological condition. Long-term trend shows increase in pasture productivity.	Average biomass: 4,157 kg/ha; Q4: 3,862 kg/ha ; long-term increase: +55 kg/ha/year ; decreaser species: 56%	Reduced rainfall (June–Oct) led to declining pasture yields; spatial variability across sectors	Continued long-term dataset demonstrating improving rangeland condition
Woody vegetation (Vachellia monitoring & restoration)	Monitoring revealed active regeneration dominated by seedlings and small trees, indicating recovery potential despite browsing pressure. Growth rates varied by size class, with smaller plants showing positive growth while larger trees experienced height suppression. Restoration efforts showed strong survival rates, supporting ongoing habitat recovery initiatives critical for species like black rhinos.	Average tree growth: 5.64 cm – this was 10 cm for seedlings (< 50 cm); seedlings form ~78% ; survival rate was 71.3% for planted trees	Heavy herbivory limits growth into mature classes; low proportion of large trees (~ 4%)	Expansion of monitoring into previously un-surveyed western areas

Programme / Project	Key Highlights	Key Metrics	Downside / Challenge	Notable Milestones
Invasive species management & habitat restoration	A formal invasive species monitoring protocol was developed and piloted, enabling systematic detection and response. Targeted removal campaigns successfully cleared heavily infested areas, reducing ecological pressure from invasive plants.	34 acres restored; 6.5 acres of Opuntia cleared; multiple invasive species controlled	Risk of re-invasion; previously limited baseline distribution data	Establishment of the first standardized invasive species monitoring framework
Vegetation mapping (remote sensing)	High-resolution satellite mapping provided a detailed and updated classification of habitats across the conservancy. Results confirmed dominance of woody and mixed habitats, improving spatial understanding for planning and management.	Woodland: 31.44% ; bushland: 24.03% ; grassland: 21.31% ; dense bushland: 20.67%	Complexity in distinguishing mixed vegetation types	First high-resolution vegetation map (1.5 m resolution) completed
Lion monitoring	Continued population growth and detailed tracking using GPS collars improved understanding of pride dynamics, including fission–fusion behavior. Monitoring revealed spatial overlaps with prey species and critical habitat use patterns, supporting conflict mitigation and ecological management.	84 lions (15 AF, 14 AM, 17 SAM, 15 SAF, 23 cubs); All 5 prides collared	Pride splitting complicates tracking and monitoring	Long-term population growth trend sustained since 2002
Other predator monitoring	Opportunistic sightings provided insights into predator diversity and relative abundance, with cheetahs being the most frequently observed. Data highlights gaps in reporting and the need for improved detection systems.	46 sightings ; cheetah (35%), leopard (24%), hyena (15%)	Underreporting and reliance on opportunistic data	Baseline dataset for non-lion predators established
Rhino monitoring	Rhino populations continued to grow steadily through successful breeding, reinforcing conservation success. Monitoring supports population management and habitat planning as densities increase.	240 total rhinos (185 black, 53 white, 2 northern white); 25 (19 black & 6 white) births , 1 death	Increasing population pressure on habitat resources	Sustained growth of one of the largest rhino populations globally
Other herbivores (hartebeest, Oryx, Grevy's zebra, ostrich)	Monitoring revealed declining trends in several species, with some populations reaching critically low and non-viable levels. Data-driven recovery plans, including supplementation and protection strategies, are being developed.	Hartebeest: 57 ±7 ; Oryx: 6 individuals ; Grevy's zebra: 11 individuals ; Ostrich: ~7 individuals	Predation, drought, low reproduction, skewed sex ratios	Planned reintroductions and supplementation in 2026

Programme / Project	Key Highlights	Key Metrics	Downside / Challenge	Notable Milestones
Wildlife census (aerial & ground)	Combined aerial and ground surveys provided robust estimates of wildlife populations and densities. Data confirmed dominance of key herbivore species and provided insights into seasonal distribution patterns.	~10,360 animals counted; density: 33.5 animals/km²	Low detection in dense habitats	Integration of aerial and ground methods improved accuracy
Wildlife mortality monitoring	Mortality tracking identified predation as the dominant ecological driver, particularly by lions. Data supports targeted management interventions and understanding of ecosystem balance.	156 mortalities; 85.9% predation; lions responsible for 78.9%	Unknown causes in 10.3% of cases	Strengthened mortality database for adaptive management
Wildlife translocations	Strategic translocations improved population management, reduced competition, and enhanced genetic diversity across ecosystems. Multi-species relocations supported both local and national conservation goals.	9 rhinos relocated; >60 other animals translocated across sites	Goals to destock the endangered species enclosure are not yet fully achieved	Contribution to national metapopulation conservation efforts
Connectivity (wildlife corridors)	Monitoring of fence gaps demonstrated strong use by wildlife, confirming their importance for ecosystem connectivity. Movement patterns varied seasonally and were influenced by rainfall and forage availability.	23,172 crossings; 3,622 by carnivores: zebras: 57% of herbivore movement		Long-term corridor functionality validated
Environmental monitoring (rainfall & soils)	Rainfall data confirmed typical bimodal patterns, supporting ecological planning. Soil sampling was initiated to build a comprehensive understanding of land health and ecosystem productivity using advanced techniques including eDNA.	Rainfall: 1,057 mm; soil sampling: ongoing in 150 plots adding to 40 plots already sampled	Variability in rainfall distribution	Launch of large-scale soil and ecosystem baseline study
Research center development	Major progress in infrastructure development to support research and training. The facility will significantly enhance capacity for hosting researchers, students, and collaborative programs.	10 shared rooms + 4 ensuite rooms + lecture hall + support facilities	Final furnishing and installation pending	Near completion; operational launch expected Q1 2026
WildDrone Project	Advanced use of drones for wildlife monitoring, including disturbance studies, rhino photogrammetry, and lion tracking. Demonstrated improved detection accuracy and introduced AI-based tools for automated analysis.	75 flights, 20 hrs, 230 videos, 10,000 images, 48 tracking nights	Image limitations for ID; disturbance sensitivity	Breakthrough in non-invasive monitoring and AI integration

Programme / Project	Key Highlights	Key Metrics	Downside / Challenge	Notable Milestones
Giraffe census project	Comprehensive census revealed a dynamic and mobile population with strong spatial shifts toward northern areas. High immigration rates highlight landscape connectivity and ecosystem fluidity.	386 individuals identified; Population is 319–505; 95% in north; 161 new individuals	Movement across corridors complicates population estimates	Evidence of high landscape connectivity
Bones project	Long-term bone assemblage study confirmed its value as a proxy for wildlife populations, particularly for common species, while highlighting spatial biases and limitations.	155 transects, 5,500+ bones recorded	Underrepresentation of rare species	Strengthened long-term ecological monitoring dataset
CLAWS project	Delivered detailed insights into predator-prey dynamics, showing dominance of zebra and buffalo in lion diets and strong habitat influence on hunting success. Camera trap networks enhanced understanding of herbivore use of glades.	156 kill sites; 81 (2025); zebra (33.3%), buffalo (32%); 12 glade sites monitored	Sampling bias across lion prides	Completion of final field phase with robust dataset
BHA (big-headed ant) project	Established baseline for invasive ant distribution and initiated ecosystem restoration through seed collection, planting, and grazing management. Monitoring of native ant recovery supports long-term ecosystem resilience.	100 sampling points; 41 seed bags collected , >120 seeds propagated	Persistence of invasive species; slow ecosystem recovery	Launch of long-term restoration and resilience study



EMPOWERING COMMUNITIES



50

50 schools were reached, expanding digital skills and innovation for all learners.



325

325 learners were supported through scholarships, achieving a 95% graduation rate.



4,000

4,000 community members engaged in conservation talks, game drives and activities.



1,669

1,669 farmers trained in livestock care, disease control, and animal reproduction.



5,386

5,386 small ruminants vaccinated against PPR, with FMD and CCPP outbreaks managed.



10,324

10,324 chicks distributed, strengthening poultry livelihoods and enterprise gains.



1,158

1,158 soil tests conducted, improving soil fertility management for local farmers.



674

674 energy-saving jikos distributed, reducing firewood and harmful smoke exposure.



366

366 cattle sales generated KES 23.8M, improving farmers' incomes and value chains.



22

22 neighbouring communities strengthened representation and fair local governance.



EMPOWERING COMMUNITIES

SCHOLARSHIPS & STUDENT EMPOWERMENT

Our 2025 scholarship program supported 325 learners, delivering a 95% graduation rate — proof that investment in education pays off. Behind those numbers: KES 19,076,883 disbursed in full and partial scholarships, funding term fees, Scholarship Day, and mentorship — every shilling driving a student closer to their potential. Mentorship wasn’t a side program. It was a lifeline. 234

students engaged, 97.5% attendance — including targeted remedial sessions in Mathematics and Chemistry for Form 4 candidates heading into their 2025 KCSE exams. The results followed. 21 students scored C+ and above, standing out as top KCSE performers. And the community showed up too — donors engaged through PA-MOJA activities and a Scholarship Day held on 6th July 2025, turning support into celebration.

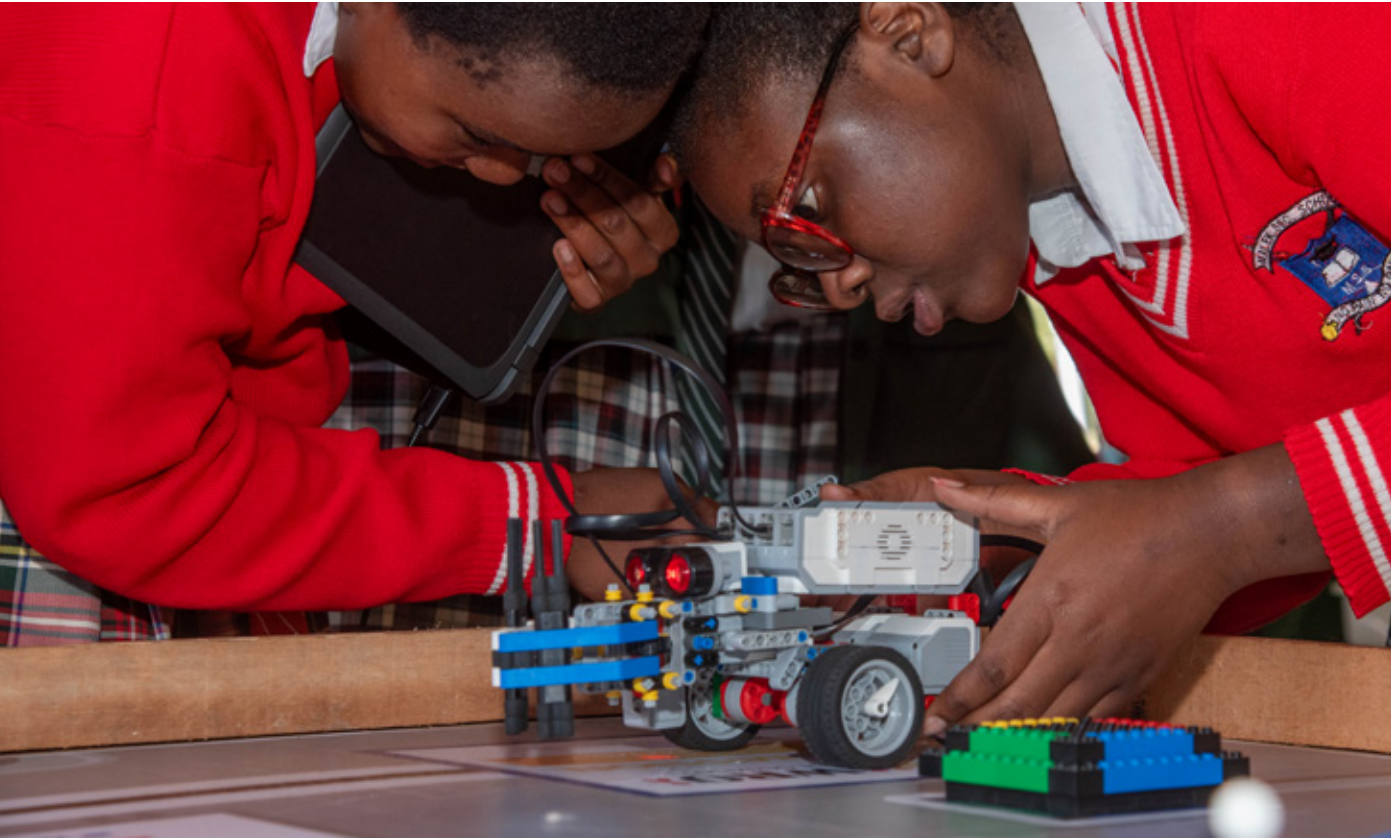
CONSERVATION EDUCATION

OI Pejeta took its conservation education mandate beyond the classroom — engaging 4,000 community members through competitions, talks, virtual classrooms, and game drives that brought wildlife protection to life. The impact ran deep in schools too with an impressive 1,865 learners. 78 teachers were trained. 332 students equipped with the knowledge to become the next generation of conservationists. The takeaway is crystal clear: conservation isn’t just OI Pejeta’s work, it’s becoming everyone’s.

1,062 Seedlings established in nurseries 50

2,100 Trees distributed for community planting

10,500 Acacia seeds provided



KEY MILESTONES

- Land purchasing and groundbreaking for Uaso Nyiro Secondary School.
- Enhanced STEM learning with robotics competitions and 3D printing.
- Expanded infrastructure with two ECDE classrooms at Kibubungi Comprehensive School.

2 ECDE Classrooms
Expanded at Kibubungi Comprehensive School





HOW SCHOLARSHIPS ARE RESTORING HOPE

In Kenya, the education sector is a key driver of national development and a powerful equaliser of opportunity, receiving close to 28% of the national budget. Despite this significant allocation of national resources, Kenya’s annual budgets continue to face perennial funding gaps that threaten education outcomes for young learners. In the financial year 2024/2025, this deficit stood at KES 48 billion (USD \$372 million). These recurrent funding shortfalls have a devastating impact on student admission, retention, and transition in schools. Without supplementary funding, these budgetary constraints threaten to cut short the prospects of future generations.

In arid and semi-arid areas like rural Laikipia, many families rely on pastoralism for their livelihood. Climate change, drought and economic instability continue to force parents to remove their children from school to take care of their livestock as they move further from home in search of pasture and water.

Adding to these vulnerabilities, financial and structural challenges continue to hinder the effectiveness of education, forcing capable students to drop out as government bursaries and school funding prove insufficient or inconsistent. At OI Pejeta, we believe we have a moral responsibility to intervene and make a tangible difference to our communities. This is why in 2025, we invested heavily in our scholarship programme - sponsoring over 330 bright students from rural Laikipia.

Sarah Mbeneka, 18, was a student at Sweetwaters Girls Secondary School in Nanyuki. Just before she sat her Kenya Certificate of Secondary Education (KCSE) examinations, her circumstances changed significantly when she lost her father, her family’s sole breadwinner.

Peter Wamutitu’s mother is a small-scale farmer, while his father is a mason. The cost of school fees was simply out of reach for his family. Peter recently completed his KCSE examinations, attaining a straight A grade despite these financial pressures. Peter dreams of becoming a doctor.

Sarah and Peter are two students whose educational journeys were transformed through

timely support from OI Pejeta, in the form of scholarships.

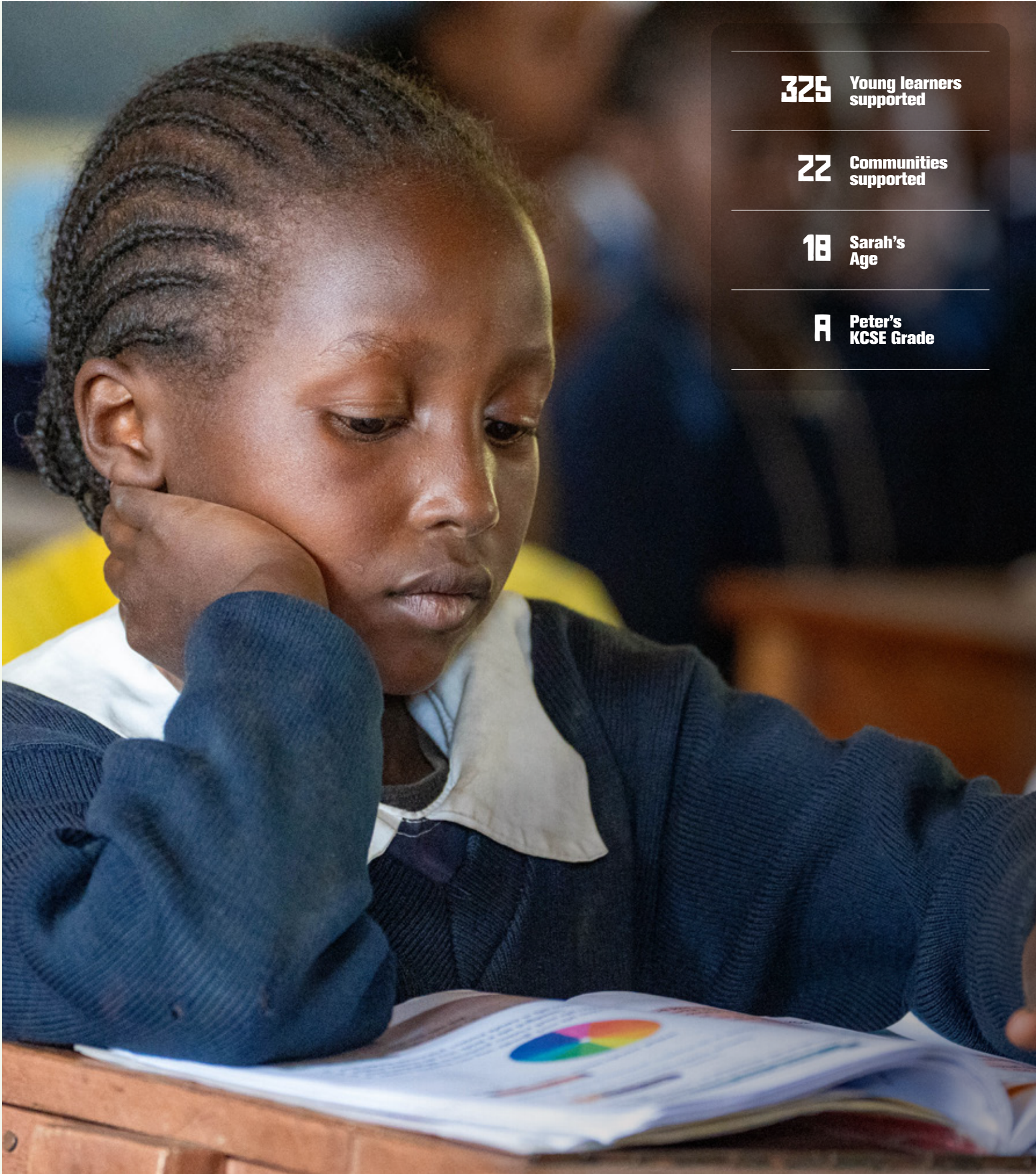
Scholarship programmes play a critical role in bridging the economic gap to quality education, particularly in rural settings where economic inequality is pronounced. Our scholarship selection process is conducted on a neediest-case basis and guided by an established governance structure. A consultative meeting is held involving OI Pejeta conservancy education staff, 22 community representatives, the area chief, and village elders to undertake a comprehensive needs assessment of shortlisted candidates. Candidates are jointly assessed based on predefined criteria, including academic performance, demonstrated financial need, and the availability of scholarship slots.

“The scholarship covered my secondary school tuition and essential materials. It was a huge relief for my mum,” said Sarah. This support allowed her to continue her education and restore her confidence in pursuing her future goals. Peter’s scholarship eased his parents’ financial pressure, enabling him to focus on his studies and advance his ambition of becoming a doctor.

“Through scholarships, we are opening doors for students who would otherwise be left behind. In 2025 alone, we sponsored over 330 young learners from Laikipia. Education gives them the power to shape their own future,” said Kelvin Gitau, Senior Education Officer at OI Pejeta.

Beyond academics, OI Pejeta’s scholarships reduce household stress and build the resilience of rural families. Both Sarah and Peter now see education as a pathway to personal success and an opportunity to give back to their communities.

In February 2026, Sarah and Peter were at the conservancy, gaining hands-on experience through OI Pejeta’s apprenticeship programme ahead of joining university. Their journeys demonstrate how scholarships can prevent school dropout, restore hope, and unlock potential, not only for students, but for the families and communities around OI Pejeta.



325 Young learners supported

22 Communities supported

18 Sarah’s Age

A Peter’s KCSE Grade



LIVELIHOODS – AGRICULTURE & LIVESTOCK

SKILLS & CAPACITY
BUILDING



1,699 Farmers Trained

ANIMAL HEALTH &
PRODUCTIVITY



5,386 Small Ruminants Vaccinated



85 Participants Reached



1,020 Artificial Inseminations



353 Confirmed Calvings

POULTRY & ALTERNATIVE
LIVELIHOODS



10,324 Chicks Distributed



243 Farmers Trained



20 Pig Production Trainees

DARWIN EXTRA PROGRAMME
– SOIL, CROPS & INNOVATION



1,158 Soil Tests Conducted



85 Participants Reached

WATER HARVESTING & FARM
PONDS



126 Farm Ponds Assessed



40 Water Tanks Distributed

CLEAN ENERGY ADOPTION



674 Energy-Saving Jikos



14 Local Builders Trained

MARKET ACCESS



366 Cattle Sales



KES
23.8M Generated For Farmers

GUARDIAN PROJECT –
KITCHEN GARDENS



329 Farmers Trained



132-150 Kitchen Gardens

HOW OI PEJETA IS CREATING A FAIRER MARKET SYSTEM FOR KENYAN PASTORALISTS

For Jackson Lomnyak, cattle are more than just livestock.

Growing up in Laikipia’s arid rangelands, cows paid for his education, fed his family, and provided security during difficult times. Like many pastoralists living along the northern border of OI Pejeta Conservancy, Jackson’s life has always revolved around cattle.

“For us, cattle are not just assets,” he says. “They mean dignity and survival “

Yet despite owning livestock, earning a fair income from them was never guaranteed.

For years, Jackson and other pastoralists would wake before dawn and travel very long distances to livestock markets, hoping to sell an animal. But there were no guarantees. Prices were often determined by brokers,

animals were assessed on appearance rather than objective measures, and many farmers returned home without making a sale.

“You could rise at dawn and walk for hours with your animals, but return home without selling anything,” Jackson recalls. “Even when you did sell, the buyer decided the price. You had very little power.”

The uncertainty made it difficult for families to plan. School fees, household expenses, and emergency needs often depended on a market system that many pastoralists believed was stacked against them.

Today, that reality is beginning to change.

Through **OI Pejeta Conservancy’s Cattle-to-Market Program**, supported by the Darwin Initiative, pastoralists

are gaining access to a fairer and more reliable way to sell their livestock. Instead of relying on bargaining and visual assessments, cattle are weighed using standardized scales. Animals that meet the required weight are purchased through a transparent process that removes guesswork and reduces opportunities for exploitation.

For Jackson, the difference has been transformative.

“At OI Pejeta, the cow sells itself,” he says. “There is no arguing or bargaining. The animal is weighed, and if it meets the requirement, it is taken. Prices don’t fluctuate unexpectedly, and payment is reliable.”

The payment is typically made within seven working days, giving families greater confidence and financial stability. Purchased cattle are then quarantined to eliminate the risk of disease, and fattened up for six months before sale, with livestock owners later receiving an additional bonus payment from the profits at the end of the year

The impact is already being felt across participating communities. In just two years, the program has facilitated

more than KES 35 million (approximately US\$ 270,000 or £210,000) in direct payments to pastoralists, helping households pay school fees, meet daily needs, and invest in their futures.

According to OI Pejeta’s Livestock Extension Officer, **Dr. Paul Waweru**, the initiative represents more than just increased income for the pastoralists.

“It reflects a fundamental shift from unpredictable, broker-driven markets to a transparent, weight-based system that guarantees fairness, timely payments, and trust.”

Challenges remain, particularly during drought periods when livestock struggle to meet minimum weight requirements. However, the program is proving that the real value lies not only in selling cattle, but in giving pastoralists a fairer system, more reliable income, and greater control over their futures.

For Jackson, the change is simple but profound: a system that finally recognizes the true value of his cattle—and the people who depend on them.



“ FOR US, CATTLE ARE NOT JUST ASSETS, THEY MEAN DIGNITY AND SURVIVAL. ”
~ Jackson Lomnyak



COMMUNITY DEVELOPMENT & GOVERNANCE

22 COMMUNITIES

OI Pejeta established a new community into the fold in 2025 — Eleri, formed from Endana — bringing the total number of neighboring communities to 22. Meanwhile, over in Riacho, a repeat election was held to make sure the community’s voice was properly represented. Across both communities, representatives were chosen through fair, transparent elections — a small but important step in strengthening local governance and making sure decisions reflect what people on the ground actually want.

PARTICIPATORY PLANNING

The 2030 Community Strategy was presented to the Governance Council, giving them a clear look at what’s ahead. Alongside that, conversations with communities covered the practical, everyday priorities — roads, electricity, and general feedback on development plans.

SOCIAL ASSESSMENT FOR PROTECTED AREAS (SAPA)

OI Pejeta brought people into the conversation early and often — 223 participants took part in focus groups, and another 171 joined validation workshops. All that input helped shape development strategies that actually reflect what communities need, not just what looks good on paper.

CONSERVATION & DONOR ENGAGEMENT

The Darwin Extra Project showed what’s possible with integrated wildlife and habitat conservation. Partnerships with Fauna & Flora International, the UK Biodiversity Conservation Fund, and Kenya Wildlife Conservancies Association (KWCA) helped make sure these programs aren’t just one-off wins, but efforts that can grow and last.



FINANCIAL OVERVIEW

SCHOLARSHIPS & STUDENT EMPOWERMENT

OI Pejeta invested KES 21,337,917 into education — to support scholarships, digital learning, training, and the critical education infrastructure for our communities. On the livelihood front, the Livestock-to-Market program generated KES 23,797,630 for our communities - a real boost to individual household income. Our tourism partner,

Asilia stepped in too, contributing KES 2,000,000 toward inputs and water harvesting — helping communities build water resilience where it counts. In-kind contributions supported us to elevate our impact — helping us to buy uniforms, lab equipment, ECDE infrastructure — this helped to keep programs running and sustainable, proving support comes in more forms than just a paycheck



IMPACT HIGHLIGHTS

Education: Over 50 schools reached. 325 scholarship beneficiaries supported. STEM and digital literacy given a real boost.

Livelihoods: 8,291 farmers trained — stronger food security, better livestock productivity, more income in people’s pockets.

Community Development: Governance that’s stronger. Human-wildlife conflict, tackled head-on. Communities included, not just consulted.

Conservation: Trees planted, ecosystems restored, and over

4,000 community members brought into the conservation story.

Partnerships: None of this happened alone. Donors, government, and community institutions came together to deliver outcomes that actually stick.

2025 wasn’t just a good year for OI Pejeta — it was the foundation for a bright future. Sustainable development, real innovation, and community resilience, all built to carry forward into even bigger impact ahead.



Building a foundation for sustainable development, innovation, and community resilience.

COMMERCIAL DIVISION REPORT



KES **921M**

KSh 921M Tourism revenue generated in 2025, reinforcing tourism as the leading revenue driver.



KES **343M**

Livestock Revenue



\$

COMMERCIAL DIVISION REPORT

OVERVIEW

The year 2025 marked a defining milestone for the Commercial Division as we celebrated OI Pejeta Conservancy at 20, reflecting on two decades of conservation success while strengthening the commercial foundations that sustain our mission. Across tourism, livestock, and agriculture, our focus remained on enhancing customer experience, strengthening

partnerships, improving infrastructure, and delivering strong financial performance.

Commercially, 2025 delivered solid results across all business lines. Tourism remained the leading revenue contributor, while livestock and agriculture continued to demonstrate steady growth and operational resilience. Together, these enterprises generated sustainable income streams that directly support conservation, community engagement, and ecosystem stewardship.

\$

TOURISM AND HOSPITALITY

Tourism performance in 2025 was driven by proactive market engagement, product development, infrastructure improvement, and brand visibility initiatives aligned with the OI Pejeta @20 celebrations.

MARKET ENGAGEMENT

A key marketing highlight was our participation in the Magical Kenya Travel Expo (MKTE) in October, where we engaged regional and international trade partners and reinforced OI Pejeta’s position as a premier conservation tourism destination.

Targeted Nairobi-based sales calls also strengthened relationships with tour operators, travel agents, and corporate clients, supporting sustained demand and forward bookings.

GUEST EXPERIENCE & INFRASTRUCTURE

Tourism staff undertook benchmarking field visits to Olepangi Farm and Reteti Elephant Sanctuary, providing valuable exposure to evolving hospitality and conservation-tourism practices.

During the year, we successfully opened a new coffee shop at Rongai Gate and completed major refurbishment works at Rongai Gate washrooms, Morani’s Restaurant, and the Chimpanzee Sanctuary washrooms.

The engagement of a restaurant consultant further supported improvements in culinary standards and operational efficiency at Morani’s Restaurant.

OI PEJETA @20

A defining milestone of the year was the successful three-month OI Pejeta @20 exhibition hosted at the National Museum of Kenya in Nairobi.

The exhibition celebrated our 100-year land legacy while showcasing OI Pejeta’s conservation achievements and future aspirations.

Complementing the exhibition were several stakeholder engagement events, including a commemorative golf tournament at the Nanyuki Sports Club, a breakfast forum at the Nairobi Serena Hotel, and conservation-focused public talks.

“ OI PEJETA REINFORCED ITS POSITION AS A PREMIER CONSERVATION TOURISM DESTINATION. ”

\$

TOURISM FINANCIAL PERFORMANCE

Tourism delivered strong financial results in 2025, reinforcing its role as the primary revenue driver within the Commercial Division.

KES 921M Tourism Revenue

115,116 Visitors Recorded

KES 865M Net Operating Surplus

These results underscore the resilience of OI Pejeta’s tourism model and its critical role in financing conservation activities.





LIVESTOCK FINANCIAL PERFORMANCE

The livestock enterprise recorded strong financial performance in 2025, supported by cattle sales, fodder income, and related livestock operations.

Strong sales across home-bred, trading, and slaughter cattle categories supported overall enterprise profitability and operational sustainability.

KES **343M** Total Revenue

KES **40M** Net Operating Surplus



LIVESTOCK AND AGRICULTURE COMMERCIAL PERFORMANCE

The livestock and agriculture enterprise continued to deliver steady operational growth and financial performance, reinforcing its role as a diversified and dependable income stream supporting conservation sustainability.

Herd growth increased from 5,850 to 6,411 head of cattle by the end of the year, supported by disciplined herd management, strong animal health protocols, and targeted breeding strategies.

Feed and fodder production strengthened operational resilience, while 357 steers were selected for strip grazing

and supplementation programs aimed at improving weight gain, pasture utilization, and feed efficiency.

The farm also delivered exceptional performance at the Boran Cattle Breeders Society Show in September, securing multiple category wins including championship recognition and the prestigious Harald White Memorial Trophy. These achievements continue to strengthen OI Pejeta’s reputation as a leading regional producer of superior livestock genetics.



LOOKING AHEAD

As we move into the next financial year, the Commercial Division will continue to prioritize innovation, efficiency, and customer-focused service delivery. Our strategic focus will include expanding domestic and regional market reach, strengthening partnerships, optimizing infrastructure, and enhancing product quality across all commercial units.

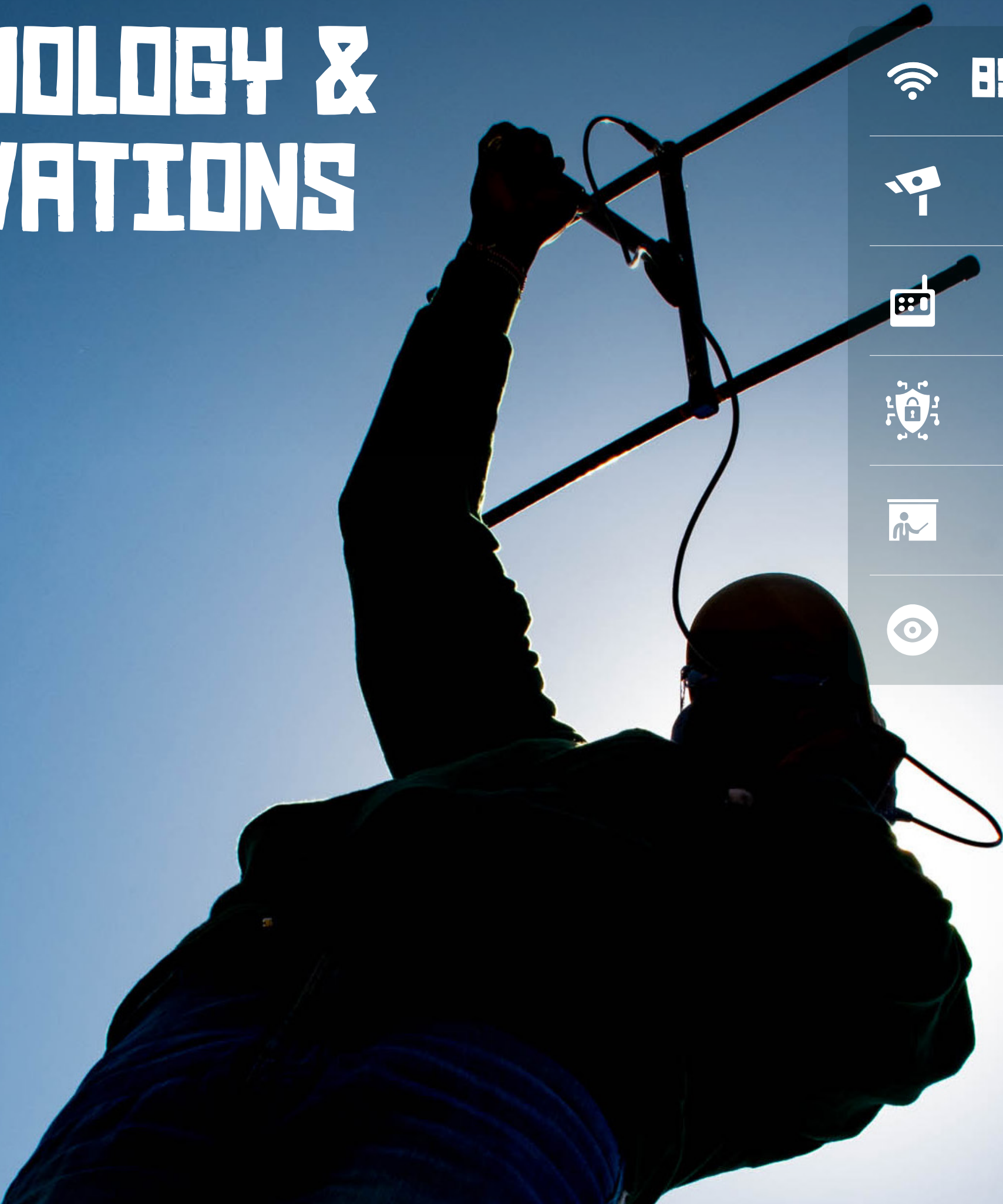
We will also continue to invest in operational systems, staff development, and market intelligence to ensure sustained financial growth and resilience in an increasingly dynamic tourism and agricultural environment.

“Through disciplined commercial stewardship and responsible growth, we remain committed to generating sustainable revenue streams that directly support conservation, community development, and long-term ecological resilience at OI Pejeta.”

Through disciplined commercial stewardship and responsible growth, we remain committed to generating sustainable revenue streams.

Ken Kimani
Chief Commercial Officer
OI Pejeta Conservancy

TECHNOLOGY & INNOVATIONS



85%+

Seven LoRa gateways expanded long-range connectivity to more than 85% coverage.



18

18 Ubiquiti cameras strengthened surveillance across the conservancy's operations.



42

42 Motorola digital radios improved field communication and team coordination.



0

No cybersecurity incidents were recorded during the year across digital systems.



13

FLIR refresher training reached 13 conservancies and over 30 KWS personnel.



5

Five poachers were detected and intercepted using FLIR thermal surveillance.



TECHNOLOGY & INNOVATIONS

EXECUTIVE SUMMARY

2025 marked a transformational year for the Technology & Innovations Department, with a strong focus on:

- Establishing digital foundations for conservation and operations
- Enhancing real-time decision-making through integrated systems
- Scaling conservation technology solutions across wildlife security, infrastructure, and operations
- Strengthening governance, service delivery, and system reliability

KEY HIGHLIGHTS INCLUDE:

- Operationalization of the Digital Operations Room
- Expansion of LoRaWAN and IoT-based monitoring systems
- Deployment and optimization of FLIR surveillance systems
- Advancements in Early Warning Fence Monitoring Systems (EWFMS)
- Strengthening of ICT governance through SOPs, SLAs, and Service Desk systems
- Support to critical conservation programs including rhino protection and wildlife monitoring



OPERATIONAL EXCELLENCE: NETWORKS & INFRASTRUCTURE



The department strengthened connectivity, surveillance, field communication and system security across the conservancy. Network resilience was improved through new point-to-point devices, switches, control points, access points and weatherproof enclosures, extending reliable connectivity to remote operational sites.

Surveillance capability was expanded through the deployment of 18 cameras across key operational areas, while seven LoRa gateways increased long-range coverage to more than 85% of the conservancy. Field communication was also strengthened with 42 new Motorola digital radios.

Microsoft licensing upgrades further improved endpoint security, standardisation and system compliance across user devices.



BUSINESS & INFORMATION SYSTEMS



Cybersecurity Incidents

The department advanced the modernization of key business systems to improve operational efficiency, service delivery and security. The Online Booking & Ticketing System was enhanced through paperless gate entry, a refreshed user interface and database optimizations, reducing manual processes and improving the guest experience.

The Human Resource & Payroll Management System was also upgraded to improve performance and functionality, while strengthened cybersecurity measures contributed to zero reported cybersecurity incidents in 2025.



INNOVATION & CONSERVATION TECHNOLOGY

The department advanced key conservation technologies to strengthen monitoring, situational awareness and wildlife security. The Early Warning Fence Monitoring System progressed from experimental designs to **five field-validated prototypes**, demonstrating tangible progress toward practical field deployment.

The **Digital Operations Room** was successfully commissioned, integrating telemetry from EarthRanger, ArcGIS, LoRa and surveillance systems to support faster situational awareness and data-driven decision-making.

5 Field-Validated EWFMS Prototypes

13 Conservancies Reached

Vehicle-mounted FLIR systems were also deployed and optimized, with training delivered to operational teams and partners. This strengthened night surveillance capability, ranger safety and threat detection across **13 conservancies**.



PEOPLE, PARTNERSHIPS & CAPACITY BUILDING

30+ KWS Personnel Trained

The department strengthened governance and service delivery through the rollout of ICT SOPs and SLAs, establishing clearer accountability, standardized support processes and improved user engagement.

Capacity-building efforts included vehicle-mounted thermal camera refresher training delivered to 13 conservancies and over 30 Kenya Wildlife Service personnel, helping scale conservation technology beyond Ol Pejeta and reinforcing regional leadership.

The team also hosted stakeholder engagements and Conservation Technology Lab tours, creating opportunities for collaboration with technology partners and advancing conservation-tech initiatives.



FLIR THERMAL SURVEILLANCE IN ACTION



5 Poachers Intercepted

Following the deployment of vehicle-mounted FLIR thermal camera systems, the Mara Conservancy ranger team successfully used the technology during live surveillance operations.

During one operation, the system enabled the detection and interception of five poachers, demonstrating immediate and tangible operational impact. The thermal imaging capability allowed rangers to detect human movement in low-visibility and night-time conditions, track suspects at a safe distance, and coordinate response teams effectively in real time.

The incident demonstrated the effectiveness of FLIR technology in real-world anti-poaching operations, strengthening wildlife security, ranger safety and rapid response capability. It also reinforces Ol Pejeta Conservancy's role in deploying and scaling proven conservation technologies across ecosystems.

WORKSHOP REPORT

**3**

The former hardware store was renovated into three workshop ramp bays.

**1**

A hydraulic lift was installed to strengthen workshop maintenance capability.

**2**

Two Land Cruisers were added to support operational mobility.

**2**

Suzuki Jimnys were added to our fleet

**2**

Two 95HP tractors were assigned to the Infrastructure Department.

WORKSHOP UPGRADE

The old hardware store just got a serious makeover: three ramp bays now let the team tackle vehicle repairs efficiently, rain or shine. A hydraulic lift is in too, making it safer and faster to get vehicles up and worked on. Ongoing works are in progress to get the compressor and power tools fully commissioned.

FLEET ADDITIONS

The workshop just got a solid fleet upgrade: two Land Cruisers, two Suzuki Jimnys, and two 95 HP tractors — all set to boost mobility and keep infrastructure work moving across the Conservancy. The tractors are heading straight to the Infrastructure Department for field operations.

DEFENSIVE DRIVING

Employees who drive company vehicles hit the road — literally — for a three-day defensive driving course at Glen Edmunds, all aimed at sharpening their skills for the tough situations behind the wheel.

WORKSHOP EFFICIENCY

Workshop efficiency closed the year at 91%, with the year-to-date performance also standing at 91%, reflecting consistent maintenance support and operational performance throughout 2025.

	Down Time	Up Time	Expected Up time
Jan	8%	92%	85%
Feb	7%	93%	85%
Mar	9%	91%	85%
Apr	10%	90%	85%
May	11%	89%	85%
Jun	8%	92%	85%
Jul	9%	91%	85%
Aug	9%	91%	85%
Sep	8%	92%	85%
Oct	8%	92%	85%
Nov	10%	90%	85%
Dec	9%	91%	85%
	Average	91%	

MARA TRIANGLE BENCHMARKING

The OI Pejeta Conservancy team consisting of members from Security, Rhino Monitoring, Ticket Inspection Unit, Problematic Animal Control (PAC), Workshop, Infrastructure and Roads departments embarked on a four day benchmarking visit to The Mara Triangle from 26/02/2025 to 02/03/2025. This was the first public/private sector partnership of its kind in the region

and has led to an active and cooperative partnership between conservation professionals and the local Maasai community that endeavours to improve the conservation and management of one of the world’s most iconic travel destinations.

TYRE & BATTERY CHANGE

The tires and battery usage is tracked through the admin office- For a change to be effected the vehicle must have covered the minimum mileage to qualify.

New Tyres and batteries are serialized like- The date, Month Year and the manufactures serial no. Should a vehicle require replacement the serial number inscribed on the battery or the tyre should match the store records and the minimum mileage covered .

The new Landcruiser units are using BF Goodrich Tyres while the slightly older version are using MRF Tyres Brand.

SPARE PARTS MANAGEMENT

Every month the stores clerk and the team leaders, tourism, workshop, roadworks etc conducts a mini stock take to establish the stock levels.

The spares are categorized in fast movers, medium movers and slow movers. Slow movers are rarely stocked and only ordered if there is need for.

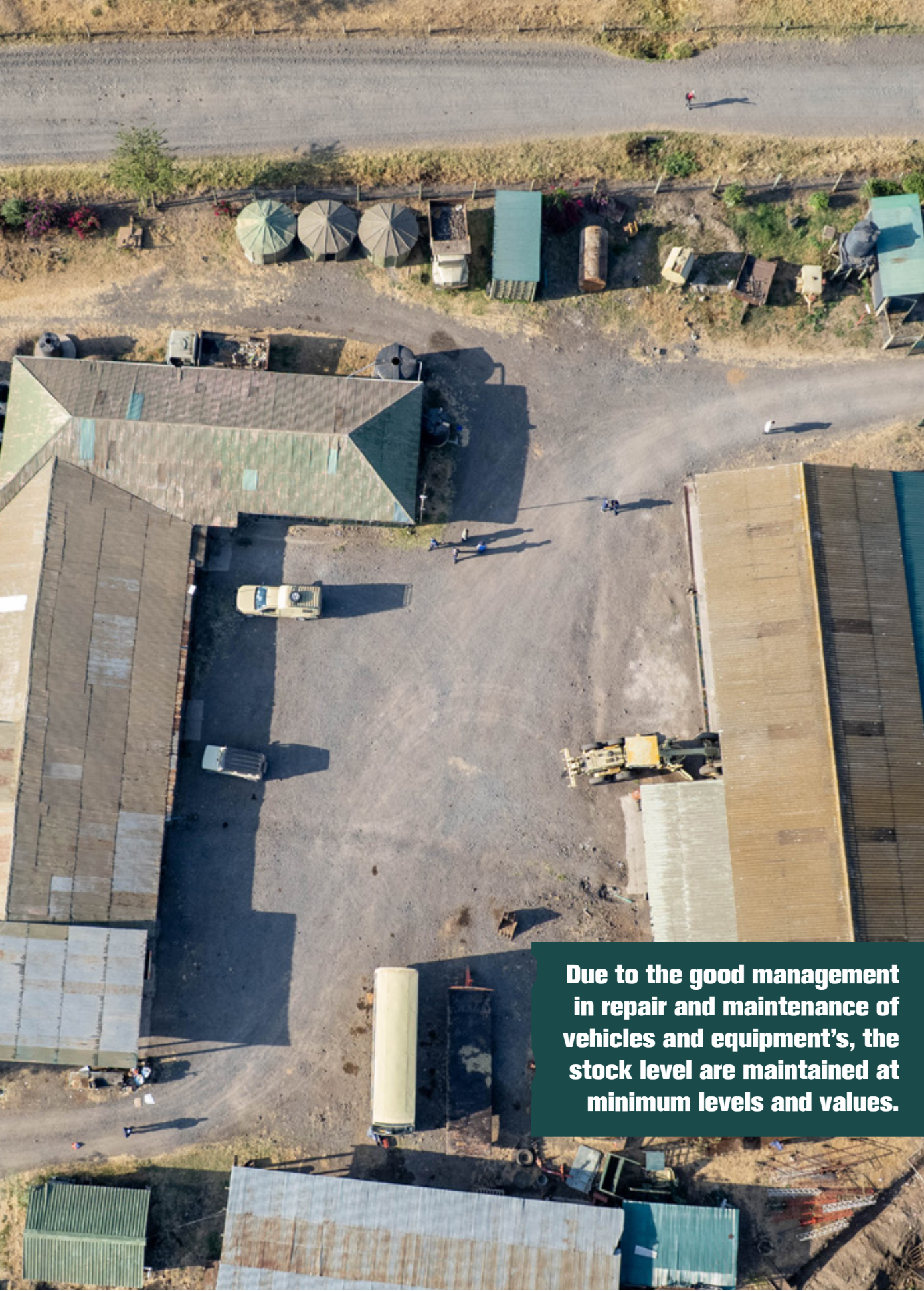
The fast movers are replenished every month but under caution not to over stock. A good practice picked is that all spares are sourced from OEM including the lubricants and coolants.

Due to the good management in repair and maintenance of vehicles and equipment’s, the stock level are maintained at minimum levels and values. The store space for automotive spares is small and well arranged,

MODIFICATIONS

Some patrol vehicles have been modified to camouflage during night movements- the head lights, brakes lights are connected to a manual switch which is used to light them on if need be.

The trailers from Ndume Limited axles are modified by fitting either an Isuzu or Nissan UD rear axle so as to absorb the weight without crashing the bearings,-This is a good practice that we will adopt immediately.



HUMAN CAPITAL



STAFF RECOGNITION THROUGH THE BALANCED SCORECARD

In 2025, The Balanced Scorecard kept driving the show — building a culture where accountability, excellence and recognition actually mean something. The top 10 performers won an all-expenses-paid getaway — 5 days, 4 nights, at the stunning Sarova Whitesands Beach Resort on the Kenyan Coast. Each winner got to bring someone along — a friend, a partner, a family member —

to share in the celebration. It was a clear message that at OI Pejeta, hard work gets noticed and rewarded. The initiative was designed to inspire everyone to keep pushing for excellence, keep improving, and keep delivering — because dedication, innovation and outstanding contribution never go unrecognized here.



BUILDING INTERNAL CAPACITY THROUGH CAREER GROWTH

Growing talent from within stayed a top priority for — 8 employees stepped up into bigger roles across different functions, proving that hard work and potential don't go unnoticed at OI Pejeta. These promotions aren't just about individual growth — they're a statement: put in the effort,

keep learning, keep delivering, and you'll be recognized for it. By promoting from within, OI Pejeta Conservancy is also playing the long game — building a stronger talent pipeline, holding onto valuable institutional knowledge, and shaping a team ready to carry its mission forward.



WORKFORCE GROWTH

OI Pejeta closed the year with a workforce of 688 employees, underscoring both the scale of its operations and its standing as one of the region's major employers. Beyond its core staff, the Conservancy continued to offer internship and attachment placements to students from institutions across Kenya, providing them with practical, hands-on work experience. OI Pejeta also extended employment opportunities to members of neighbouring communities, a reflection of its broader philosophy that conservation success is closely linked to the wellbeing and inclusion of the people who live alongside it. Taken together, these initiatives create a pathway from learning to employment, while reinforcing the mutual benefit that exists between the Conservancy and the communities surrounding it.



FUNDRAISING REPORT

 **USD 1.95M**

Supporters raised US\$1.95 million for wildlife and communities at OI Pejeta in 2025.

 **USD 1.1M**

in restricted funding towards renovation of staff housing, borehole drilling, rehabilitation of dams and waterpans.

 **USD 860K**

US\$860,000 in unrestricted funding helped respond quickly to urgent needs.

 **20 YEARS**

OI Pejeta marked 20 years of conservation and community impact with supporters worldwide.

Year	Restricted USD	Unrestricted USD	Total USD
2024	1,136,419	784,943	1,921,362
2025	1,094,577	860,314	1,954,891

YOU RAISED \$1.95M
FOR WILDLIFE AND COMMUNITIES IN 2025

Dear Donors & Supporters,

I would like to extend our sincere gratitude to our supporters around the world, whose generosity and commitment continue to make our work possible. From grassroots champions to international partners, the contributions received in 2025 have delivered tangible impact—protecting endangered species, expanding access to education, strengthening community livelihoods, and advancing innovative conservation solutions at OI Pejeta Conservancy. Whether you adopted one of our iconic animals, named a critically endangered rhino, funded vital infrastructure or projects, or gave flexible, unrestricted support, we are deeply thankful.

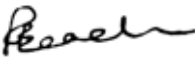
Together we have made remarkable progress. In 2025, over US\$1.1 million was directed toward priority projects, including the renovation of staff housing at Kamok, borehole drilling, and the rehabilitation of dams and waterpans. With your support we also rebuilt a weir adjacent to the chimpanzee sanctuary critical for managing flood risk, regulating river flow, and maintaining water availability during dry periods—and were able to sustain the operations of the Sweetwaters Chimpanzee Sanctuary and provide scholarships for children in neighbouring communities. Alongside this, US\$860,000 in unrestricted funding has been invaluable. These flexible resources allowed us to respond rapidly to urgent needs across the Conservancy—from supporting rangers and veterinary teams working around the clock on planned and emergency wildlife interventions and wildfires, to covering essential maintenance and staffing costs that are otherwise difficult to fund.

It was a pleasure to connect with so many of you throughout 2025, particularly as we marked our 20th anniversary. We are especially grateful to our supporters in the United States who hosted events in Dallas, Santa Rosa, and Petaluma, helping to raise awareness and grow our community of advocates. We were also delighted to welcome many of you to the ‘OI Pejeta @ 20’ exhibition at the Nairobi National Museum, celebrating two decades of conservation and community impact, and we thank all who participated in our 20th Anniversary Silent Auction, which featured extraordinary artwork, experiences, and safaris generously donated by our partners.

Behind the scenes, 2025 was also a year of reflection and forward planning. In response to shifting global funding landscapes, including a decline in government aid, we developed a new fundraising strategy to support our ambitions to 2030. This highly collaborative process benefited from external and internal consultations, and we

are grateful to all who participated including our trustees, donors, peers, and staff for their valuable insights. A revised team structure is now being implemented with Kenya, UK and US based team members, focused on four key priorities: global philanthropy, individual giving, international trusts and foundations, and the growth of Kenyan-based funding, supported by a suite of projects to drive growth in the coming years.

As we look ahead, we are excited to continue this journey together. Your partnership, belief, and generosity remain at the heart of everything we do. On behalf of the entire team, thank you for standing with us and with the wider conservation community—we simply could not do this without you.

Sincerely,

Philippa Beach
Chief Fundraising Officer



2025 FINANCIAL REPORT

FINANCIAL OVERVIEW

Year 2025 results demonstrated financial consolidation and growth, with total income rising to USD 13.68 million, a 13% increase from 2024 . This growth was driven by stronger trading activities and expanded donor contributions. Expenditure rose to USD 11.32 million, reflecting increased investment in programmes and operational support. Importantly, administrative costs declined compared to 2024, signaling improved efficiency. The year closed with a net surplus of USD 2.36 million, reinforcing OI Pejeta’s financial resilience and capacity to reinvest in conservation priorities.

COMMERCIAL CONTRIBUTION

Commercial operations continued to anchor financial independence. Tourism delivered record visitor numbers and strong surpluses, while livestock and agriculture maintained steady growth and market positioning. Beyond revenue, these enterprises strengthened OI Pejeta’s reputation for quality service, genetic excellence, and innovation in conservation-linked commerce.

FUNDRAISING CONTRIBUTION

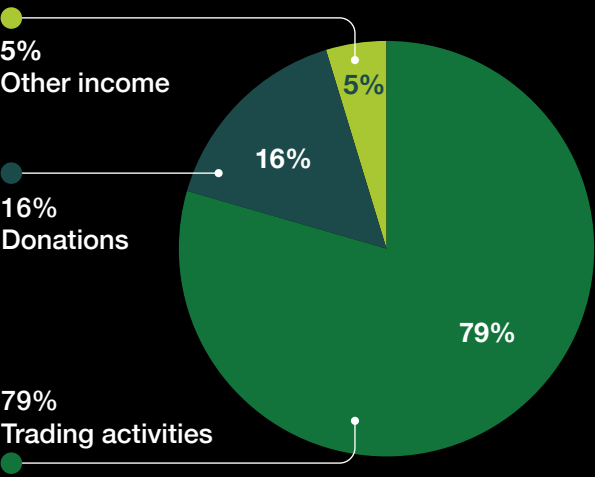
Donor support complemented commercial revenues. Restricted funds enabled infrastructure and water security projects, while unrestricted funds provided agility to respond to emergencies and operational needs. The development of a new fundraising strategy to 2030 positioned OI Pejeta to diversify sources and adapt to shifting global aid landscapes.

INTEGRATED IMPACT

The combined effect of commercial surpluses and donor contributions created a balanced funding model:

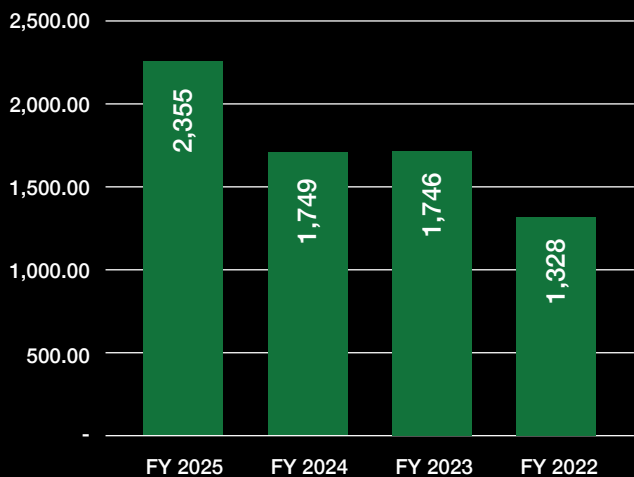
- Commercial income provided stability and predictable cash flow.
- Donor funding enabled capital projects and rapid response capacity.
- Together, they reduced dependency on any single source and strengthened resilience against external shocks.

Revenue Breakdown



Net Surplus: FY2022 – FY2025

Four-year trend of net income — Amounts in USD Thousand



OUTLOOK

Looking ahead, OI Pejeta will continue to:

- Expand market reach regionally and internationally.
- Deepen donor engagement through diversified channels.
- Invest in systems, staff, and infrastructure to sustain growth.

The year’s results demonstrate that OI Pejeta’s model anchored in financial discipline, commercial innovation, and donor partnership remains robust, adaptable, and aligned with its mission of conservation and community development.

	FY 2025	FY 2024
Income	USD 000s	USD 000s
Trading activities	10,865	9,960
Donations	2,173	1,309
Other income	642	611
Total Income	13,681	11,880
Expenditure		
Programmes	9,783	7,870
Fundraising	484	447
Admin Support	1,059	1,814
Total Expenditure	11,326	10,131
Net Income / (Loss)	2,355	1,749

INSTITUTIONAL PARTNERSHIPS

We would like to recognise the significant value of organisational partnerships, especially those providing vital year-on-year support for our work. They allow us to plan strategically over time, as well as tap into wider technical expertise as we work together to deliver for people and wildlife.

In 2025, these included:

- Arcus Foundation support for Sweetwaters Chimpanzee Sanctuary that provided vital care and rehabilitation for 29 chimpanzees rescued from the illegal wildlife trade.

“We would like to thank the Arcus Foundation for its continued support over the years. We have been able to achieve significant milestones in the welfare and care of both the chimpanzees and the staff looking after them. Over the past two years, we have improved our fence infrastructure and recently created an emergency enclosure that will allow us to house chimpanzees in a larger space in the event of flooding. We look forward to the continued support and partnership in the years to come” Dr Florence Kang’ethe (OI Pejeta vet).

- UK Government’s Darwin Initiative funding through our long-standing partner Fauna and Flora International. This project’s mid-term review saw important progress

in ecosystem restoration, water management, climate smart livelihoods, and strengthened local institutions for natural resource management, all of which underpin larger landscape biodiversity sustainability into the future.

- Vital ongoing support from Wildlife Warriors, which included investments in the operations and welfare of our incredible 190 strong ranger team - that upholds a multi-year zero rhino poaching record.
- Pamoja’s ongoing commitment to our community programme through scholarships for secondary school children, a programme which has transformed the future prospects for numerous young and disadvantaged young people living in our midst.

We look forward to continuing to build our partnership portfolio in 2026 to support our programmes across wildlife operations and security, conservation technology, research, veterinary services, and community development programmes. Contact: Dr Kirstin Johnson - Executive Director, Strategy and Partnerships (kirstin.johnson@olpejetaconservancy.org); Ken Kimani - Director of Corporate Affairs (ken.kimani@olpejetaconservancy.org); Tom Hicks – Head of Trusts and Foundations (tom.hicks@olpejetaconservancy.org).



OL PEJETA CONSERVANCY



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