

Press Release

Attention: News/Business Editors

For immediate release

**THE MOST ELIGIBLE BACHELOR IN THE WORLD IS ON TINDER AND HE'S
LOOKING FOR LOVE**

Nairobi – April 25, 2017. Ol Pejeta Conservancy has partnered with Tinder, the world's leading social app for meeting new people, to launch a new campaign to raise awareness about '*The Most Eligible Bachelor in the World*' named Sudan. Sudan is the only remaining male northern white rhino on the planet.

The goal of this campaign is to raise the \$9 million needed to protect the northern white rhino from extinction. When Tinder users 'swipe right' on Sudan's profile, they will be directed to a page (www.olpejetaconservancy.org/most-eligible-bachelor/) from which they can donate towards this cause.

Sudan is not only *The Most Eligible Bachelor*, but he also boasts a pretty impressive profile. Not only is he a pretty fine specimen of a rhino, but he has his own personal team of armed bodyguards, and has appeared in a string of international documentaries and news stories. Sudan lives his bachelor life at Ol Pejeta Conservancy with his two female northern white rhino counterparts, Najin and Fatu. They have been unable to breed naturally due to a range of issues including old age. However, there are 17,000 other potential female southern white rhino suitors.

"The plight that currently faces the northern white rhinos is a signal to the impact that humankind is having on many thousands of other species across the planet. Ultimately, the aim will be to reintroduce a viable population of northern white rhino back into the wild which is where their true value will be realized," Said Richard Vigne, CEO, Ol Pejeta Conservancy.

Enter Tinder.

Sudan will be on Tinder beginning April 25th.

"We partnered with Ol Pejeta conservancy to give the most eligible bachelor in the world a chance to meet his match," said Matt David, Head of Communications and Marketing at Tinder. "We are optimistic given Sudan's profile will be seen on Tinder in 190 countries and over 40 languages."

“We are in a race. A race against the extinction of the northern white rhino species. We urgently need to raise awareness and funds for Sudan. No one could run this campaign better with us than Tinder. It will offer ‘the most eligible bachelor’ global exposure in such a meaningful way. We are honored and very proud to be part of this campaign that will have a positive impact on our environment,” said Mathieu Plassard, Regional Managing Director, Ogilvy Africa.

The funds raised will go towards ongoing research into Assisted Reproductive Techniques (ART) by a consortium of institutions. Once perfected, this technology, in particular in -vitro fertilization (IVF), will aid to achieve successful pregnancies to gradually build up a viable herd of northern white rhinos.

If successful, this will be scientists will have carried out artificial reproduction in rhinos.

“This represents the last option to save the species after all previous breeding attempts proved futile,” said Vigne.

The research, which is currently ongoing in the United States, Germany and Japan aims to establish a herd of 10 northern white rhinos after five years using in-vitro fertilization.

“Financial support remains the biggest challenge to this project. At 43 years, Sudan does not have much longer to live. To win this run against time it is very crucial to find major funds as quickly as possible,” said Steven Seet, Head of Press and Communications at the Leibniz-IZW who are part of the research consortium.

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Status of the Research

The European Northern White Rhino Working Group, made up of international zoological experts, met in early March to discuss the next steps in bringing the northern white rhino back from the brink of extinction.

For the past two years, experts have been developing a technique known as ovum pick-up (OPU) on southern white rhinos, which involves the collection of eggs from females. While the first stages of embryonic development have been achieved already, scientists now face the challenge of keeping the cells alive long enough to mature and be fertilized, so that they develop into embryos suitable for transfer.

However, the scientists are optimistic that they can harvest and mature oocytes from the last northern white rhinoceroses in 2017. If successful, the OPU will be conducted on the two female northern white rhinos, Najin and Fatu, in the next few months. Once fertilised, using stored semen, the resulting embryos will be implemented into surrogate southern white rhino females, in the hope of achieving northern white rhino pregnancies.

About Ol Pejeta

We are caretakers of the land, safeguarding endangered species and ensuring the openness and accessibility of conservation for all. An innovative attitude is part of our make-up, we empower our people to think the same way and embrace new approaches to conservation. We provide natural wilderness experiences, backed up by scientifically credible conservation and genuine interactions with wildlife.

We are the largest black rhino sanctuary in East Africa, the only place in Kenya to see chimpanzees; we carry one of the largest densities of predators in Laikipia and offer an unparalleled tourism experience.

Through business enterprises and with the help of willing donors (both large and small), Ol Pejeta Conservancy works to develop the funding necessary to pay for our wildlife conservation work, and to provide financial assistance to projects that assist the people living within our neighbouring communities.

By the end of 2016, Ol Pejeta Conservancy had raised and dispersed over US\$ 6.5 million in support of its community development programme. We work with local government and a variety of elected community representatives across the district to identify projects that qualify for assistance from the Conservancy.

All projects are assessed on a case-by-case basis, and must contain some element of community contribution. We aim to concentrate on the following core areas: health, education, water, roads, agriculture and livestock extension services and the development of community-based conservation tourism ventures. Based on regular socio-economic surveys, we aim to provide the support necessary to address real needs and to make a real difference to the lives of the people who live nearby.

For more information, please visit: www.olpejetaconservancy.org

About Tinder

Launched in 2012, Tinder is the world's leading social app for meeting new people. With its global reach, people in all 196 countries around the world are swiping right to connect with others, making it a top 10 lifestyle app in more than 110 countries. In 2015, the company introduced Tinder Plus, giving users access to premium features, Rewind

and Passport. Last summer, Tinder launched Tinder Social, a new platform which allows users to create groups of friends in order to plan activities and expand their social circle. Each day, 26 million matches are made on Tinder with more than 20 billion matches made to date.

About Ogilvy Africa

Ogilvy Africa is Africa's premier communications agency.

Operating in 26 countries in sub-Saharan Africa, Ogilvy Africa is the largest and most awarded network agency on the continent.

We are also one of the longest-serving agencies on the continent with client relationships spanning over two decades.

We are part of Ogilvy Worldwide, one of the largest marketing communications companies in the world.

Ogilvy was named the Cannes Lions Network of the Year for five consecutive years, 2012, 2013, 2014, 2015 and 2016; the EFFIEs World's Most Effective Agency Network in 2012, 2013 and 2016; and Adweek's Global Agency of the Year in 2016.

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