



IMPACT REPORT 2025

Transforming Tourism. Together

About the report

This report presents the impact achieved across our portfolio in 2025. It highlights how our start-ups are driving measurable progress in building a more digital, tech enabled and regenerative tourism value chains in Kenya in our efforts of making Africa's tourism the envy of the World.

Methodology

Our regenerative tourism framework guides how we measure, track, and report environmental, social, economic, and governance performance across our portfolio. Impact data is collected and reviewed on a monthly and quarterly basis, ensuring consistent measurement, accountability, and year-on-year comparability.

All impact metrics are centrally managed through the **Baotree** digital platform, a secure and verifiable system designed to ensure data integrity and transparency. This enables our impact performance to be independently audited, supports evidence-based decision-making, and strengthens the credibility of our reported outcomes

Accuracy and comparability

Our impact framework references industry accepted and recognised sustainability best practice standards and our reporting references the Global Reporting Initiative (GRI) Standards.

Assurance

The information presented in this report is backed by evidence provided directly by each company within the PEV portfolio. While it is recognized best practice to seek third-party assurance for impact reporting, we have not sought external assurance for this report.

We are fully committed to maintaining accurate, transparent, and honest reporting practices. As our portfolio and impact measurement systems continue to grow, we will engage external verification partners in the future reporting cycle.

For comments about this report, please reach out to Job Odhiambo by emailing job@purpleelephant.ventures.

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Word from the CEO

Impact, climate, diversity - these have become dirty words in some circles.

Not at PEV.

The hard-nosed business realities of tourism dictate that we MUST leave our land and community in better shape than how we found it or we will destroy the very foundations of our industry. Not to mention it's the right thing to do.

We're proud to be creating - and documenting - the positive effects our portfolio is making. Why? So we can get better. It is our only option.

Ben Peterson
CEO



2025 Impact in Numbers

Revenue to Sustainable Tourism Businesses



2025
USD\$ 555,116

VS
USD \$ 482,998 (2024)
USD \$ 1,037,483 since 2024

Revenue to Local SMEs



2025
USD\$ 34,453

VS
USD \$ 29,000 (2024)
USD \$ 63,453 Cumulative

Value of Sustainable/Local Products added to Supply chain



2025
USD\$ 443,021

VS
USD \$ 585,000 (2024)
USD \$ 1,028,021 Cumulative

Job Creation

45



Total Direct and Indirect
Jobs Supported 2025

(12.5% growth from 2024)

15 - 75

indirect jobs

90%



full-time employment rate
(+12% from 2024)

55%



of full-time jobs to women

71% (2024)

of full-time jobs to women

45%



Women in Leadership
Positions 2025

(-5% from 2024)

83%



of full-time jobs going to
youth

(+12% from 2024)

Carbon Reduced from Supply Chain and Regeneration

vs 1,409 - 1,534 in 2024

2025
3,963.5 - 4,315.5 Reduced
tCO₂

vs 5,372.5- 5,849.5 Since 2024

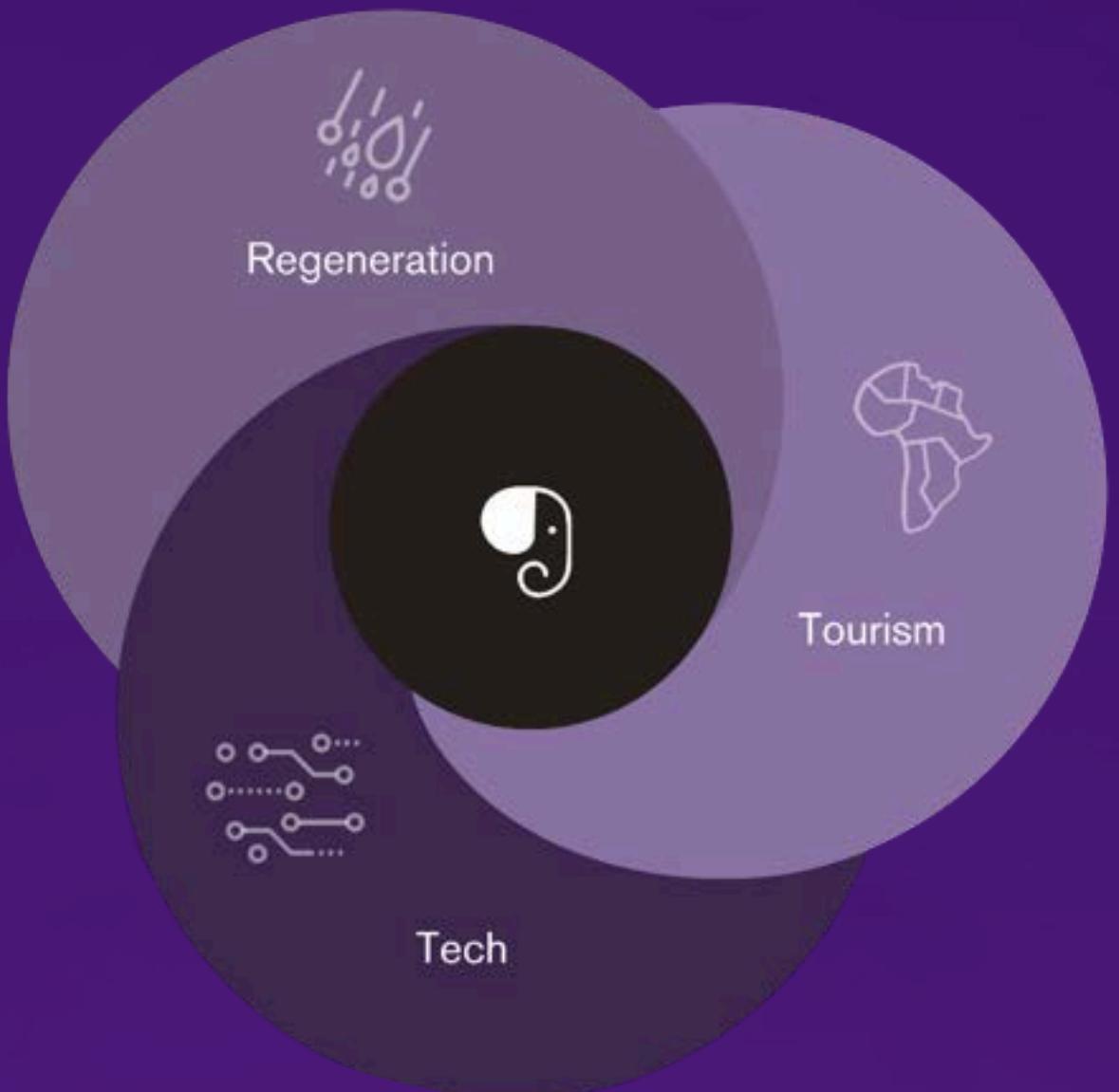
91.5 tCO₂ offset in 2025
25 tCO₂ offset in 2024
116.5 tCO₂ since 2024



1,830 trees saved 2025
168 trees saved 2024
1998 trees since 2024

Who we are

We are a purpose led venture studio that exists to make Africa's tourism the envy of the world. We believe that Africa's tourism needs innovation, the right partnerships and digital infrastructure to power a scalable, regenerative and profitable future. We design, build and scale tourism-tech start-ups that are deliver Africa's tourism transformation solutions.



Our Portfolio



KIJANI SUPPLIES

An e-commerce hospitality wholesaler, bringing convenience, efficiency and sustainability to Africa's hospitality industry.

Transformation: Helping 10,000 African hotels and lodges go green by selling them USD \$2B worth of sustainable & locally sourced products

NOMAD

A digital content business that sells bespoke conservation travel experiences in East Africa.

Transformation: Building a community of 1,000,000 sustainable travel enthusiasts across Africa and drive USD \$500 million worth of business to eco-friendly hotels and lodges across Africa.



zafari

A SaaS Business that maximizes revenue for lodges and hotels with a digital booking and marketing platform.

Transformation: Digitalizing Africa's lodges and camps to channel USD \$100M in direct bookings through world-class booking technology.

POWERTRIP

An energy company that helps hotels understand their energy use and reduce costs by upgrading appliances

Transformation: Reducing African hospitality energy consumption by 20% while making energy-efficient appliances more accessible



A pioneering debt vehicle designed to unlock sustainable financing for Africa's tourism sector.

Transformation: Unlocking USD \$1B in affordable, non-dilutive capital to power a regenerative and resilient tourism economy across Africa

Swoop Africa

A B2B marketplace unlocking the hidden value of empty-leg charter flights

Transformation: Building stronger, climate-friendly aviation networks across Africa by filling empty charter seats and driving USD \$1B in new revenue for the sector

JOIN AFRICA

An App for African safari guides to empower them and enhance their visibility and careers.

Transformation: Empowering 1500 safari guide entrepreneurs across Africa, increase safari guides income by 50% and educate 30,000 safari guides on sustainable tourism best practices

SDI Safari Defenders Initiative

A non profit that strengthens tourism in Africa's underserved conservation landscapes helping them thrive.

Transformation: Directing USD \$100B in tourism revenue to Africa's underfunded and underserved conservation areas to close the financing gap and unlock lasting ecological and community impact

Our Approach to Impact & The Material Issues

We have adopted a regenerative approach to impact. We do this by integrating commercial success with measurable positive social-economic and environmental impacts, not as separate goals, but as mutually reinforcing outcomes.



Environmental Prosperity



Social Economic Prosperity



Good Governance

- Protecting and restoring natural environment and ecosystem services
- Strengthening biodiversity conservation and protection
- Enhanced circular elimination of pollutants and waste
- Eliminating carbon footprint of tourism

- Improving and enhancing local livelihoods
- Enriching traditional culture
- Promoting decent and productive employment
- Strengthening responsive supply chains

- Enhancing the good governance practices

Transforming Tourism. Together

No single solution can transform Africa's tourism; lasting impact emerges when multiple business models work collectively to shift how value is created and shared. Our companies achieve impact collectively

	Achieving	Improved and enhanced local livelihoods	Enriched traditional cultures	Decent and productive workforce	Strengthened responsive supply chains	Protected and restored natural environment and ecosystem services	Strengthened biodiversity conservation and protection	Carbon footprint eliminated	Enhanced circular elimination of pollutants and waste	Enhanced good governance practice
	Will Achieve									
Kijani Supplies	✓			✓	✓			✓	✓	✓
PowerTrip				✓	✓	✓		✓		✓
Zafari				✓	✓		✓			✓
Nomad	✓	✓		✓	✓	✓		✓		✓
Join Africa	✓			✓	✓					✓
Swoop				✓	✓			✓		✓
Uplift	✓			✓	✓					✓
SDI				✓	✓					✓

Our 2025 Impact Performance



Environmental
Prosperity



Social Economic
Prosperity



Good
Governance



Environmental Prosperity

01. Climate Action

Helping the Industry Reduce Carbon Footprint

Decarbonizing Africa's tourism sector is fundamental to our vision of positioning Africa as the global benchmark. In 2025, we continued to translate this ambition into measurable climate action.

By streamlining procurement systems, embedding locally sourced products into hotel supply chains, and reducing the distance between producers and lodges, we enabled safari operators in the Maasai Mara region to cut their carbon emissions by an estimated 3,872–4,224 tCO₂ in a single year.

Beyond procurement, we empowered travelers to actively reduce their travel footprint. By curating carbon-friendly travel experiences and partnering with a regenerative offset provider supporting community-led forest conservation in Kenya, we helped offset 91.5 tCO₂ in 2025—equivalent to safeguarding 1,830 trees.

Since 2024, our interventions have contributed to a total emissions reduction of approximately 5,372.5–5,849.5 tCO₂ and the protection of 1,998 trees, demonstrating how intentional supply-chain reform and regenerative tourism models can deliver climate impact at scale while strengthening local ecosystems and communities.



Hotel Procurement Footprint



Traveler Footprint



Regeneration



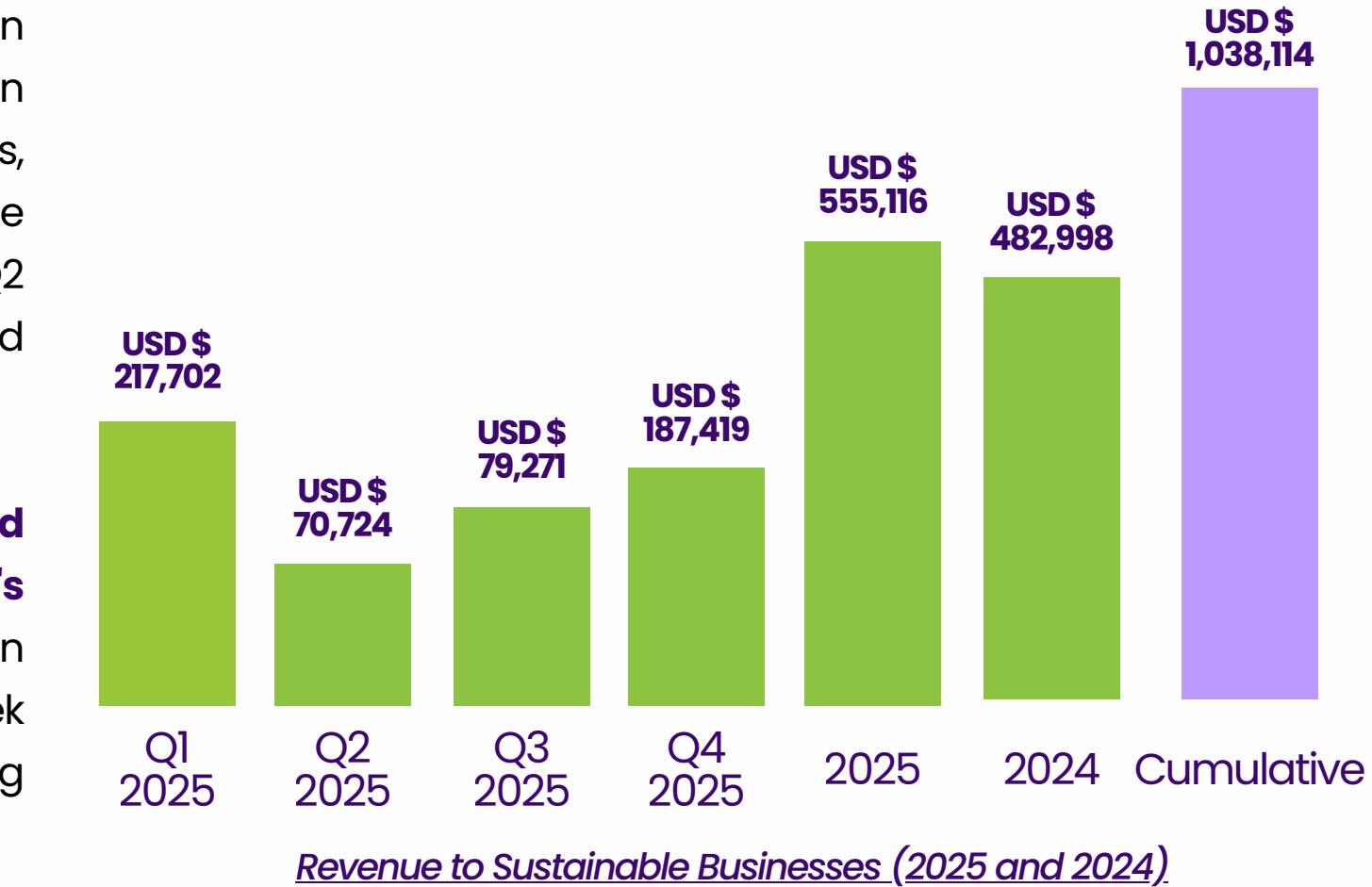
Social Economic Prosperity

02. Strengthening Supply Chains

Supporting Growth of Sustainable Businesses

Our commitment to rewarding responsible businesses for their efforts in supporting a sustainable Africa tourism delivered measurable results in 2025. We channeled USD \$555,116 to certified sustainable operators, primarily hotels. This represented a 15% increase from 2024's \$482,998. While quarterly results fluctuated, the annual trend demonstrates consistent upward momentum.

This marks our second consecutive year of growth. **We have now directed over \$1 million to certified sustainable businesses reshaping Kenya's tourism landscape.** This progress matters because the gap between traveler demand and market supply is narrowing. Most visitors actively seek sustainable options, yet certified properties remain scarce, competing against operators that don't prioritize sustainability.



\$1M+

Over USD \$1 million to certified sustainable businesses in 2 years



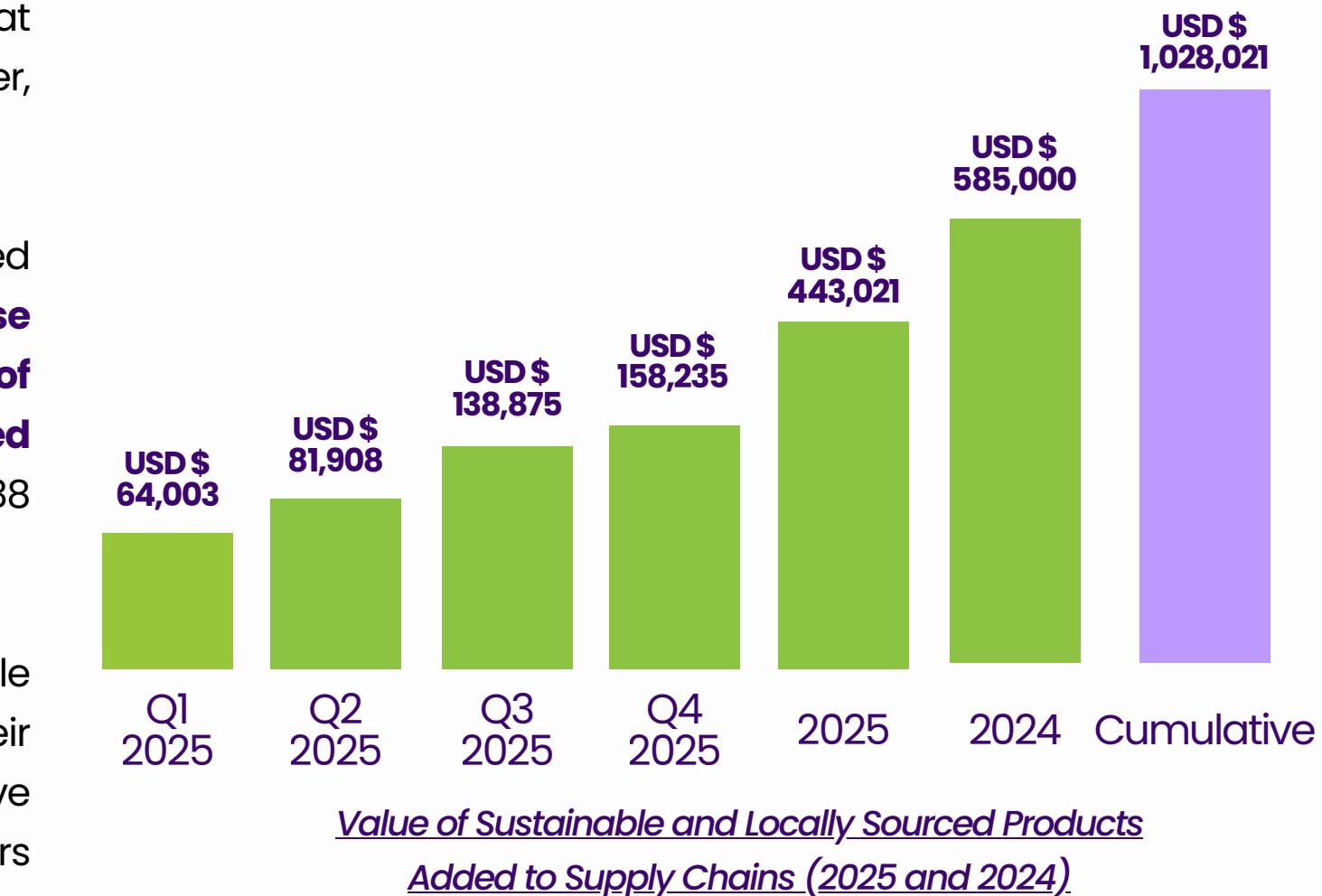
02. Strengthening Supply Chains

Improving Access To Sustainable and Local Products

We remain committed to building the infrastructure and connections that make local and sustainable procurement viable—one product, one supplier, one hotel at a time.

In 2025, we facilitated \$443,021 worth of sustainable and locally sourced products entering hotel supply chains. **While this represents a 21% decrease from 2024's \$585,000, it reflects market realities, including availability of sustainable and quality local products in the market, rather than reduced commitment.** Cumulatively since 2024, we have channeled USD \$927,538 worth of products into supply chains.

Each sustainable and local product added to the supply chains has ripple effects: Local businesses see tourism revenue circulate within their communities rather than leak away, hotels reduce the negative environmental footprints of their procurement processes, and travelers enjoy offerings that align with growing sustainability expectations. By embedding local and responsible sourcing into tourism supply chains, our portfolio businesses are contributing directly to SDG 12: Responsible Consumption and Production.



\$1M+

USD \$1,028,021 worth of sustainable and local products added to the supply chain in 2 years



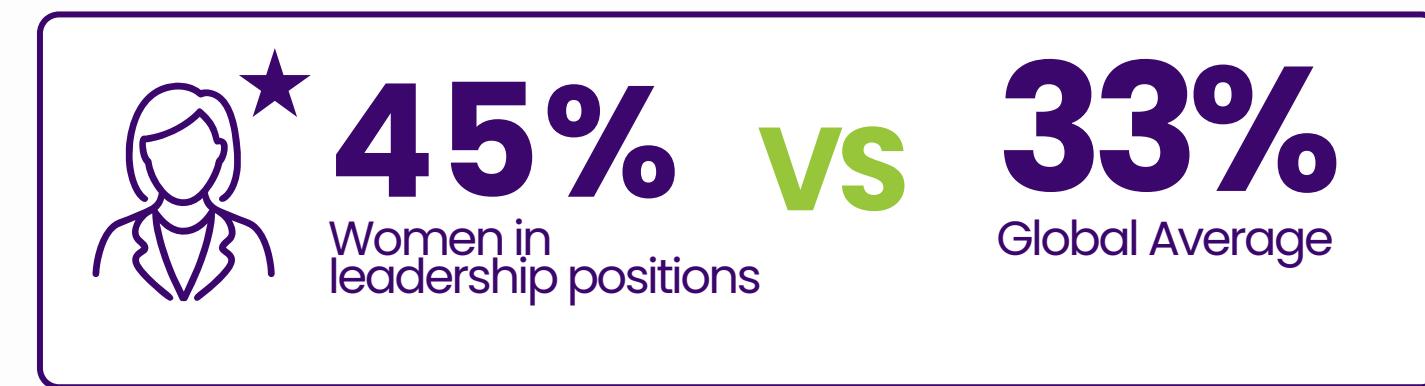
03. Advancing Decent Work and Inclusive Employment

Advancing secure and inclusive Jobs

The tourism sector is one of the world's largest job creators, responsible for 1 in 10 jobs globally. Yet most employment remains insecure, low-paid and unequal. Our portfolio businesses are taking a different approach, demonstrating that tourism can generate decent work that is stable, inclusive and empowering.

In 2025, our businesses maintained 45 direct jobs, 90% of which were full-time and paid above market rates, an increase of 12 points from 2024. Women held 71% of these stable positions, well above the 54% global average. Full-time roles for women increased from 55% in 2024, while leadership representation was 45% (vs. 50% in 2024), still exceeding the 33% global average. Youth secured 83% of full-time positions, reflecting our commitment to addressing youth unemployment in Kenya and across Africa.

These numbers are more than statistics, they represent career pathways in communities where quality jobs are scarce, and tourism employment is often uncertain. By prioritizing stability, competitive pay and inclusion, our portfolio businesses are advancing SDG 8, proving that profitable tourism operations can also generate meaningful, transformative work for women, youth, and the wider community





04. Improving Local Livelihoods

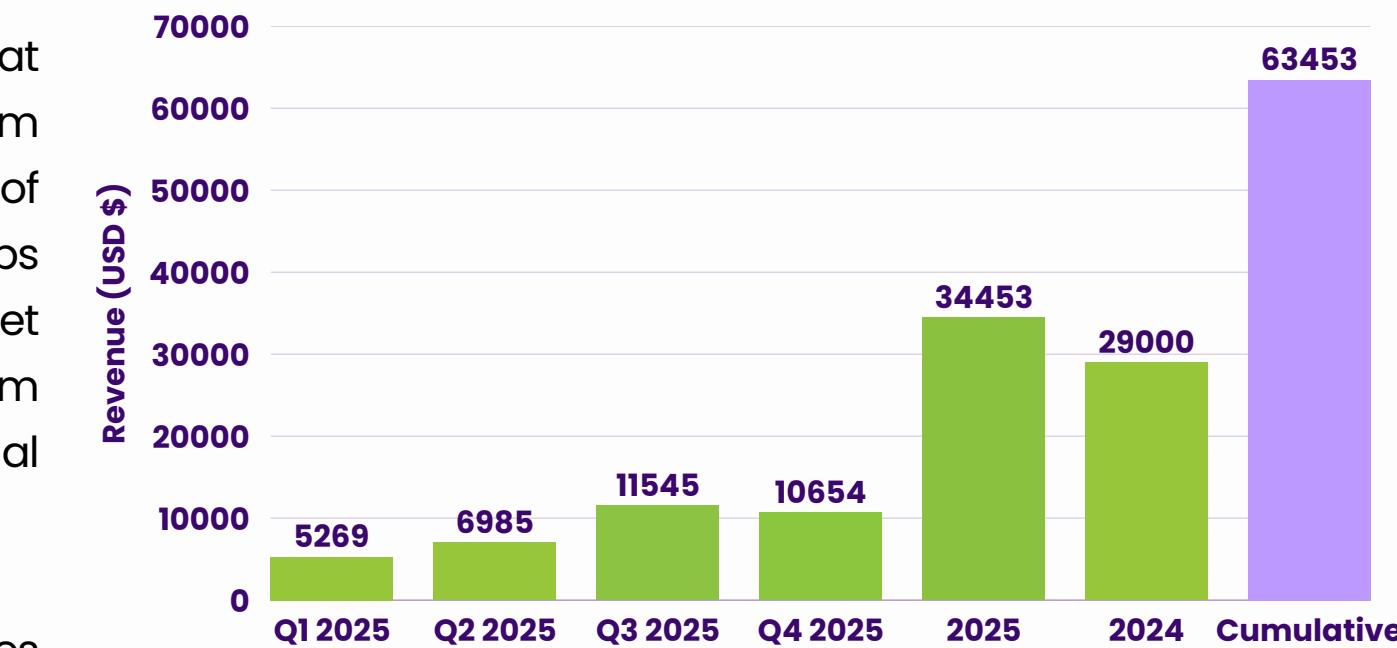
Supporting Local SMEs and Jobs in Tourism Value Chains

We are supporting better livelihoods around tourism and demonstrating that technology can democratize market access for those historically excluded from tourism's economic benefits. Local SMEs play an important role in the growth of tourism economy of places and their participation in tourism value chains helps to support local jobs. Yet many struggle to access formal tourism markets, meet the consistent quality and volume requirements that traditional tourism businesses demand or compete with larger and sometimes multinational organizations.

Because of this, our portfolio creates direct linkages between tourism businesses and local SME products and services. In the Maasai Mara region where we are supporting integration of local products into hotel supply chains through a digital e-commerce platform and supplies aggregation, we drove \$34,453 in revenue for 13 SMEs, a 19% increase to 2024's \$29,000. On average, each local SME earned \$2,649 annually through these partnerships.

Beyond direct suppliers, we are addressing another critical gap: connecting independent local guides to travelers, hotels and tour operators while supporting their up-skilling needs. In 2025, we launched a digital marketplace that gave 970 independent local guides visibility they have never had before. These guides, many operating informally or relying on word-of-mouth, now have professional profiles showcasing their offerings. The platform has generated 250 guest reviews, creating the trust signals that travelers need and the track records that help guides build sustainable businesses.

Revenue to Local SMEs (2025 and 2024)



USD \$ 2,649
on Average/SME/Annum



970
Independent Local Guides with Improved Market Visibility

05. Good Governance

Industry Engagement, Reach and Knowledge Sharing (Events and Social Media reach)

1. Executive Advocacy (Global Summits)

- 10 Major Keynotes & Panels | 3,500+ Stakeholders Engaged

PEV leadership secured high-level speaking & panelists roles at the continent's most influential forums, from the Africa Tech Summit in Nairobi to Africa Arena in Cape Town and the Sustainable Tourism Africa Summit. By engaging audiences ranging from the 50 operational decision-makers at the Maasai Mara Managers Association to global investors in Washington D.C., we successfully positioned the "Contextual Advantage" thesis at the center of the industry conversation.

2. Ecosystem Co-Creation (The Tigoni Workshop)

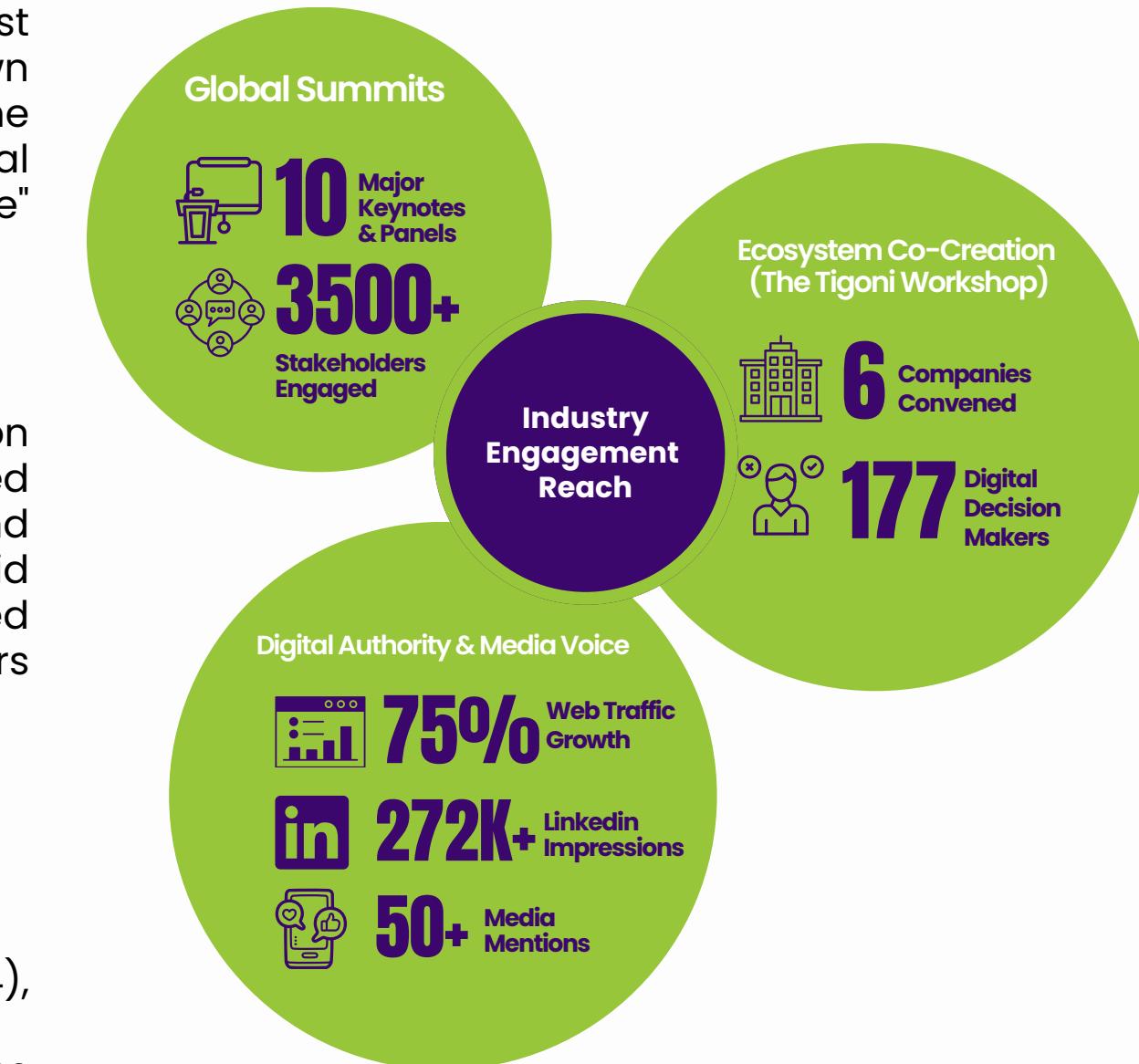
- 6 Like-Minded Companies Convened| 177 Digital Decision-Makers
- In September, we moved from advocacy to action with our inaugural Co-Creation Workshop in Tigoni. The event physically united top operators to co-design shared solutions for energy and waste, revenue rollercoaster, green value chains and digital tools. Digitally, the event extended its influence globally via a hybrid broadcast, engaging 177 unique senior leadership viewers who spent a combined 28+ hours consuming the content, proving our ability to convene decision-makers both offline and online.

3. Digital Authority & Media Voice

- 75% Web Traffic Growth | 272k+ LinkedIn Impressions | 50+ Media Mentions

Our digital footprint expanded significantly in 2025.

- Web Growth: Active website visitors nearly doubled to 10,000 (up from 5.6K in 2024), with 98% being new users, signaling a surge in fresh global interest.
- Social Influence: On LinkedIn, our industry leadership generated **272,937** impressions and reached **46,487** unique members. Most notably, we achieved an **18.3% engagement rate**, far exceeding the industry average, demonstrating deep resonance with our content.
- Media Presence: PEV was featured in 50+ media outlets including Africa Capital Digest, Tech Arena, Disrupt Africa, PhocusWire, Business Daily, and the UN Tourism Investment Report, cementing our status as the authority on regenerative tourism investment.



05. Good Governance

Sustainability Awards and Recognitions

- **Silver Winner: WTM Africa Responsible Tourism Award (Cape Town)**
- **Winner: PhocusWright Emerging Markets Seed-Up Award (Barcelona)**
- **Finalist: PhocusWire People's Choice Awards (Singapore)**

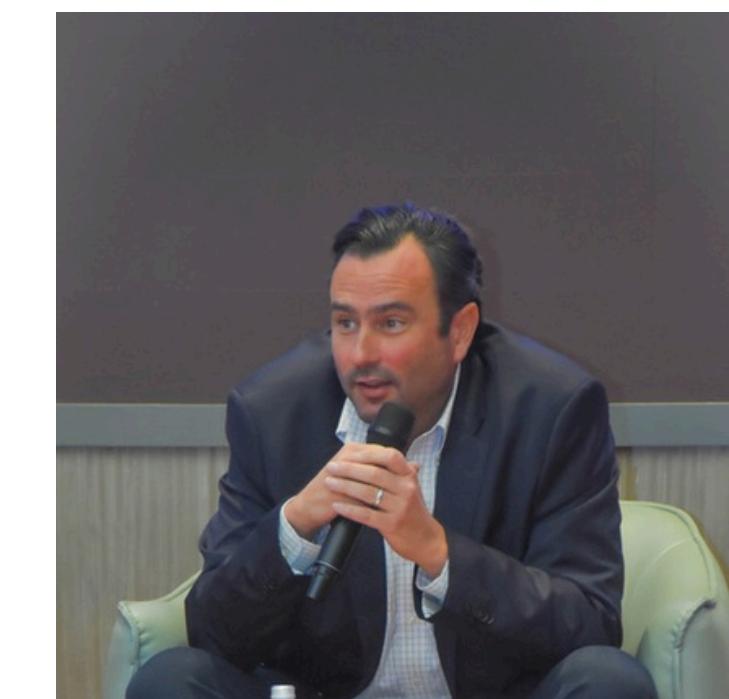
Our portfolio's innovation was validated not just in Africa, but on the global stage. Kijani Supplies commanded international attention, winning the Emerging Markets Seed-Up Award at PhocusWright in Barcelona and securing the Silver Award for Shared Value at WTM Africa.

Further cementing their global influence, they were selected as a finalist for the PhocusWire People's Choice Awards in Singapore, proving that PEV's 'Contextual Advantage' thesis resonates with investors and industry leaders worldwide.

Capacity Building

Internal alignment is the bedrock of external impact. In 2025, we delivered two in-house trainings for our PortCo, focusing on integrating regenerative practices in company culture and operations, reporting, and communication impact to different audiences.

Good Governance



Words from Portco CEO's



KIJANI SUPPLIES

In 2025, Kijani Supplies made tangible progress toward our mission of building Africa's most trusted, climate-aligned, and locally rooted hospitality supply chain network. We deepened our impact by maintaining stable revenue to local SMEs (USD 34,453), reinforcing our commitment to inclusive economic growth within our supplier ecosystem. Through smarter sourcing and logistics, we helped reduce approximately 4,000 tonnes of carbon from hotel supply chains, demonstrating that sustainability and operational efficiency can advance together. With 81% of our suppliers being locally based businesses and USD 323,000 in sustainable products delivered, Kijani continues to strengthen resilient, circular, and technology-enabled supply systems that enable lodges and hotels to operate more sustainably and effectively.

Mwangi - CEO: Kijani Supplies



JOIN AFRICA

Join Africa is all about creating a fairer, more transparent tourism ecosystem in Africa, where local guides and tour operators can own their visibility, credibility, and earnings. We believe the best travel experiences start with trusted local expertise and that guides are underutilised in the industry.

After a few months in development, we launched the Join Africa app in July for guides, and by the end of the year, over 1,000 had signed up. The Tour Operator platform went live in October, and 17 operators were on board by year-end, giving more people access to authentic, local guides. We also formalised key partnerships with local entities, setting a strong foundation for a more inclusive tech-enabled tourism sector across East Africa.

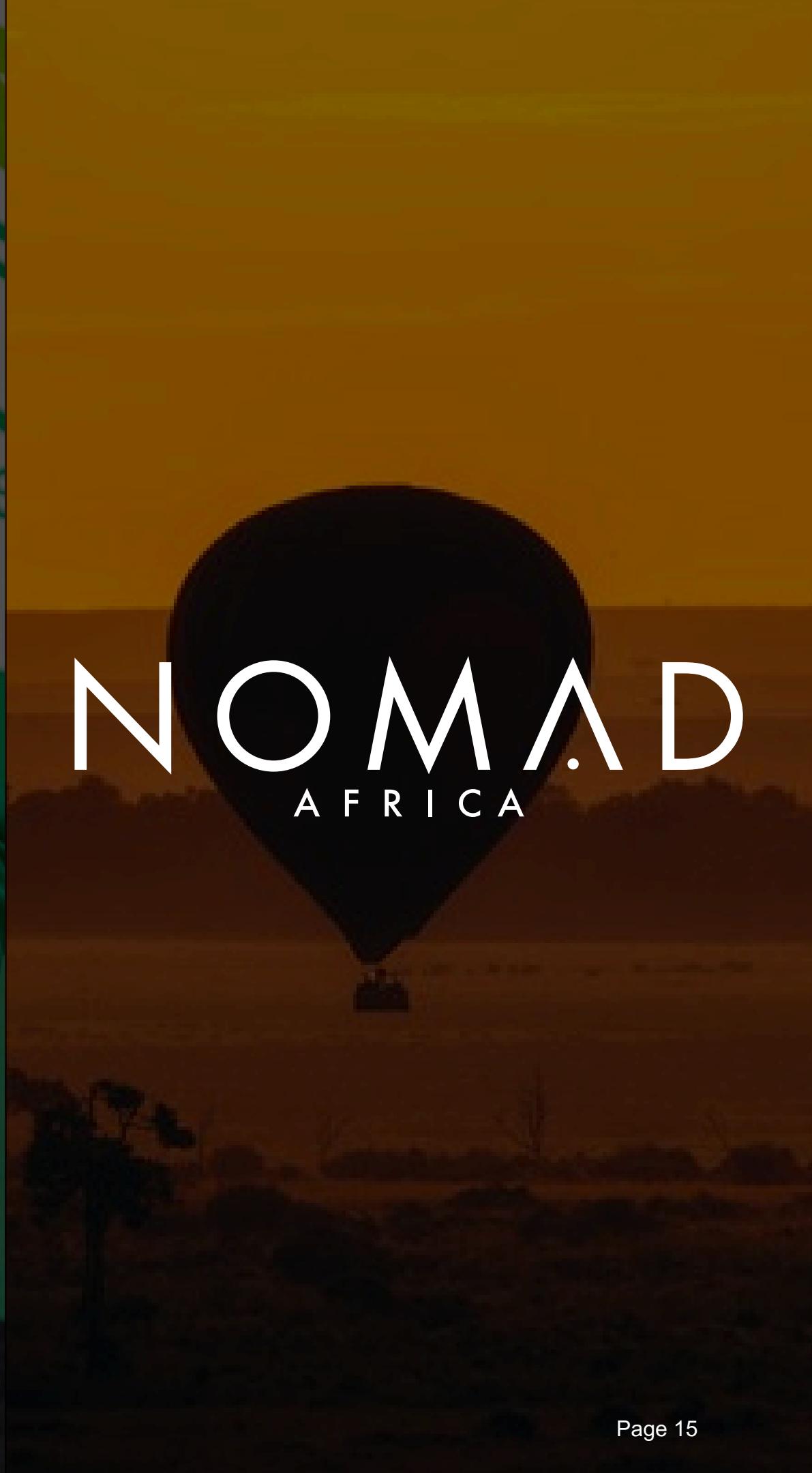
Matilda - CEO: Join Africa



Individual Portfolio Business Performance

More Established PortCo

Kijani Supplies • Nomad Africa



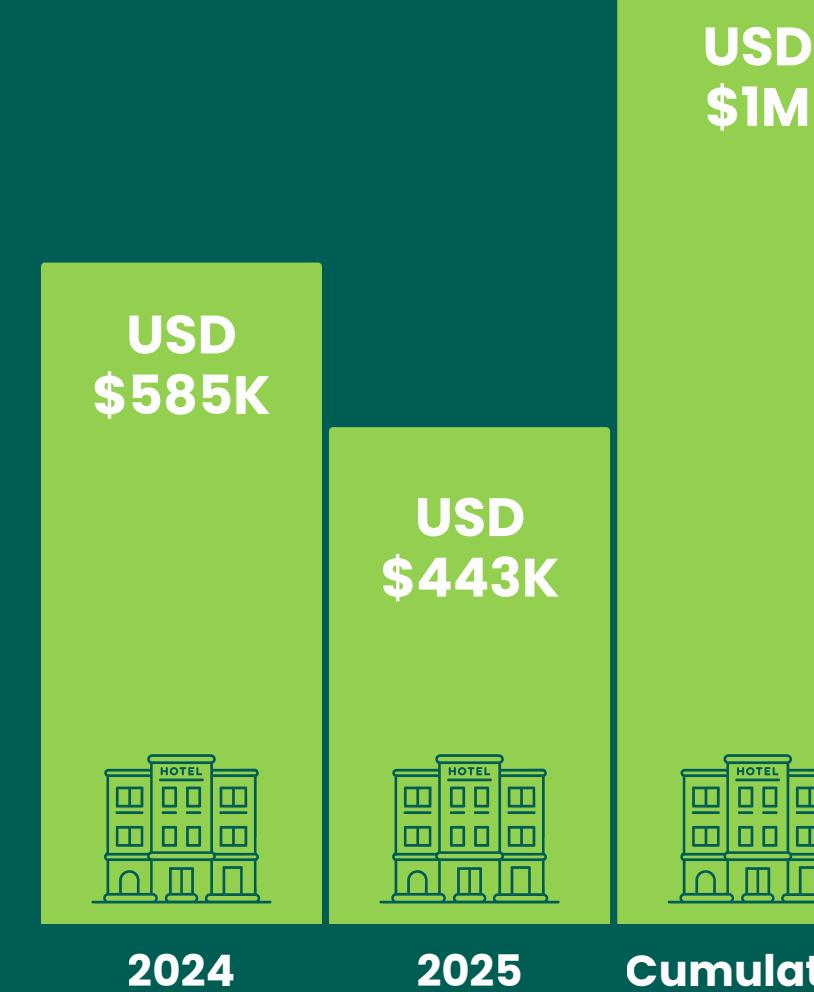


Kijani Supplies exists to make sustainable procurement the standard for Africa's hospitality industry. Its purpose is to help 10,000 African hotels and lodges go green by selling USD \$2 billion worth of sustainable, locally sourced products while building the continent's most carbon-friendly hospitality supply distribution business. Kijani does this through a digital procurement platform, consolidated and solar-powered warehousing, efficient logistics, and strong local supplier networks.

In practice, Kijani Supplies provides hotels and lodges with a reliable one-stop solution for sourcing everyday hospitality products efficiently, affordably, and with a significantly higher positive social economic and climate impact.

2025 Impact Performance

Value of Sustainable and Locally Sourced Products Supplied to Hotels



Revenue to Local SMEs

2025=USD \$ 34,453
2024=USD \$ 29,000



5,247 – 5,724 tCO₂
2025: **3,872–4,224 tCO₂**
+
2024: **1,375–1,500 tCO₂**

Carbon Reduced from Hotel Supply Chains

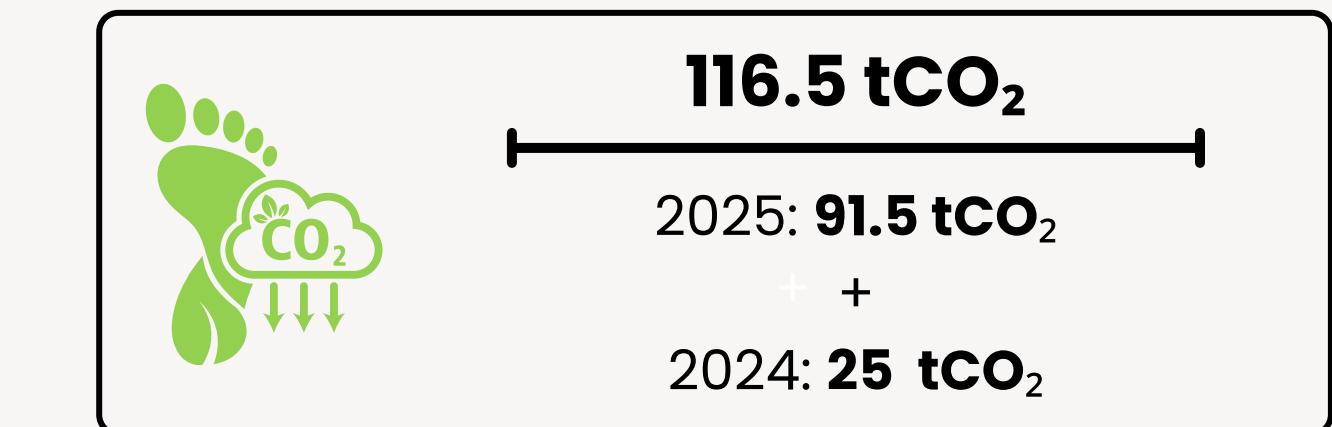
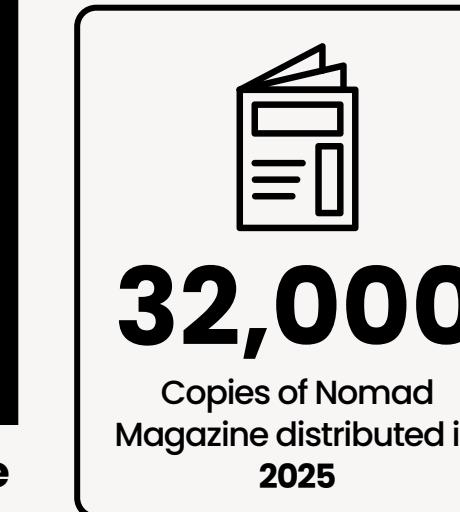
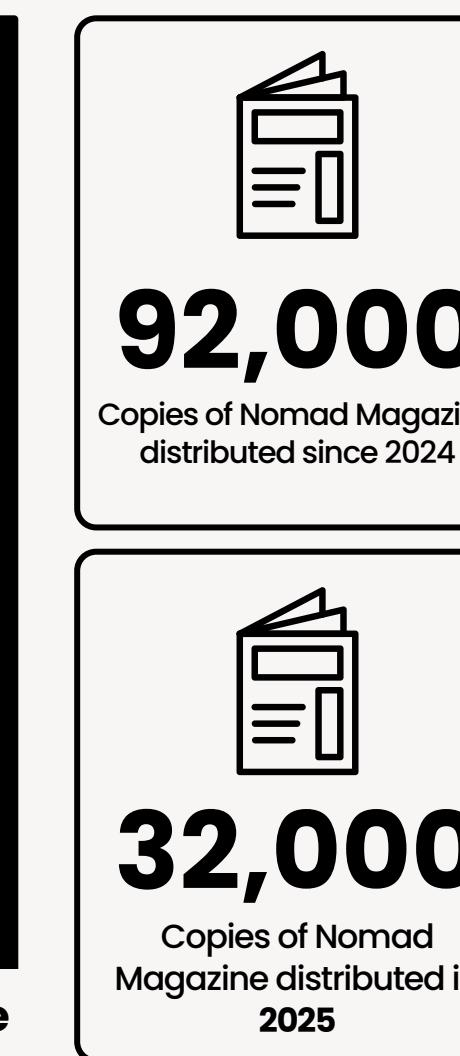
Nomad Africa exists to redefine travel in Africa by championing regenerative tourism that uplifts people and places and builds a community of conscious travelers. The company aims to build a community of 1,000,000 sustainable travel enthusiasts and drive USD \$500 million of business to eco-friendly hotels and lodges across Africa, reinforcing a greener, fairer tourism economy. Nomad delivers on this by combining curated, responsible travel experiences with storytelling through its magazine and platforms.

In practice, Nomad connects travelers with meaningful, low-impact journeys that benefit ecosystems, empower women and local communities, and support a sustainable tourism supply chain throughout the continent.

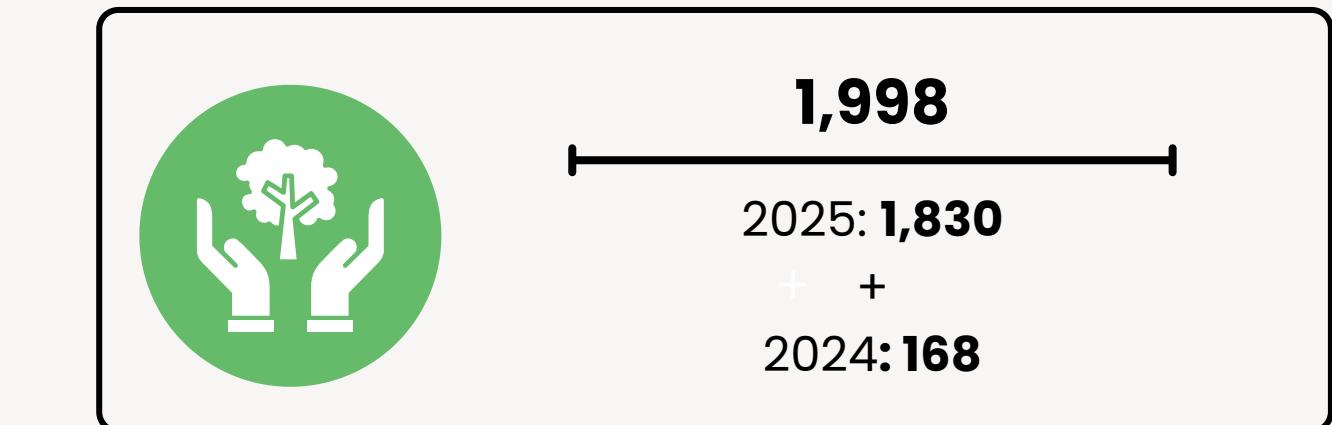
2025 Impact Performance



Business to Eco Hotels and lodges



Carbon Reduced from Hotel Supply Chains



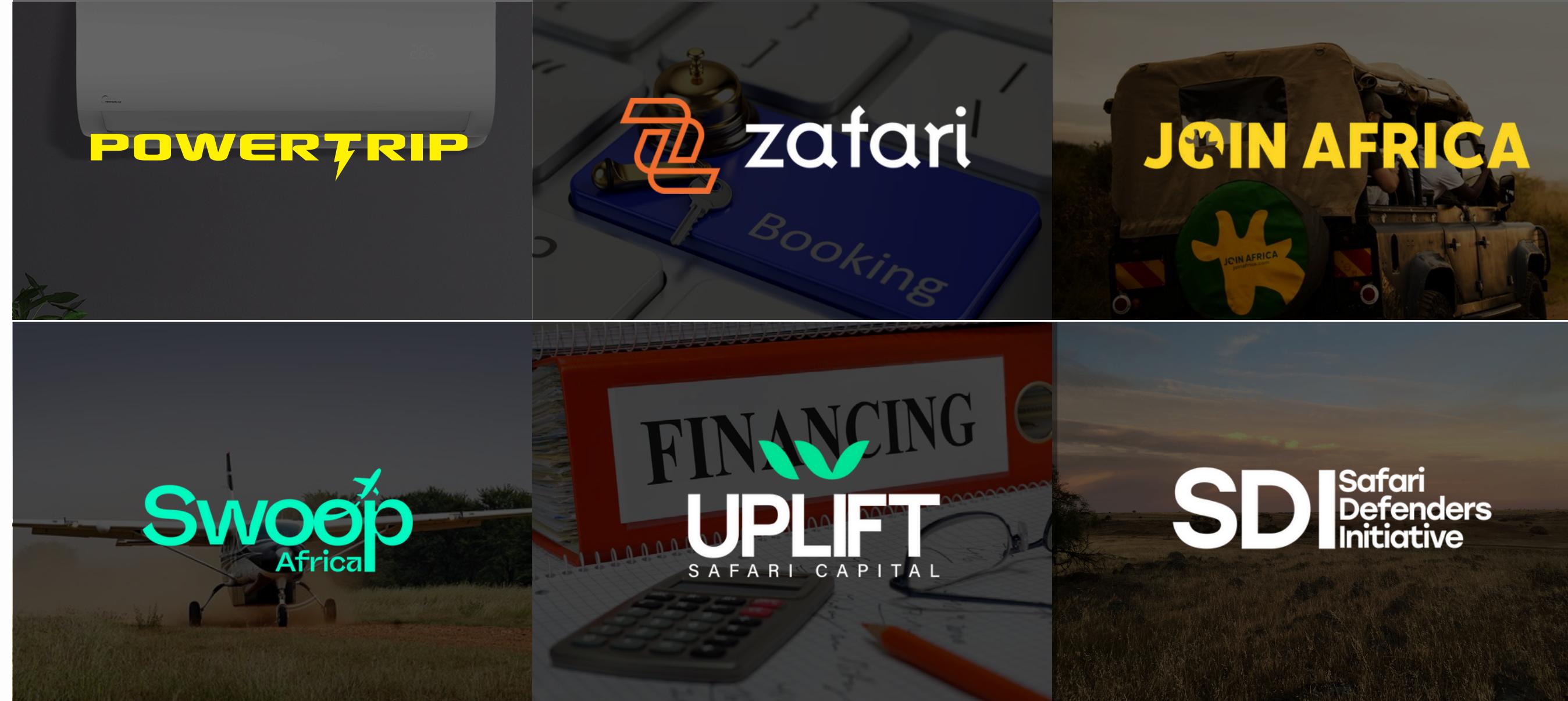
Trees Saved from Offsets

Individual Portfolio Business Performance

Early Stage Portco

PowerTrip Zafari Join Africa Swoop

Uplift Safari Capital Safari Defenders Initiative



Individual Portfolio Business Performance

Early Stage Portco



Impact Goal

Reducing African hospitality energy consumption by 20% while making energy efficient appliances more accessible

Progress

Currently setting up operations at the Coast of Kenya



Impact Goal

Digitalizing Africa's lodges and camps to channel USD \$100M indirect bookings through world-class booking technology.

Progress

Currently remodelling



Impact Goal

Empowering 1500 safari guide entrepreneurs across Africa, increase safari guides income by 50% and educate 30,000 safari guides on sustainable tourism best practices

Progress

970 Independent guides on Join Africa Digital Platform



Impact Goal

Building stronger, climate-friendly aviation networks across Africa by filling empty charter seats and driving USD \$1B in new revenue for the sector

Progress

Currently onboarding charter companies and destination marketing companies



Impact Goal

Unlocking USD \$1B in affordable, non-dilutive capital to power a regenerative and resilient tourism economy across Africa

Progress

USD \$500,000 disbursed



Impact Goal

Directing USD \$100B in tourism revenue to Africa's underfunded and underserved conservation areas to close the financing gap and unlock lasting ecological and community impact

Progress

26 Conservation areas engaged: 12 targeted for tourism projects: Currently raising funding

2026 Q1 Plans





Transforming Tourism in Africa. Together

www.purpleelephant.ventures