

# Annual Report

2024

**EXO**  
FOUNDATION



Donate

[exofoundation.org](https://exofoundation.org)

# Summary

A Record-Breaking Year of Generosity and Impact

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Japan





## Our Vision

Use tourism to make destinations better places for people to live in, and for travelers to visit.

# A Record-Breaking Year of Impact

2024 has been a phenomenal year for the EXO Foundation, and it is with immense pride that we share this annual report, reflecting our **most impactful year to date**. It has been a record-breaking year in terms of our giving back, and we are incredibly grateful for the opportunity to support so many wonderful projects across nearly all of our host countries.

Our approach has been rooted in understanding. We have spent dedicated time immersing ourselves in the communities we touch, listening to their needs, understanding the unique challenges of each destination, and identifying areas where the EXO Foundation could make a tangible difference.

This year, we have proudly supported both pilot projects and ongoing long-term initiatives, spanning a diverse range of critical areas including education, environmental conservation, healthcare, etc. Each project embodies our commitment to sustainable, positive change and reflects the collaborative spirit between the EXO Foundation, our dedicated partners, and the communities we serve.

In 2024, we reinforced our commitment to environmental sustainability by building on our previous reforestation efforts in Vietnam and Indonesia—where we successfully planted between 5,000 and 20,000 trees—we established the EXO Forest in Krabi, planting over 16,000 trees. This project reflects our ongoing dedication to not only mitigating climate change but also restoring and preserving Thailand's natural ecosystems.

We are also very proud to share that EXO Travel's team members have been actively involved in the decision making process of grant attributions from the EXO Foundation, making sure we align with our mission but also making sure that what we do resonates with the values of our main donors.

The EXO Foundation accompanies EXO Travel and provides guidance on sustainability topics, invested in GSTC training sessions supporting the team members to work not only for EXO but for a better future.

Within this report, you will discover stories of resilience, innovation, and the transformative power of collective action. We invite you to join us in celebrating the achievements of 2024 and to share in our vision for an even brighter future.

# Who are we?



**Founder**  
Olivier Colomes



**Board Director**  
Hamish Keith



**Board Advisor**  
Alexandra Michat



**EXO Foundation Leader**  
Charlotte Piffard



**EXO Foundation Coordinator**  
Thant Sin Oo

## EXO Foundation's Mission

We are a non-profit organization supporting local grassroots organizations. Our ambition is to pave the way for mainstreaming good practices within the travel industry, we aim to maximize the potential for tourism to become a tool for poverty alleviation and sustainable development.

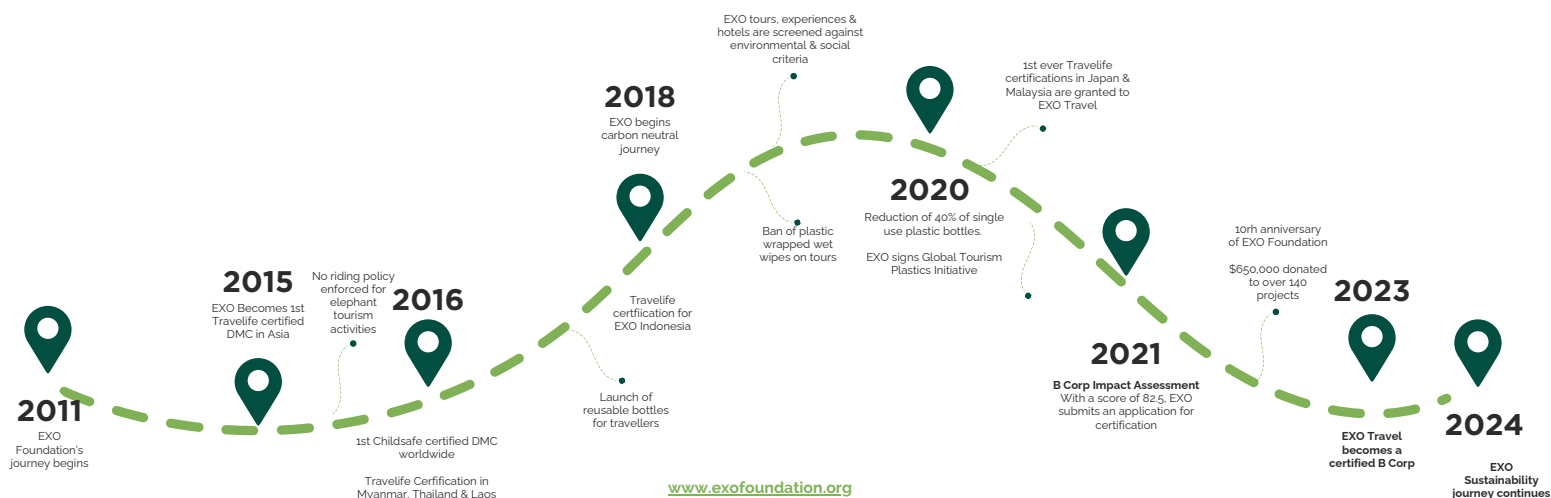
## Fundings

Our main source of funding is donations from EXO Travel and from corporate and social responsible activities of incentive groups. EXO Travel donates US\$1 per traveler to EXO Foundation from its profits and bears the operational costs for offices, employees and communication materials.

All donations are 100% donated to curated organizations.

We require projects to have a measurable impact, report on a regular basis and provide evidence of project's completion.

## The EXO Foundation Timeline



# Our year in numbers

In 2024, EXO Travel contribution to the EXO Foundation reached an unprecedented amount of **164.721 USD**. This generous donation, directly linked to the number of travelers who travelled with EXO Travel in 2024, reflects the company's dedication to giving back to the communities it serves.

**165k**

Collected from  
EXO Travel's  
Profit

**236K**

Donated  
in 2024

Thanks to our careful fund management, we have successfully preserved EXO Foundation's capital over the years. This financial stability has enabled us to fully relaunch the foundation's activities with full momentum, disbursing a total of **\$236,000**. As a result, our efforts have contributed to improving livelihoods, protecting ecosystems, and fostering cultural understanding.

This year, we have invested significant time and effort in building new partnerships and expanding our network, particularly in destinations where our presence was previously limited. As a result, we were able to support **34 impactful projects** across **8 Asian countries**.

**34**

Projects  
supported

# Carbon Fund



EXO Travel's commitment to sustainability is further exemplified by its generous contribution of **286,000 USD** through their Carbon Neutral Holidays and flight offsetting initiatives. Through this funding we have created a microfinance project in partnership with the **Reset Tourism Fund** (established by the Untours Foundation). This project tackles poverty alleviation by providing low-interest loans to social entrepreneurs and small businesses, encouraging them to adopt more sustainable practices. Leveraging Untours' microfinance expertise,

**286K**

Collected -  
Carbon Neutral  
Holiday Fund

**50K**

Donated -  
Carbon Fund

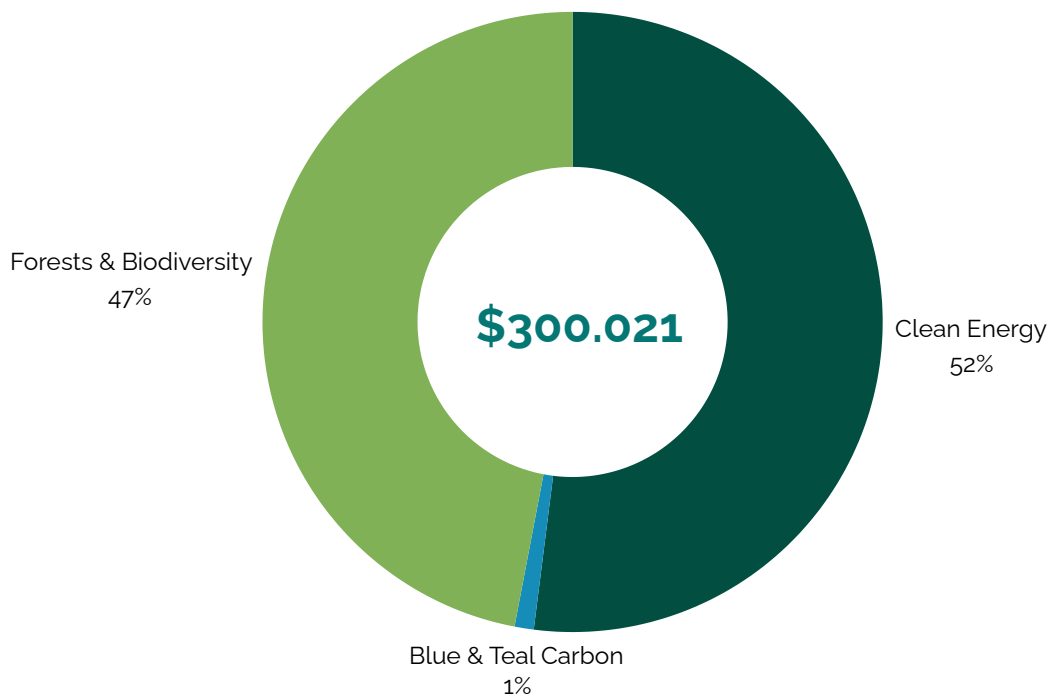
We've committed an initial investment of **50,000 USD** over the next two years to launch this program, which will also indirectly support EXO Travel's own sustainability goals by encouraging their suppliers to transition towards greener sources of energy.

Furthermore, a significant portion of this funding is being allocated to reforestation projects, focusing on the preservation and restoration of vital mangrove and forest ecosystems.

**97K**

Donated -  
Reforestation

# Carbon Fund - Overview



## Allocation of funds by project type 2017-2024

*We have created the carbon fund back in 2017 and strategically deployed it to support impactful projects across our destinations, focusing on carbon offsetting and reduction. From **reforestation initiatives** that sequester carbon to **clean energy solutions** that minimize emissions, we're actively investing in a more sustainable future for travel.*

### Reforestation :

- Planted **16,050 trees** with **Click a Tree** in Krabi, Thailand, contributing to local ecosystem restoration, providing community employment and offsetting **8,346 tons of CO<sub>2</sub>e**.
- Continued strategic of **5 hectares of land acquisition** with **Kalaweit** for long-term reforestation and conservation.
- Maintained partnership with **Gaia** in Vietnam, supporting ongoing reforestation efforts in vital forest ecosystems since 2018.

### Clean Energy :

- **Nomad Nol Plastik**, a pilot project in Indonesia, also supported by the French Development Agency, is converting **plastic waste to fuel**, reducing coastal pollution, and benefiting local communities.
- Initiated the Reset Tourism Fund, empowering our supply chain to transition to greener energy solutions.
- From 2017 to 2019, we invested in improved cookstoves through **Nexus Carbon Credits**, reducing deforestation, improving community health and compensating **4,516 tons of CO<sub>2</sub>e**.



# Carbon Fund

## Reforestation projects since 2017



# Our impact 2024



Beyond financial contributions, we track tangible results across a range of initiatives. The table below details our 2024 quantifiable achievements. These figures showcase our efforts in sustainable tourism, supplier development, education, collaboration, animal support, innovation, climate action, economic empowerment, healthcare, and environmental stewardship. We are deeply grateful to our partners, donors, and dedicated team for making these achievements possible.

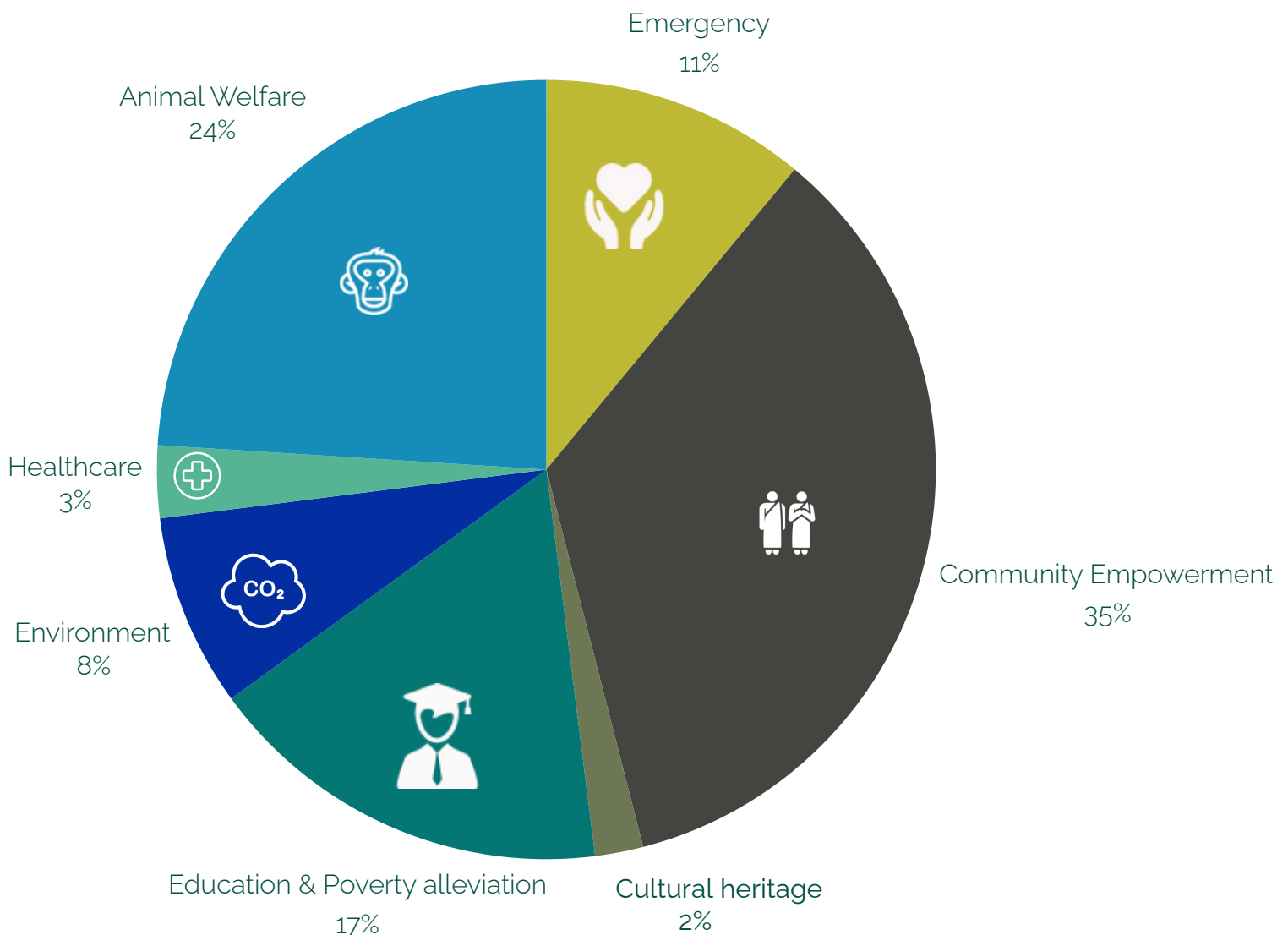
Children sent to school	Rice provided	Trees planted	Solar fans financed	Hours of training facilitated (Carbon reduction/GSTC/ Agro-ecology)
20	2610 kg	17586	46	293
Hours of work created	Benefited from healthcare	CO2 absorbed	Kg of plastic being prevented from going into the ocean	Hectares protected & converted converted farmland to natural habitat for gibbons
4013	428	11 650	2553	700

# Focus areas

In 2024, the EXO Foundation focused on creating meaningful impact across diverse causes, prioritizing long-term sustainability and community well-being.

**Community empowerment** received 35% of donations, supporting microfinance and waste management programs to foster self-reliance. **Animal welfare** followed with 24%, funding rescue, rehabilitation, and protection efforts. **Education and poverty alleviation** accounted for 17%, providing scholarships and vocational training to empower individuals. Our **emergency fund** (11%) offered immediate relief during disasters, while **environmental conservation** (8%) tackled climate change through reforestation. **Healthcare** initiatives (3%) ensured access to essential medical services, and cultural **heritage preservation** (2%) safeguarded traditions and historical sites.

Funding was allocated based on urgency and long-term impact, with greater grants in initiatives driving social and economic progress while maintaining support for vital yet specialized causes.





# Sustainability Awards

Empowering Sustainable Tourism in Asia

## Elevating impact and celebrating changemakers!

Building on the resounding success of our inaugural Sustainability Awards in 2023, we were thrilled to launch the second edition this year. This exciting endeavor involved a dedicated six-month journey of meticulous planning, from assembling the perfect jury to communicating with applicants and the public, and culminating in a virtual ceremony held on December 4th 2024.

We were overwhelmed by the response, receiving nearly 60 applications from both for-profit and non-profit organizations across Asia, each showcasing remarkable initiatives and projects that are driving sustainable change in the travel industry.

### A Rigorous Selection Process

To ensure the highest standards of evaluation, we assembled an esteemed jury composed of internationally recognized experts in sustainable tourism. Their diverse backgrounds and discerning perspectives allowed for a comprehensive and rigorous assessment of each application.



**Nia Klatte, Sustainability  
Consultant**



**Ayako Ezaki  
TrainingAid**



**Charlotte Louwman-Vogels  
Fair Tourism Foundation**



**Daniel Turner  
Director, Animondial**



**Jo Hendrickx  
Founder, Travel Without  
Plastic**



**Parichat Suntararak  
Vice President, TEATA**



**Yudhi Pradhana  
Senior BCorp  
Community Builder**

The awards were divided into two key categories:

- **People:** This category celebrated initiatives focused on local empowerment, community development, cultural heritage preservation, and responsible tourism practices.
- **Planet:** This category recognized projects dedicated to carbon footprint reduction, waste management, circular economy innovation, ecosystem restoration, and biodiversity conservation.

Each category had specific criteria, and our jury meticulously reviewed each application to identify the most impactful and innovative projects.

### **Supporting Sustainable Solutions**

We are proud to have awarded a total of **USD 40,000 in financial support and GSTC training sessions and USD 18,000 in marketing assistance to our winners**, along with additional benefits. This investment underscores our commitment to fostering sustainable practices and empowering changemakers in the travel industry.

The EXO Foundation Sustainability Awards serve as a platform to showcase and celebrate the remarkable work being done to create a more responsible and sustainable future for tourism in Asia. We extend our heartfelt gratitude to all applicants, our esteemed jury, and our partners.

You will meet our winners throughout this report, just look for the badge next to their project!



Building on last year's success, we eagerly anticipate our 2025 Awards ceremony. This event will once again serve as a powerful platform for EXO Travel to solidify our commitment to sustainable tourism. We look forward to reinforcing our dedication to driving positive change within our communities and the wider world.

[Ceremony Awards 2024](#)

[Panel discussion](#)

# Categories & Winners

## Planet

### Non Profit

- Platinum: Jahoo Gibbons (Cambodia)
- Gold: Kalaweit (Indonesia)
- Silver: Yayasan IDEP (Indonesia)
- Bronze: Gaia Nature Conservation (Vietnam)

### Companies

- Platinum: Soneva (Thailand)
- Gold: The Racha (Thailand)
- Silver: Salinda Resort Phu Quoc Island (Vietnam)
- Bronze: Oceankita (Indonesia)

## People

### Non Profit

- Platinum: Think Playground (Vietnam)
- Gold: Rescue Paws (Thailand)
- Silver: Paul Dubrule School (Cambodia)
- Bronze: Thailand Clean Air Network (Thailand)

### Companies

- Platinum: Fuze Ecoteer Outdoor Adventures (Malaysia)
- Gold: MeoVac Mountain Lodge (Vietnam)
- Silver: Maisons Wat Kor (Cambodge)
- Bronze: Ock Pop Tock (Laos)



# Emergency appeals and Employees Fund



EXO Foundation has reinforced its commitment to supporting both our employees and the communities we work with by setting up emergency relief funds. In response to the **devastating floods** in Malaysia and the impact of **Typhoon Yagi** across Southeast Asia, we mobilized resources to provide direct assistance where it was most needed. Through these funds, we have been able to offer crucial support to those facing material losses and hardships, ensuring that our network remains strong and resilient in times of crisis.

Typhoon Yagi caused widespread devastation across Southeast Asia. Thanks to the generosity of our donors and the support of EXO Foundation, we raised a total of **\$21,000**. To ensure that aid reached the right communities, we collaborated with **trusted organizations in Myanmar, Laos, Vietnam, and Thailand**.

We are also deeply grateful to our Vietnam team members, who chose to give back some of the support they received to help others in greater need. Their generosity and solidarity reflect the core values of EXO.

Thank you to everyone who contributed.

## Children of the Mekong

In Myanmar, we partnered with Children of the Mekong, due to their extensive and well-established network in the region. In the Taunggyi region of Myanmar, approximately **200 families** suffered the loss of their entire rice crops due to the typhoon, leading to severe food shortages.

Our support provided essential food supplies, medicines, and blankets to help these families cope with the crisis.



# TAEC - The Traditional Arts and Ethnology Centre

The remote, women-led handicraft village of Nam Dee, home to the Lantern ethnic group in northern Laos, has been severely impacted by Typhoon Yagi. These women, who are the heart of their community, needed some support to rebuild. TAEC is working directly with Nam Dee to provide assistance on the ground, ensuring aid reaches those who need it most. **They provided blankets and 2610 kilograms of rice. They will make a second donation in the coming months.**



## Blue Dragon

A Vietnamese organization dedicated to combating human trafficking, has provided aid to communities in Northern Vietnam severely impacted by the typhoon. Recognizing the increased vulnerability to trafficking that arises in the aftermath of natural disasters, we have taken a two-pronged approach to support these communities.

Firstly, we provided a direct donation to Blue Dragon for immediate typhoon relief efforts.

Secondly, in collaboration with Schneider Electric, the EXO Foundation secured **100 solar-powered Mobyia lamps for 100 families**, enabling them to have access to light and a sense of normalcy during this challenging time.



## The Freedom Story

In partnership with The Freedom Story, a Chiang Rai-based organization combating human trafficking, the EXO Foundation donated funds to purchase **essential supplies to aid in their emergency response efforts** to Typhoon Yagi. The challenges faced by individuals, particularly in small villages, to human trafficking in the aftermath of a crisis.





# Fund for our community

## Floods in Malaysia

Due to the devastating floods in Penampang and Kota Kinabalu, Malaysia, in June 2024 we provided support to team members that were affected, and donations were made based on varying levels of need.



**Fund for our community** : In Vietnam, an employee who has suffered from paralysis for two years and had to move out of their family home was provided with three months of housing assistance.

Furthermore, we extended direct financial support to **8 of EXO Travel team members** who suffered personal losses due to the typhoon's devastating floods.

# Cross destinations projects

10 REDUCED INEQUALITIES



4 QUALITY EDUCATION



The EXO Foundation is proud to announce its renewed collaboration with IECD, a long-term partner, to develop the second version of the Eco-guide. This comprehensive guide, first launched in 2018, serves as a valuable resource for hotels striving to implement sustainable practices. The Eco-guide in its original version has been successfully disseminated to hotels across the industry, with significant support from key partners such as UNWTO, PATA, USTOA, and WTTC.

Recognizing the evolving nature of sustainability and the need for updated information, the EXO Foundation and IECD have joined forces to revamp the **Eco-guide**. The second version will feature **a collection of best practices, case studies from hotels of various sizes, success stories, and insights into overcoming challenges in the pursuit of sustainability.**

By working together with IECD, the foundation aims to provide the hospitality industry with the tools and knowledge necessary to create a more sustainable future for all.

## ECO-Guide for hotels

The **Eco-guide V2** should be launched in 2025, stay tuned !



# GSTC Sponsorship

In 2024, we took a significant step forward in our commitment to sustainability by launching a new initiative that sponsored **14 team members** to undergo GSTC (Global Sustainable Tourism Council) training. Our firm belief is that sustainability should not be siloed but rather woven into the fabric of every department, team, and project at EXO.

This initiative reflects our dedication to empowering our team members with the knowledge and skills needed to champion sustainable practices in their respective roles. The positive feedback from participating team members has been overwhelming, and as a result, we are excited to announce that we will expand this initiative in 2025 to support 10 additional members in receiving GSTC training.

## 14 GSTC Professional in Sustainable Tourism trainings sponsored



**Sophie Chan, Product Manager Cambodia**

*"The training was informative and provided me with a better understanding of sustainability in tourism... It's great to see the big picture and make the link between what we learn from you and a sustainable team. I find it very inspiring to have examples from other destinations and organizations. From a product development perspective, the training helped me define how to create a sustainable product and be more precise in supporting the local community."*



**Alexander Stephan,  
Marketing Director**

*"I'm taking the GSTC course and wanted to share something from a session about cultural tourism... The class was led by Gopi Parayil, founder of The Blue Origin in Kerala... Their model is unique. They go into remote villages, train locals on climate change resilience, help them become financially stable, and only after making a positive impact do they introduce tourism. It's a simple yet powerful three-step process: 1. Make a positive impact in communities, 2. Share great stories to help people understand local challenges, and 3. Provide opportunities for travellers to contribute positively by visiting these places."*

# Vietnam



## Think Playgrounds

Think Playground, a long-standing partner, has won first prize in our Sustainability Awards 2024!

We have collaborated with Think Playground social enterprise for many years, and it's incredibly rewarding to see their dedication to **bringing up to life playgrounds made from recycled materials**. This award highlights their outstanding commitment to children's right to play, a cause that aligns perfectly with the EXO Foundation's broader focus on human rights in tourism.

We congratulate them on this well-deserved achievement and look forward to continuing our partnership to champion human rights.



# Entrepreneurs du Monde



Our collaboration with Entrepreneurs du Monde's **Anh Chi Em (ACE) project** reinforces our commitment to **empowering women in rural communities**. Through financial services and training, ACE is making a tangible difference in over **200 villages** across three districts, including Dien Bien Phu, with a target of **supporting over 5,000 beneficiaries by the end of 2024**.

The 2024 impact report revealed promising results:

- Women from ethnic minorities in Dien Bien are leveraging new economic avenues in sustainable agriculture and handicrafts, evidenced by the formation of a cooperative.
- The project is effectively addressing social vulnerabilities, providing crucial support in overcoming gender-based violence.
- ACE is demonstrably enhancing living standards through sustainable waste management initiatives, resulting in positive environmental outcomes.



Photo credits: Entrepreneurs du Monde

# Expanding our EXO Forest with GAIA



The EXO Foundation has once again partnered with Gaia, a Vietnamese NGO, to plant trees and contribute to environmental conservation efforts in Vietnam. Building on our previous successes, we have expanded our tree-planting initiatives to new areas.

In August 2024, **we planted 1,667 trees in Xuan Lien Nature Reserve** in Thanh Hoa (part of our 2023 efforts). More recently, in November 2024, we planted **1,121 trees in Phong Dien Nature Reserve**. These efforts aim to create a diverse collection of trees for research and study, protect vital upstream forests, and combat climate change.

A team of **five dedicated members** from the EXO Vietnam participated in the Phong Dien tree-planting initiative. Despite challenging terrain and the rain, the team enthusiastically dug and planted trees, contributing to the restoration of the area. Well done!



# Laos

3 GOOD HEALTH AND WELL-BEING



15 LIFE ON LAND



10 REDUCED INEQUALITIES



## Ock Pop Tok



Ock Pop Tok, a social enterprise and long-term partner, continues to impress with their **dedication to preserving Lao textile traditions and empowering local communities.**

This year, Ock Pop Tok's commitment to social responsibility was recognized with a **Bronze Award** in the People category at the Sustainability Awards. This well-deserved accolade highlights their efforts in ethical sourcing, fair wages, and community development, making them a shining example of sustainable tourism in Laos.

During EXO Leadership Summit in Luang Prabang, Ock Pop Tok venue has hosted strategic meetings for EXO Leaders and for our Gala dinner the organization has provided wonderful traditional outfits to all EXO's guests!



We're also proud to support their work by integrating visits to their Center into our tours, offering our clients a unique opportunity to witness the artistry of Lao weaving.

# Luang Prabang Half-Marathon



For 5 years, we have proudly supported the Luang Prabang Half Marathon, an event that has forged a significant partnership with the **Children's Hospital**. Our bronze sponsorship this year directly contributed to the provision of **essential medication for 300 children in medical need**.

Our commitment to this cause extends beyond financial support. We are incredibly proud of our dedicated **Laos team**, who not only champion this initiative but also actively participated in the half marathon, embodying the spirit of the event and demonstrating their personal commitment to the children's well-being.





# Free the Bears

Our partnership with Free the Bears is built on two key elements. First, we actively promote bear conservation by incorporating a visit to their sanctuary into our product offerings. This allows our customers to witness firsthand the incredible work Free the Bears does in rescuing and rehabilitating bears from the cruelties of illegal wildlife trade and bile farming.

This year, however, we felt compelled to go a step further. Following a severe storm that damaged their facilities, we made a donation to help Free the Bears reconstruct the roof of their bear sanctuary.

Our contribution also enabled them to **purchase enrichment items for the bears**, providing them with stimulating activities and improving their overall well-being.

EXO Travel leaders have had the opportunity to visit the organization and learn first-hand how the donation helped them to pursue their mission.



# Candlelight festival

The annual Bun Ok Pansa festival in Luang Prabang is a breathtaking display of light and devotion, marking the end of Buddhist Lent. This vibrant tradition illuminates the town's monasteries and homes with intricate bamboo and paper lanterns, symbolizing joy and reverence.

EXO Foundation is proud to support the preservation of this **intangible cultural heritage** by **providing essential materials** to local monasteries for creating these beautiful decorations.

Our contribution helps ensure that this cherished festival continues to shine brightly, fostering community spirit and celebrating the rich cultural heritage of Laos.

By supporting initiatives like these, we aim to safeguard the traditions that make Luang Prabang so unique, ensuring they can be enjoyed by both residents and visitors for generations to come.



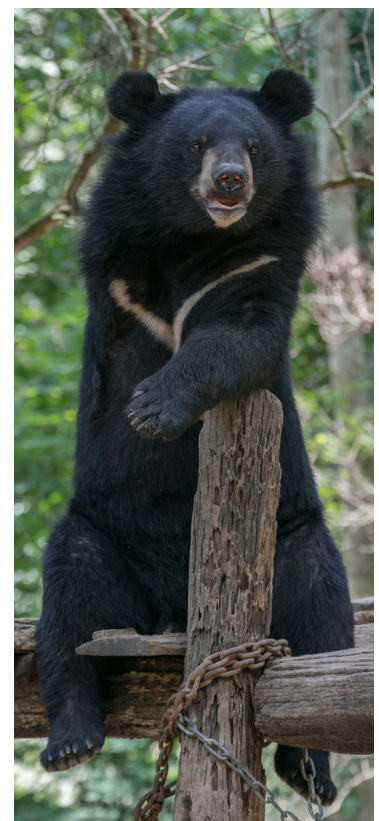
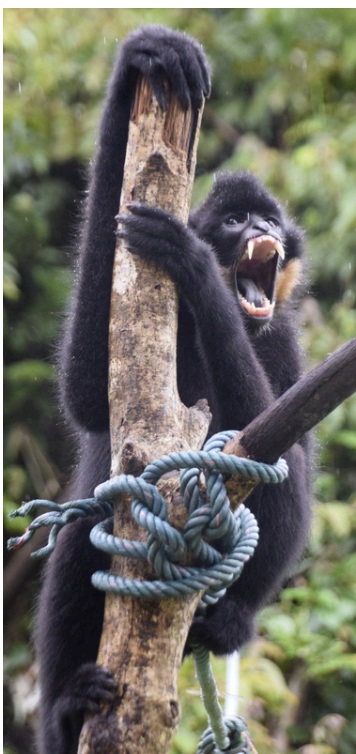
# Lao Conservation Trust for Wildlife



The illegal wildlife trade continues to threaten Laos' unique biodiversity. The Lao Conservation Trust for Wildlife (LCTW) serves as a crucial sanctuary for animals rescued from the illegal wildlife trade. With over **200 animals** in its care, the sanctuary provides expert veterinary attention, proper nutrition, and species-specific enclosures designed to ensure their well-being. We've supported their efforts to :

- **Enhance Animal Welfare:** Contributing to the daily care of rescued wildlife, including feeding, cleaning, and medical treatment.
- **Improve Facilities:** Supporting the development of infrastructure to ensure a safe, healthy environment for the animals.

LCTW is committed to rescuing and rehabilitating wildlife with the ultimate goal of reintroducing them into their natural habitats whenever possible. Beyond rescue efforts, the trust focuses on education and outreach, engaging local communities to promote conservation and protect Laos' incredible biodiversity for future generations.



# Cambodia



This year, we supported the CRST Project T, a **tree-planting initiative** designed to address the dual challenges of climate change and community displacement. In collaboration with the Trees for Life team, we planted **315 fruit trees** as part of a larger event on July 27th, contributing directly to the reforestation efforts in **Run Ta Ek Techo Sen City**, a relocation site for families formerly residing in the Angkor Temple area.

## Cambodia Rural Students Trust



Our contributions are part of a broader initiative that successfully planted **600 fruit trees such as mango, orange, jackfruit, longan, starfruit, jujube, sweetsop and sapodilla trees!** This reforestation effort offsets **38 tons of carbon emissions**, aligning with our mission to combat climate change while empowering communities.

# TonToTon

We partnered with TONTOTON, a social enterprise dedicated to reducing plastic pollution in Cambodia's coastal areas. In 2024, we calculated that the EXO Cambodia office and operations generated **2,553 kg of plastic waste**. To offset this, we donated to TONTOTON to support their **collection and processing of an equivalent amount of plastic**.

EXO Travel's team actively participated in a plastic collection activity with TONTOTON and toured their upcycling factory, witnessing firsthand how plastic waste is transformed into valuable products.

EXO Cambodia also **crafted a unique tour that includes a visit to the TONTOTON factory**. This not only educates our travelers about responsible plastic consumption but also showcases a local initiative making a real difference.



# Sala Bai Hotel & Restaurant School



The Sala Bai Hotel & Restaurant School has expanded its curriculum to include a course on **Technical Vegetable Growing Through Agro-Ecology**, Environment, and Food Storage, thanks to support from the EXO Foundation.

This innovative program, developed in collaboration with Agrisud and Green Farmers, equips underprivileged students with the skills and knowledge needed for sustainable careers in hospitality.

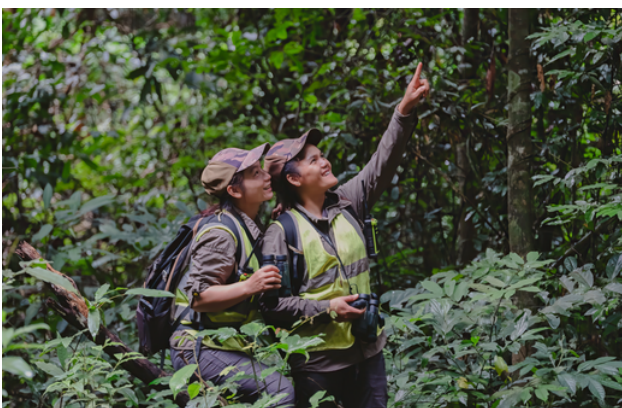
The course combines practical and theoretical knowledge over 36 to 40 weeks. Students gain the tools to grow high-quality crops while minimizing environmental impact and broadening their knowledge beyond their core hospitality training.



# Jahoo Gibbons

Jahoo Gibbons is a remarkable example of **community-led ecotourism** in Cambodia, protecting endangered gibbons while empowering the indigenous Bunong people. Through guided rainforest tours, they combine conservation with sustainable community development.

Chris from Jahoo Gibbons, provided valuable insights into their mission and activities to EXO Travel's employees, raising awareness on the importance of nature conservation to travel professionals.



The EXO Foundation with the back up from EXO Travel Cambodia's team has decided to support Jahoo's efforts **to protect 700 hectares of critical gibbon habitat** through the Jahoo Forest Watch team. Their patrols remove snares, report wildlife crimes, mitigate forest clearance, and engage the community in preserving the forest. We also contributed to their reforestation efforts, **converting fallow farmland into thriving gibbon habitat**. This initiative not only restores ecosystems but also provides alternative income for local families.

Jahoo's outstanding commitment earned them the **Platinum Prize** in the Planet category and the **People's Choice Award** at our Sustainability Awards!

# Landmine Museum

The Landmine Museum in Cambodia plays a crucial role in **educating visitors about the devastating impact of landmines** and supporting landmine victims.

This year the museum faced significant financial challenges due to the slow recovery of tourism in the post-COVID era. Visitor numbers were down to 35-40% of pre-COVID levels, resulting in a severe cash crunch.



Knowing the Landmine Museum's importance in preserving Cambodian history, we are committed to supporting it during this difficult period. We provided financial assistance to help the museum navigate this challenging period and continue its vital work. To boost visitor numbers, we also launched a marketing campaign to raise awareness and encourage tourists to visit.

# Song Saa Foundation



The Song Saa Foundation works to improve the lives of communities in the Koh Rong Archipelago. To support their efforts, EXO Foundation recently donated **46 solar fans** for all classrooms on Koh Rong island.

We believe that education is key to empowering future generations, and we are proud to partner with the Song Saa Foundation in their mission to **uplift the local community**.

# Ecole d'Hôtellerie Paul Dubrule

Ecole d'Hôtellerie Paul Dubrule is a non-profit hospitality school in Siem Reap, Cambodia, that provides disadvantaged young adults with vocational training and life skills, empowering them to build successful careers in the hospitality industry.

The school offers intensive training programs, focusing on practical skills, language proficiency, and personal development. Their commitment to sustainability is evident in their curriculum, which emphasizes environmental responsibility and social awareness. EXO Foundation is proud to support Ecole d'Hôtellerie Paul Dubrule and their dedication to social responsibility.

Their initiatives include **empowering disadvantaged youth through education**, which enables them to escape poverty and make a positive impact in their communities. Additionally, they promote sustainable practices by incorporating them into their curriculum and daily operations, fostering a **new generation of environmentally conscious hospitality professionals**.

For the second year running, Ecole d'Hôtellerie Paul Dubrule has been recognized at our Sustainability Awards, this year achieving Silver in the People category.



# Thailand



13 CLIMATE ACTION



4 QUALITY EDUCATION

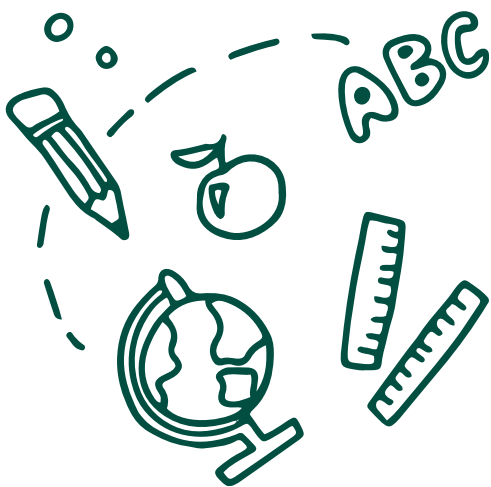


15 LIFE ON LAND



We are delighted to share the continued success of our partnership with the Andaman Center for Migrants, where our support has had an impact on the lives of migrant children. This year, **20 children** were able to continue their education in Thailand despite the hardship they face as migrants from Myanmar.

The Andaman Center for Migrants has made remarkable strides in expanding its educational offerings. **Two new kindergarten teachers have joined** the dedicated team, ensuring that the youngest learners receive the nurturing foundation they need. Additionally, the center has opened a **new class for grade 7 students**, providing a crucial bridge to secondary school and broadening their future opportunities.



## Andaman Center for Migrant Education

Recognizing the vital role of parental involvement, the center has also launched a commendable "Healthy Lunch Initiative".



# Click a Tree - an EXO Forest in Krabi



The EXO Foundation supported Click-A-Tree's reforestation efforts in Thailand, contributing to the restoration of a vital ecosystem. This project focuses on a government-protected plot of land designated as a community forest. The site, formerly a mine, is surrounded by palm oil plantations, making its preservation and restoration even more crucial.

This initiative provides numerous benefits:

- **Environmental Restoration:** Planting trees on this land helps to restore biodiversity, improve soil health, and combat the effects of deforestation.
- **Community Empowerment:** The local community will utilize the forest for gathering mushrooms and developing eco-tourism opportunities, fostering sustainable livelihoods.



In just 2 days, Click-A-Tree, with our support, planted **16,050 trees** of up to **40 local varieties**, creating **4,012 hours of work**.

Their focus on planting land trees has resulted in an impressive **94% survival rate**, absorbing **8,346 tons of CO<sub>2</sub>**. This equates to the **total Scope 3 emissions from EXO Travel in 2023**.

# Thailand Clean Air Network



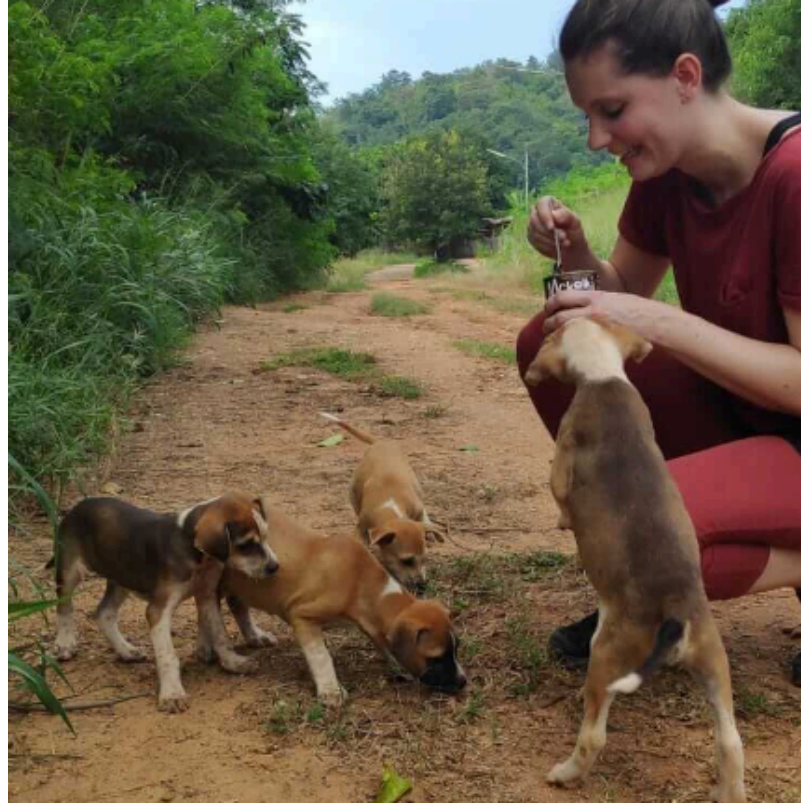
The Thailand Clean Air Network (TCAN) is a non-profit organization, citizen-led, committed to enhancing air quality and safeguarding public health across Thailand. TCAN achieves its mission through multifaceted approaches, including advocating for more stringent air quality policies at both local and national levels, raising public awareness about the detrimental effects of air pollution and the importance of clean air, and supporting community-led initiatives that actively work to mitigate air pollution sources and promote sustainable practices.

TCAN firmly believes in the power of collective action and recognizes the pivotal role that citizens play in driving positive change. In line with this belief, we are proud to support a citizen-led initiative that has not only been recognized by winning a **Sustainability Award** but has also resonated with the public, earning the **People's Choice vote**.

This initiative exemplifies the impact that passionate individuals and communities can have when they come together to address pressing environmental issues and create a healthier, more sustainable future for all.



Translation : *Fog?*



## Rescue Paws

When a team member of EXO Travel Thailand brought to our attention the incredible work of Rescue Paws in Hua Hin, we were immediately moved by their dedication to animal welfare. Rescue Paws is an organization that provides essential support to local families and their animals, offering vital services such as vaccinations and veterinary care.

Following a compelling presentation by EXO Thailand and Rescue Paws, we decided to become **Gold Sponsor** and contribute to the construction of their much-needed **new facility**. For years, Rescue Paws had operated near a temple, generously hosted by the monks. However, their remarkable growth and expanding services meant they required a larger space to continue their vital work.

The EXO Foundation was honored to answer the call, providing funding to help construct a **new clinic and kennels**.



**In 2024, they sterilized 3721 animals and taught 13 000 students about animal welfare.**



## Partnering for a Greener Future: EXO Foundation and TEATA Join Forces

In March 2024, the EXO Foundation proudly signed a Memorandum of Understanding (MOU) with the Thai Ecotourism and Adventure Travel Association (TEATA) at the ITB Berlin travel trade show. This strategic partnership marks a significant step forward in our commitment to carbon reduction and sustainable tourism practices.

Recognizing TEATA's expertise in **carbon reduction strategies**, we have embarked on a collaborative project to assess and minimize the **environmental impact of our tours**. TEATA has already undertaken a comprehensive review of some of our best-selling tours, meticulously measuring their carbon emissions to identify areas for improvement.

As part of this ongoing initiative, **4 of our valued Thai excursion suppliers** have participated in **online training sessions** conducted by TEATA experts.

Building on this foundation, we are excited to announce that **on-site training** will take place in 2025. This hands-on approach will enable us to delve deeper into our routing and operational practices, exploring even small changes that can collectively contribute to a reduction in our scope 3 emissions.



# Malaysia



The idyllic Selakan Island in Malaysia faces a growing environmental challenge: improper waste disposal. EXO Foundation partnered with **Reef Check Malaysia (RCM)** to implement a comprehensive waste management system on the island. We liked this project because the islanders became aware of the urgency and were eager to take action after seeing the positive impact of similar projects in other villages.

RCM, a non-profit, has developed a **community-based approach** to address the island's waste problem. This initiative included:

- In February 2025, the **construction of the waste segregation centre has been completed and will serve as a temporary collection hub** before the waste is being transported by boat to Semporna Town.
- A **workshop** where **45 participants** attended and had an introduction to the waste management initiative
- By **March 2025**, the system will be **managed and operated by the Selakan Marine Conservation Group** ensuring community involvement
- **Recycling Learning Lab**: A dedicated lab will be established **to educate tourists and locals** about recycling while generating income through the creation of recycled products.

## Selakan Waste Management Project





# Indonesia



## Kalaweit

EXO Foundation has supported Kalaweit in 2018, 2019, 2023 and again last year in 2024 to help them acquire more land and protect more of the natural habitat of thousands of wild animals. They were runner up in 2023 at the Sustainability Awards.

We are delighted to congratulate Kalaweit on winning the **Gold Award for Planet** at the Sustainability Awards 2024. Kalaweit is an organization dedicated to the protection of gibbons and their rainforest habitat in Indonesia and Malaysia, specifically through their project establishing a sanctuary for gibbons rescued from the illegal pet trade.

Their tireless efforts to **conserve biodiversity and combat deforestation** have earned them this well-deserved recognition. We applaud Kalaweit for their commitment to environmental sustainability and their invaluable contribution to protecting our planet.



# Sustenea Oceankita

Since 2019, we have partnered with OceanKita by purchasing a trawl net that is used daily to collect plastic waste. Sustenea Oceankita's mission is to protect marine environments through innovative solutions and community engagement. They not only remove plastic debris but also raise awareness about plastic pollution and advocate for responsible waste management practices.

On Untung Jawa Island and in Banda in 2024, **21 tons of plastic were collected and 320 students were educated about the plastic problem.**

In recognition of their impactful work, Sustenea Oceankita was awarded the Bronze prize in the Planet category at the Sustainability Awards 2024. [add badge](#)



## IDEP

Congratulations to Yayasan IDEP - Bali Water Project in Indonesia for winning the **Silver Award for Planet** at the Sustainability Awards 2024. With the prize from they will build a **recharge well** in Bali. The construction is expected to be completed by May/June 2025. This effort reflects our ongoing commitment to sustainable water management and community empowerment.

# Munduk Village outing

On November 1st, 2024, EXO Indonesia team braved the rain to organize an inspiring event in Munduk, Bali. Recognizing Munduk's focus on green tourism and community involvement, the team partnered with locals to **plant 100 trees**. This project not only contributes to reforestation efforts but also supports the local community. Despite the downpour, the event was a resounding success, fostering camaraderie amongst our staff and the Munduk community.



# Nomad Nol Plastik



Nomad Nol Plastik, a local NGO founded in 2019 by Nomad Plastik, is tackling Indonesia's plastic waste crisis.

Their innovative approach includes **transforming plastic into fuel through pyrolysis**, a process that not only reduces pollution but also generates economic opportunities for remote communities.

The fuel produced will be resold to these communities at a lower cost than conventional fuel, providing **an affordable energy source** while incentivizing locals to collect plastic waste, including hard-to-reach debris from the ocean. This circular model empowers communities, reduces plastic pollution, and promotes environmental sustainability.

Supported by partners like Reform Plastic (a long-term partner of EXO Foundation), Plastic Odyssey, and Seneca Impact Advisors, Nomad Nol Plastik is piloting this initiative in Nusa Penida and the Kei Islands.

This project is also a **pilot** for the EXO Foundation, and we are proud to support such an **innovative and impactful initiative**. By combining technology, community empowerment, and circular economy principles, Nomad Nol Plastik is paving the way for **scalable solutions** to plastic waste across Indonesia.





# Myanmar



## Ah Lett Chuang Clinic

The Ah Lett Chaung Clinic has renewed its commitment to the community. Originally established in 2008 after the devastation of Cyclone Nargis, the clinic has been providing vital medical services for over 15 years. After a temporary closure during the COVID-19 pandemic, the clinic reopened its doors on May 22nd, 2024.

Since then, it has **treated 228 patients**, offering essential care for a range of illnesses. The clinic operates with a dedicated team: a doctor who provides daily half-day consultations, two local assistants, and a security guard. Despite the challenges of reaching this isolated community, the doctor makes the journey by boat five days a week, rain or shine. The EXO Foundation has prioritized the team's safety by providing life jackets, life insurance, and implementing other safety measures.

To further enhance its services, the clinic has been revamped with new medicines and equipment, and renovations.

A **clean water station** adjacent to the clinic ensures access to safe drinking water. With ongoing support from the EXO Foundation and the local community, the clinic will continue to expand its reach and provide vital healthcare not only in the village but in the surrounding communities.



Thank you to **Thant Sin Oo**, EXO Foundation Coordinator for his dedication to this project.

# Japan



2 ZERO HUNGER



## Second Harvest

As a long-term supporter of Second Harvest Japan, the country's first incorporated food bank, we believe that access to nutritious food is a fundamental right, and we are dedicated to helping Second Harvest in their mission to alleviate hunger and food insecurity across Japan. Our Support in Actions:

- **IC Card Donations:** We partnered with Second Harvest a few years ago to facilitate donations from our travelers. Upon departing Japan, travelers could donate the remaining value on their IC cards to Second Harvest, providing vital funds for their operations
- **Internal Engagement:** To deepen EXO Travel's team understanding of the initiative, we organized an internal presentation at the EXO Japan office. Following the presentation, we held a vote to gauge team support, which overwhelmingly confirmed our commitment to this cause.





**Funding for Okinawa Pantries:** Recognizing the high poverty rate in Okinawa, we provided funding to Second Harvest, which, since July 2024, has been utilized to cover container shipping from our Saitama Prefecture warehouse to Okinawa, enabling monthly food pantry operations that directly reached vulnerable communities, primarily single mothers and children; this support further facilitated the opening of a new food pantry in Naha City in December 2024, expanding access points and distribution days, and ultimately allowing us to reach over **800 households, or more than 3,000 people**, in just six months.





# SUSTAINABLE DEVELOPMENT GOALS



EXO Foundation recognizes the importance of aligning its operations with the United Nations' Sustainable Development Goals (SDGs). We are committed to contributing to a sustainable future through responsible tourism practices and initiatives that support environmental protection, social well-being, and economic development in the destinations we operate.

Overall, we contribute directly or indirectly to **10 SDGs, with 5 dedicated to the protection of the environment and 5 responding to social challenges.**



In the frame of our partnership with EXO Travel and our role of sustainability advisor, we work towards 10 main SDGs and encourage EXO's whole supply chain and competitors to get involved in these initiatives towards sustainability.





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