



SERENA HOTELS

SAFARI LODGES AND CAMPS
HOTELS • RESORTS

MESSAGE FROM GROUP MANAGING DIRECTOR

TEMPORARY CLOSURE OF OPERATIONS UPTO 15 JUNE 2020 **LODGES AND CAMPS IN KENYA AND TANZANIA**

Never in the 40-year history of Serena Hotels has any event of this breadth and scale impacted the global hospitality industry, than COVID-19.

We have been following the COVID-19 situation very closely and its emerging impact on our business model and portfolio in Africa. It is indeed impossible today to calculate the human and financial impact that COVID-19 will have on the global hospitality industry.

In anticipation of reduced business levels during 2020 and in line with government directives and protocols, Management observe with priority that:

- Taking care of our staff, their dependents and their quality of life to the extent possible is critical.
- Liquidity risk management is key.

As we navigate this unprecedented crisis and build on the Company's resilience and adaptability, whilst keeping destination Kenya and Tanzania in the minds of the business and leisure source markets, **it is with a 'heavy heart' that we advise that the Serena Lodges and Camps below will temporarily cease operations until 15 June 2020:**

Serena Lodges & Camp in Kenya	Serena Lodges & Camps in Tanzania
Amboseli Serena Safari Lodge	Lake Manyara Serena Safari Lodge
Kilaguni Serena Safari Lodge	Ngorongoro Serena Safari Lodge
Mara Serena Safari Lodge	Serengeti Serena Safari Lodge
Serena Mountain Lodge	Kirawira Serena Camp
Lake Elmenteita Serena Camp	Mbuzi Mawe Serena Camp

The above decision will be reviewed once the countries re-open their borders and market confidence returns; a situation that we are definitely looking forward to.

All other properties under the Serena Hotels portfolio remain in operation as they continue to observe the health and safety protocols in line with the World Health Organization and the Center for Disease Control. As announced last year, Serena Beach Resort & Spa is planned to temporarily close.

Our sincere thoughts and prayers go out to those who have been affected by this unprecedented event and our heartfelt gratitude and admiration is extended to the healthcare workers, local communities, and governments in Africa and globally working on the front line to contain this pandemic.

As we refine our business model to anticipate, connect and respond through these troubling times, Management expresses its appreciation to all our staff, customers, shareholders, various stakeholders and Board of Directors, for their continuous support, understanding, trust and confidence in Serena Hotels.

Yours Sincerely,

Mahmud Jan Mohamed
Managing Director, Serena Hotels Africa

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Together We Shall Win This...#InThisTogether