



THE ROYAL
THANDA CLUB
AT JUMEIRAH THANDA SAFARI

| 22 Reasons Why

22 REASONS WHY THE ROYAL THANDA CLUB AT JUMEIRAH THANDA SAFARI IS AN UTTERLY UNIQUE, VALUABLE, ONE OF A KIND LEGACY ASSET IN AFRICA:

1. The Royal Thanda Club comprises an exclusive number of only 44 global members where membership is subject to real estate ownership. The Club is set to become the most exclusive and iconic real estate and private members club offering ever to come out of Africa, inspired by the exclusive Yellowstone Club in Montana, USA. Each Royal Residence comes with full title, freehold ownership and is available in two different architectural styles – Thanda Traditional and Thanda Contemporary - with four design models each. There is a choice of 4 to 6 bedrooms, ranging from 759 sqm to 1,862 sqm total covered area. The Royal Thanda Club is situated in a 386-hectare pristine wildlife Estate within the boundaries of the 16,500-hectare Jumeirah Thanda Safari – a world-renowned Big Five private game reserve in KwaZulu Natal, South Africa.

2. The Royal Thanda Club offers like-minded families from around the world all the exclusive facilities and amenities of the game reserve and estate, within a private, safe, thrilling, fun-filled environment. Here, friendships and relationships grow, and the asset can be bequeathed to future generations as a lifestyle legacy investment. An incredible part of this opportunity is in the power of association of such a private club where all the members enjoy living life to the full and at the same time are committed to making a positive difference and impact in the world.

3. All members are personally invited by the founder and Chairman of the Thanda Group, billionaire businessman and philanthropist, Dan Olofsson of Malmo, Sweden. This approach retains the uniqueness and exclusiveness of The Royal Thanda Club and it serves to increase the real estate value due to its exclusive “by invitation only” nature. Members who wish to exit or sell, must first offer the other members their membership and Royal Residence, before they can go to the open market. This is entrenched in the rules of The Royal Thanda Club Homeowners’ Association (HOA). It retains the intrinsic value of the membership and Royal Residences, as members would want their family, friends and colleagues around the world to be part of the community before new outside members are introduced.

4. Jumeirah Thanda Safari is a proclaimed Protected Nature Reserve in terms of South African Environmental Legislation. It was first proclaimed as a game reserve on the 30th April 1895 by the then British Colonial Government of Natal. At the time it was called the Mdletshe Game Reserve and it holds the honour as one of the first game reserves to be proclaimed in Africa, along with uMfolozi Game Reserve, St Lucia Game Reserve (Eastern Shores) and Pongola Game Reserve. The Mdletshe Game Reserve was de-proclaimed in 1907 in favour of Hluhluwe and uMfolozi Game Reserve. The first tract of land in what is now Jumeirah Thanda Safari, was purchased by Thanda in 2002, followed by several more that were rehabilitated and rewilded with all of the naturally occurring animals including the Big 5. It was re-proclaimed on the 9th October 2015, 120 years since it was first proclaimed. This is protected, historic land of immense significance as it was the original hunting grounds of Zulu Kings.

5. Jumeirah Thanda Safari is one of only two African Safari Lodges in the prestigious Leading Hotels of the World membership group, consisting of some 420 of the world’s finest five-star hotels. With its multiple award-winning properties and service excellence, Jumeirah Thanda Safari is responsible for all concierge and related hospitality services available to members of The Royal Thanda Club. The benchmark of global hospitality and guest service excellence is the Leading Quality Assurance (LQA) standard set by the Leading Hotels of the World and Jumeirah.

6. The Royal Thanda Club members will have the option of participating in a rental pool system managed by Jumeirah Thanda Safari, based on an exclusive hotel business model that would generate rental income for members when their Royal Residence is not in use.

7. The Royal Thanda Club will undoubtedly be a favourite destination for families and friends to enjoy on Safari, for the ultimate getaway vacation, or where members can escape to total privacy and exclusivity, whether for business or to have time alone to enjoy and rejuvenate their mind, body and soul in their home away from home.

8. Access to Jumeirah Thanda Safari is restricted to residents and guests only, with no day visitors allowed and no self-drives. All activity and movement on the game reserve is controlled by highly qualified game guides and rangers, under one management authority. Complete privacy is assured as no members of the public, including media, have any access to Jumeirah Thanda Safari whatsoever, unless they are authorised as overnight guests or guests of The Royal Thanda Club members.

9. The Royal Thanda Club’s entire 386-ha property is a high security estate called The Royal Thanda Club Estate where all access is controlled by the estate’s personal security team. The location of the estate within the protected Big Five safari game reserve, further restricts any public access. Only residents and authorised guests will be permitted into the estate. Access control guards are members of Thanda’s in-house security company, which ensures the guards are carefully selected, well trained and well armed. The guards are skilled in anti-poaching, VIP security and asset protection, and many are ex-military. The layers of security and access control make the Thanda offering totally unique in terms of safety and restricted access.

10. The Royal Thanda Club was conceived and developed with the blessing of the late Zulu King, His Majesty Zwelithini Goodwill kaBhekuzulu who was Head of State of the Province of KwaZulu-Natal, South Africa for 49 years until his untimely passing in May 2021. It continues to enjoy the support of the Zulu Royal family and offers high-profile persons absolute privacy beyond all media scrutiny and public attention.

11. The Royal Thanda Club members have discounted, preferred access to Jumeirah Thanda Island, situated off the coast of Dar es Salaam, East Africa. This award-winning asset is wholly owned by the holding company, Thanda Group (Pty) Ltd, which owns Jumeirah Thanda Safari. The entire organisation is a family-owned lifestyle asset of the Olofsson family, headed up by Dan Olofsson through his family office, Danir AB in Malmo, Sweden.

12. The Royal Thanda Club members have unrestricted and exclusive access to the soon to be developed members’ clubhouse situated within The Royal Thanda Club Estate. The clubhouse is an additional, unique asset in the bush, and ownership of it is vested in the Royal Thanda Club Estate Homeowners’ Association of 44 members. It will offer banqueting facilities, a restaurant, library, cigar lounge, business centre, sports facilities and front-of-house concierge services - available to members and their guests. It is anticipated that the clubhouse will be an exclusive venue to host annual charity balls, auctions and special events. The clubhouse will also include a fully equipped small medical centre with diagnostic equipment, a mini operating theatre, an isolation ward and a team of world-class medical professionals on call should the need arise. Commencement of the construction of the clubhouse is anticipated to be 2026.

22 REASONS WHY THE ROYAL THANDA CLUB AT JUMEIRAH THANDA SAFARI IS AN UTTERLY UNIQUE, VALUABLE, ONE OF A KIND LEGACY ASSET IN AFRICA:

13. Included in the title deed description of each of the Royal Residences, is the traversing right for the Mduna Royal Reserve of 6,700 ha for the duration of a 40-year lease, plus a 40-year renewal option with the Ingonyama Trust Board. This board owns some 2,8 million hectares of land, primarily customary tribal land and wilderness areas in KwaZulu-Natal with this lease being one of the largest and most significant for the board.

14. The developer in partnership with Jumeirah and Dubai Holding, is committed to building a championship 18-hole golf course, discreetly situated in one of the nearby valleys of a property now incorporated into Jumeirah Thanda Safari that was acquired in 2023. The golf course will be totally unique as it will be incorporated within the protected Big Five game reserve and will include its own clubhouse with the possibility of a lodge to be built on the same site. Its location is ideal – out of sight, hidden in a valley close to the estate. The feasibility study has already commenced. The Royal Thanda Club members will have the opportunity to become members of the golf club and will be able to play golf and experience an African Big five safari within the boundary of the game reserve.

15. Added to this unique offering, is the present authorisation for the construction of a two-km runway within a remote section of Jumeirah Thanda Safari where international private jets will be able to land and safely park in a hangar if required, all within the game reserve. Clearing customs at a small, efficient airport such as Malalane International Airport upon entering into South Africa's airspace from abroad, means that international private jets can fly members and their guests directly into Jumeirah Thanda Safari private game reserve. This 'world in one' will be a first for Africa. Under consideration is the possibility of a 'port of entry special service by appointment only' as and when required, managed by Government customs officials. This will be a gamechanger as international private jets will be able to land directly on Jumeirah Thanda Safari airfield from the International airspace.

16. The Royal Thanda Club will own its own Airbus H 130 B4 single engine 7-seater helicopter, that will transport guests landing at King Shaka International Airport directly to the Estate - approximately one hour's flying time, landing within the reserve at the clubhouse or designated helipad at one of the Royal Residences. The Grand Royal Residence, Villa Thandawena, presently has its own helipad and owns its own Airbus H 130 B4 that is chartered to The Royal Thanda Club as and when required. The helicopter will be available to members for other trips, such as to play golf at prestigious golf estates such as Zimbali, Princess Grant, Durban Country Club and others, all within a 45-minute to one hour flight from the estate. Members will be required to pay for the operating costs of the flights.

17. Another unique offering is a 30-minute helicopter ride that takes members to the Indian Ocean and pristine beach in the Isimangaliso Wetland Park, either at Sodwana Bay or Kosi Bay or 9 Mile Reef. Enjoy some of the best snorkelling, diving and big game fishing in the world.

18. Jumeirah Thanda Safari is surrounded by a rich diversity of other game reserves, historic cultural and archaeological sites of international importance, such as the Ingwavuma Border Cave with human records dating back an estimated 200 000 years. Cyclists and runners have a choice of safe, wilderness trails within the area, making it a truly spectacular outdoors adventure experience.

19. Jumeirah Thanda Safari does not support hunting within its property, nor does it arrange for off-property hunting safaris. However, there are game reserves within the area where ethical, controlled hunting is permitted for members who wish to partake.

20. While there is no obligation for members to become involved in local conservation, healthcare or educational programmes, the opportunity to pursue them is already well established by the founders of Thanda, Christin and Dan Olofsson of Malmo, Sweden. They are Sweden's largest philanthropists in Africa and their passion and quest to make a positive difference in the life of local, financially impoverished communities, will undoubtedly resonate with other members. Thanda's founding CEO, Pierre Delvaux, who has been involved with Thanda from its outset in 2002, is the Chairperson of the Olofsson's principle youth empowerment charity in the region, Star for Life – Empowering Young People, as well as the Thanda Foundation Trust. Having grown up in the area, with deep roots in Zululand, Pierre is fluent in Zulu and has encouraged a strong culture of Ubuntu between Thanda and its the neighbouring communities, with strong, enduring relationships based on trust and mutual respect, ensuring stability and mutual respect.

21. No land claim exists over The Royal Thanda Club Estate, and no rural communities were ever dispossessed of their land on Jumeirah Thanda Safari. The significant lease agreement Thanda has with the Zulu King's Ingonyama Trust for the Mduna Royal Reserve, the strong relations that Jumeirah Thanda Safari has with its neighbouring communities and traditional leaders, Jumeirah Thanda Safari's creation of many local job opportunities, its Protected Environment status, and the direct involvement of members of the Zulu Royal Family, including brand ambassador Princess Nandi Zulu, secures the Royal Thanda Club Estate safe from land issues with neighbouring communities. Its protected area status further provides another layer of protection as this land use is proclaimed by law and may not change. It makes this particular parcel of land in South Africa especially valuable and unique. It is therefore expected to continue appreciating as it has done so since its first acquisition in July 2002, at well above the market-related annual return, enhanced by its prestige and status as a Leading Hotel of the World with its high profile member network as well as its partnership with Jumeirah that brings all of the resources of the Dubai based subsidiary of Dubai Holding, to the fore.

22. In December 2024, the Thanda Group entered into a partnership with Jumeirah and Dubai Holding, where Jumeirah is contracted to manage the hospitality operations of both Jumeirah Thanda Safari and Jumeirah Thanda Island. In addition to this, Thanda secured a licence agreement with Jumeirah to brand the Royal Residences as Jumeirah Residences, thus joining an elite portfolio of exclusive branded residences around the world under the Jumeirah brand. Under consideration are various joint venture development opportunities such as the expansion of Jumeirah Thanda Island on a neighbouring Island, a Championship Golf course and estate on Jumeirah Thanda Safari as well as Dubai Holding membership in The Royal Thanda Club at Jumeirah Thanda Safari.

Not only does this exciting partnership add equity and value to the real estate offering, it will significantly boost the rental pool revenue that will benefit members who permit their Residences to join the rental pool portfolio. Jumeirah will also assist with the marketing and sales of the Residences, as well as manage the hospitality and concierge for all members and their guests. This is a very exciting partnership as Jumeirah, a wholly owned subsidiary of Dubai Holding, will shortly be purchasing a luxury, exclusive use Villa in an up market beach suburb of Cape Town in order to partner with Jumeirah Thanda Safari in terms of enhancing the value proposition offered to guests.