ROYAL BHEJANE

INVEST IN THE FUTURE OF RHINO SURVIVAL:

Partner with private custodians to safeguard our rhinos

Dr Jane Wiltshire DBA

The plight of our rhinos demands our immediate attention, and it is with grave concern that we address the sombre reality that our current efforts are failing these magnificent creatures. In the past 12 years, we have mourned the loss of two subspecies: the western black rhino in 2011 and the northern white rhino in 2018. The African rhino, which once roamed freely in 29 range states in 1977, has now been declared extinct in 24 of them.

The southern white rhino population in the Kruger National Park has dwindled alarmingly, plummeting by a staggering 79% since 2011 despite extensive anti-poaching measures, including the deployment of the South African Defence Force. The Kruger Park, once a flagship sanctuary for southern white rhinos, now faces a daunting challenge.

Even more concerning is the fact that state-owned reserves have concentrated their rhinos into smaller, heavily guarded Intensive Protective Zones (IPZs), further diminishing precious rhino habitat. Even private rhino custodians, the stalwart defenders of these magnificent creatures, are facing insurmountable financial burdens. The Private Rhino Owners Association (PROA) estimates that around 400 private owners have been forced to relinquish their rhinos, resulting in a significant loss of habitat.

In a heart-wrenching turn of events, John Hume, the largest private owner of rhinos, was compelled to auction his genetically diverse herd of 2 000 rhinos. His inability to sustain the exorbitant monthly cost of R5 million (US$263 000) required to ensure their safety and well-being is a stark testament to the dire situation.

To compound matters, the demand for rhino horn, despite a 47-year international ban, persists and may have even increased. The current ban has not deterred the illegal trade, leaving the rhino custodians in financial ruin while the syndicates profit from the illicit market.

It is a harsh reality that there will always be a trade in rhino horn. The catastrophic failure of the decades-old ban on trade has had devastating consequences for African rhino species, populations, individuals and their dedicated custodians. Presently, this demand is met entirely by the illegal market, while donors, although generous, cannot be relied upon indefinitely as a funding source.

Relying solely on donor funding is precarious and exposes rhinos to donor fatigue and the whims of international caring communities, as well as the politics of animal rights activism and NGOs.

Recognising the urgency of the situation, Royal Bhejane has embarked on a mission to provide custodians with a sustainable and renewable funding source, offering African rhinos a fighting chance against extinction. We believe that funds generated from the demand for rhino horn must be redirected to custodians rather than illegal poachers and syndicates.

Many custodians possess substantial horn stocks from deceased rhinos and undertake regular, painless horn-trimming procedures to deter poaching. In fact, a rhino that undergoes this procedure (performed under sedation by a veterinary surgeon) can produce the equivalent of 5-8 horns in its lifetime, roughly a growth rate of 1 kg per year.

The revenue generated from the sale of this legally and ethically harvested horn cannot only cover the costs of protecting rhinos but also contribute significantly to the conservation needs of state-protected and privately owned game reserves. Furthermore, it provides a compelling incentive for prospective and former private and state custodians to reverse the decline of rhino habitat.

So, how can we achieve this crucial redirection of funds while adhering to the current ban on the trade of rhino horn? Royal Bhejane's innovative approach involves acquiring rhinos and horns from private rhino owners and paying them to continue their dedicated care within familiar surroundings. These rhinos will continue to thrive, engaging in their natural behaviours, including grazing and breeding. You can join us in this endeavour by becoming a part-owner of these rhinos and their valuable horns through the purchase of shares in Royal Bhejane, which aims to list on the Namibian Stock Exchange (see our website *royalbhejane.com* for more details on obtaining a copy of the registered prospectus).

The question arises: How can this model be sustained over the medium and long term? The answer lies in using the horn as the basis for an asset-based security (Rx units), which will be freely and legally tradeable through a registered stock exchange. This ingenious strategy ensures a sustainable and renewable future for both rhinos and their custodians.

In a world where time is running out for our rhinos, Royal Bhejane offers a beacon of hope. Together, we can channel the demand for rhino horn towards preserving these majestic creatures and safeguarding their habitat for generations to come. The choice is clear: Invest in the future of rhino survival and secure a better tomorrow for these iconic animals.

Photo by Meg Jerrard on Unsplash

Invest in the future of rhino survival

Partner with commercial owners to protect our rhino.

Royal Bhejane offers you the unique opportunity to partner in rhino ownership through listed shares on a sustainable and renewable basis.

With Royal Bhejane, you will also have the ability to trade our unique R_X units, an innovative horn-based asset, through our listing on the Namibian Stock Exchange.*

To find out how Royal Bhejane is making it possible for investors like you to become rhino owners, go to **www.RoyalBhejane.com**

Rhino horn trade done right

ROYAL BHEJANE

FOR ONLY R50
YOU CAN MAKE
A DIFFERENCE
BUY AN
R_X UNIT

*Please refer to prospectus for more details.

Download our registered prospectus from www.RoyalBhejane.com today and save rhinos by investing alongside us.