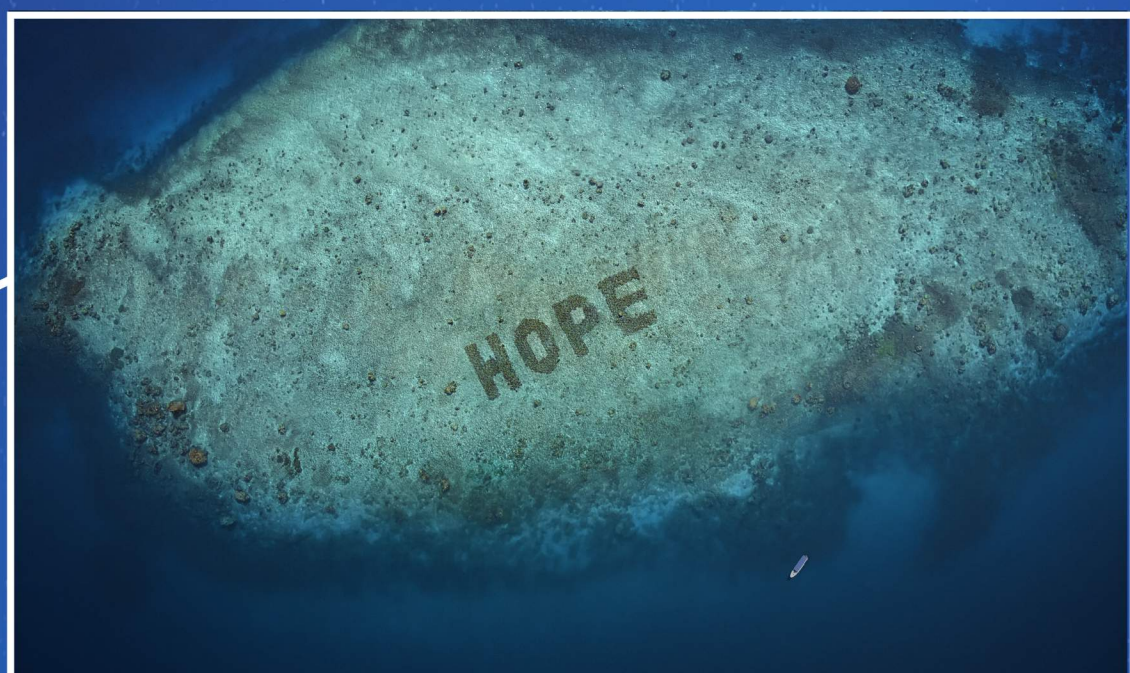


SHEBA HOPE REEF

The Start of the World's Largest Coral Restoration Program



WHY CORAL REEFS?

Over 500 million people rely on coral reefs, they provide us with



FOOD



COASTAL PROTECTION



INCOME



SOURCES OF MEDICINE



BIODIVERSITY

But scientists estimate that if we do nothing

90%

of the world's tropical reefs will be gone by **2043**

Threatening

25%

of the world's marine life



CAUSES OF CORAL REEF DESTRUCTION



Coastal Development



Pollution



Destructive Fishing Practices



Climate Change

WHAT IS THE SHEBA® BRAND DOING?

Protecting coral today, means more fish tomorrow

– ensuring a future for biodiversity that supports ocean health

SHEBA has begun work on the world's largest coral restoration program to restore coral reefs measuring more than

185,000 sq. meters by **2029**

Equivalent to **148** Olympic swimming pools



The first step... SHEBA has unveiled the results from the first part of the program, **Hope Reef**, to create a global movement to inspire the world to restore our coral reefs

So far coral cover has increased from

5 to 55%, fish abundance has

increased and we have seen the return of species such as sharks and turtles



HOW IS THE SHEBA® BRAND RESTORING CORAL REEFS?

Hope reef uses Reef Stars joined together on which coral is attached – they're the result of decades of research, development and experimentation



90CM

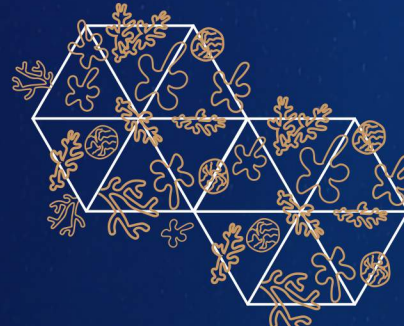
1. Reef stars are **constructed from steel** and coated in coral sand by the local community

2. Small pieces of living coral, sustainability collected, are **attached onto each bar of the star**



3. Reef stars are then **lowered onto the seabed** by a team of local divers and joined together

4. The Reef Stars provide a stable surface from which **corals can grow to rapidly re-build a reef**



Together with its parent company Mars Inc., the **SHEBA®** brand is growing **HOPE** for our oceans and health of our planet for generations to come!

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Watch and share **The Film That Grows Coral** to help raise money for reef restoration through The Nature Conservancy