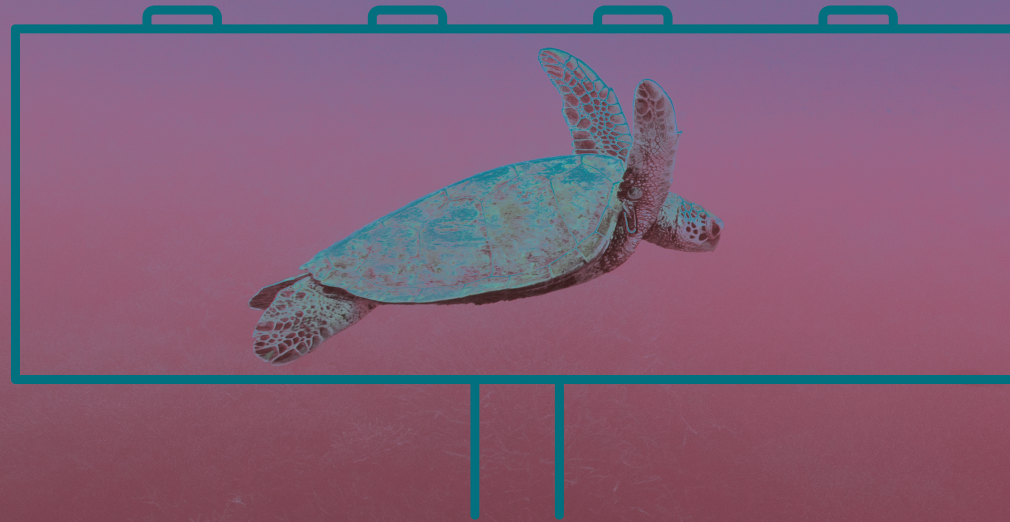




The
Lion's
Share

An initiative to ensure
animals receive the
support they deserve.



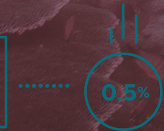
Problem

Animals appear in 20% of all advertisements. In fact, every year \$118 billion is spent on ads that feature them. But while animals are thriving in advertising, they're suffering in the real world. Introducing The Lion's Share.

Idea



1. A company joins.



2. Whenever an animal is featured in their ads, they donate 0.5% of their media spend to The Lion's Share Trust.



3. The UN's 17 biodiversity goals across the world.



4. Money is used to save species, habitats and support animal welfare.

Results

- 7 organizations signed
- 450 brands
- Raised \$16 million USD to date

Impact so far

- **Sumatra**
Purchased 260,000 non-leopards of investment vehicles
- **South America**
Working with 10 countries to stop illegal trade
- **West Pacific Ocean**
Restoring 5.7 million km² of coral reef
- **Mozambique**
Digitised anti-poacher communication technology

Partners



MARS

The Economist

JCDecaux

KERING

DW Deutsche Welle

nielsen

NISSAN

UNILEVER

Pedigree

whiskas

Mars

EMERSON

POURDRI

Sheba

Nutra

Cesar

Maltesers

Uncle Bens

Dove