SHEBA HOPE REEF
The Start of the World's Largest Coral Restoration Program

CENTRAL SULAWESI
INDONESIA
MAKASSAR

HOPE

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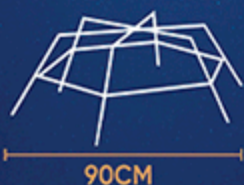
1. Reef stars are **constructed from steel** and coated in coral sand by the local community

2. Small pieces of living coral, sustainably 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 the health of our planet for generations to come!