



- Launch in Tunisia - CNN feature - Office in the UK - New CFO and Head of Communications - New website-

LAUNCHING A NEW INITIATIVE IN TUNISIA



First field trip to Tunisia. Project Manager Christina de Poitiers and Agricultural Specialist Euan Brierley visited the Tunisian desert outside the capital in March 2016.

The Sahara Forest Project launched a new initiative in Tunisia on December 10, the same day as the Tunisian quartet received the Nobel Peace Prize in Oslo.

The goal is to realize concrete climate solutions on the ground that will produce sustainable food, freshwater and clean energy.

-Our work in Tunisia will be an interdisciplinary initiative, but also a cross-cultural cooperation that will contribute to a more sustainable future for Tunisia, CEO Joakim Hauge said.

The efforts of The Sahara Forest Project in the Northern African country is financially supported by the Norwegian Ministry of Foreign Affairs. On March 1st, Foreign Minister Børge Brende mentioned the Norwegian support to SFP several times during a parliamentary debate on the Norwegian political efforts to support Tunisia in the democratization process. The SFP management team has been working closely with the Tunisian embassy in Norway during the last months.

-Secure and sustainable supply of food, freshwater and clean energy is closely linked with stability and democratic development. This was one of the main themes the world

leaders discussed at the important COP21 climate summit in Paris in December, Hauge said. Hauge emphasizes that the Sahara Forest Project wants to contribute to bring Tunisia and Europe closer together through international investments, local green job creation and trade of sustainable agricultural products.

-Sahara Forest Project brings innovative solutions in water, food and energy to Tunisia, and we will cooperate with local authorities and local scientists and industry as we move closer to our goal of establishing the very first SFP facility in Africa, Hauge said.

In the long term this will not only produce much needed water, food and clean energy, but also contribute to knowledge transfer and new future-oriented and green jobs in Tunisia.

-It is very inspiring and we feel very welcome in Tunisia. We will now go ahead and identify challenges and demonstrate that our concept works. I look forward to taking this further and contribute to make the Tunisian desert green again, Hauge concluded.

THE TUNISIA WORK OF SFP FEATURED ON CNN

The Tunisian efforts of the Sahara Forest Project was featured as a top story on CNN.com on March 16.

The story came in the same week as Sahara Forest Project staff visited the Tunisian capital for a series of meeting with local officials.

The story "How to grow vegetables in the Sahara" by journalist Kieron Monks was one of the most popular articles on CNN that particular day, and was shared in social media by a four digit number of people from all continents of the world.

The story digs into the company's efforts to deliver food, water, energy to the market, providing local green jobs and revegetating the desert.

In the CNN story, CEO Joakim Hauge repeated some of the news from the Norwegian media launch on December 10 2015. The SFP will initially conduct feasibility studies as a preliminary step to implement a new SFP facility in Tunisia. The studies is supported financially by the Norwegian Ministry of Foreign Affairs.

SFP OPENING NEW OFFICE IN THE UNITED KINGDOM



At the UK office: Christina de Poitiers, Bill Watts, Euan Brierley and Tom McGrath

Sahara Forest Project has ever since the start had close relations with the UK. During the autumn of 2015 the SFP had the pleasure of opening its first permanent office in the UK.

The new employees in the UK are Christina de Poitiers (Project Manager), Euan Brierley (Agriculture Specialist) and Tom McGrath (Engineer).

There are now a total of five employees working from the United Kingdom.

-We are very happy and proud to strengthen our presence in the UK. It is an important milestone in the history of The Sahara Forest Project, CEO Joakim Hauge said.

-By welcoming Christina, Euan and Tom to our team, we are boosting our scientific and solution-oriented efforts to deliver top quality studies to our partners and financial supporters. They all bring unique qualities and highly relevant experience to our company. The new staff members in the UK will be crucial for our projects to succeed in both Jordan and Tunisia, Hauge said.

The new staff members working out of the UK office are:

Christina de Poitiers has a Master of Science from Imperial College and a bachelor in biology from University of Southampton. She has previously worked as senior consultant on environmental and water technology at Isle Utilities and as an environmental consultant on the Sur Independent Power Plant site in Oman.

Euan Brierley has a PhD in Carbon and Nitrogen Transformations in an Acid Forest Soil from the University of Reading. Since then he has over twenty years managerial experience in natural resource management through a wide variety of positions. For ten years Euan directed the land management programs at Cranfield University, including Ecological Conservation and Land Reclamation and Restoration.

Tom McGrath has a Master in Mechanical Engineering with Renewable Energy from the University of Edinburgh. He has also completed a 4 year toolmaker's modern apprenticeship. Tom previously worked as Design and Development Engineer for Artemis Intelligent Power with a focus on mechanical design of hydraulic transmission systems for a number of applications including wind turbine and other industrial applications.

NEW CFO AND HEAD OF COMMUNICATIONS APPOINTED



CFO Jan Henry S. Fosse



Head of Communication Magnus Borgen

The Sahara Forest Project has in the first quarter of 2016 appointed Jan Henry S. Fosse as new Chief Financial Officer and Magnus Borgen as new Head of Communications.

Jan Henry is the new Chief Financial Officer in The Sahara Forest Project. He previously served as Vice President for Strategy, M&A and Innovation at Multiconsult ASA, an international engineering firm, following senior roles in international strategy consulting and co-founding several commercial and philanthropic ventures. He holds an Executive Education degree in Corporate Finance from the Stockholm School of Economics, a Master of Science and Bachelor of Science in Strategy and Marketing from BI, Norwegian Business School and a bachelor's degree in psychology from the University of Oslo.

-Jan Henry has a broad international experience that will bring a considerable added value to the work of The Sahara Forest Project. We are very proud to welcome him as a key member of our management, and with Jan Henry at the headquarters we are now strengthening the strategic and operational work when it comes to developing our company, CEO Joakim Hauge said.

Magnus previously worked as Head of Communication at the Bellona Foundation. He worked as a part of the Bellona management team for seven years, including three years as Personal Assistant and advisor to the Bellona President Frederic Hauge. He previously worked for several Norwegian and international media outlets, and is also the author of one book.

-Magnus has through his leading positions at the Bellona Foundation been working closely with The Sahara Forest Project management for several years. There are few that can match both the considerable experience and unique network Magnus possess for communicating sustainable solutions. We feel confident that Magnus will position SFP strategically at relevant international arenas and ensure that our efforts both in the company and the foundation will have even better visibility in the domestic and international media landscape, CEO Joakim Hauge said.

PROUDLY LAUNCHING A NEW WEBSITE

Our website is the company's most important communication tool and communication arena.

Renewal and update (both publishing system and content) has been crucial, as it is almost 3,5 years since the launch of the first version of SFP website.

The new website reflects what The Sahara Forest Project is all about in 2016. There are more activities, more ongoing work at several locations and more staff than ever.

There will be regular news updates, and we will soon add more publications, photos, videos and presentations of our scientific work over the next weeks and months. Please follow us on our social media platforms such as Facebook and Twitter to get the latest developments straight to your computer or mobile device.

INFO@SAHARAFORESTPROJECT.COM

WWW.SAHARAFORESTPROJECT.COM