

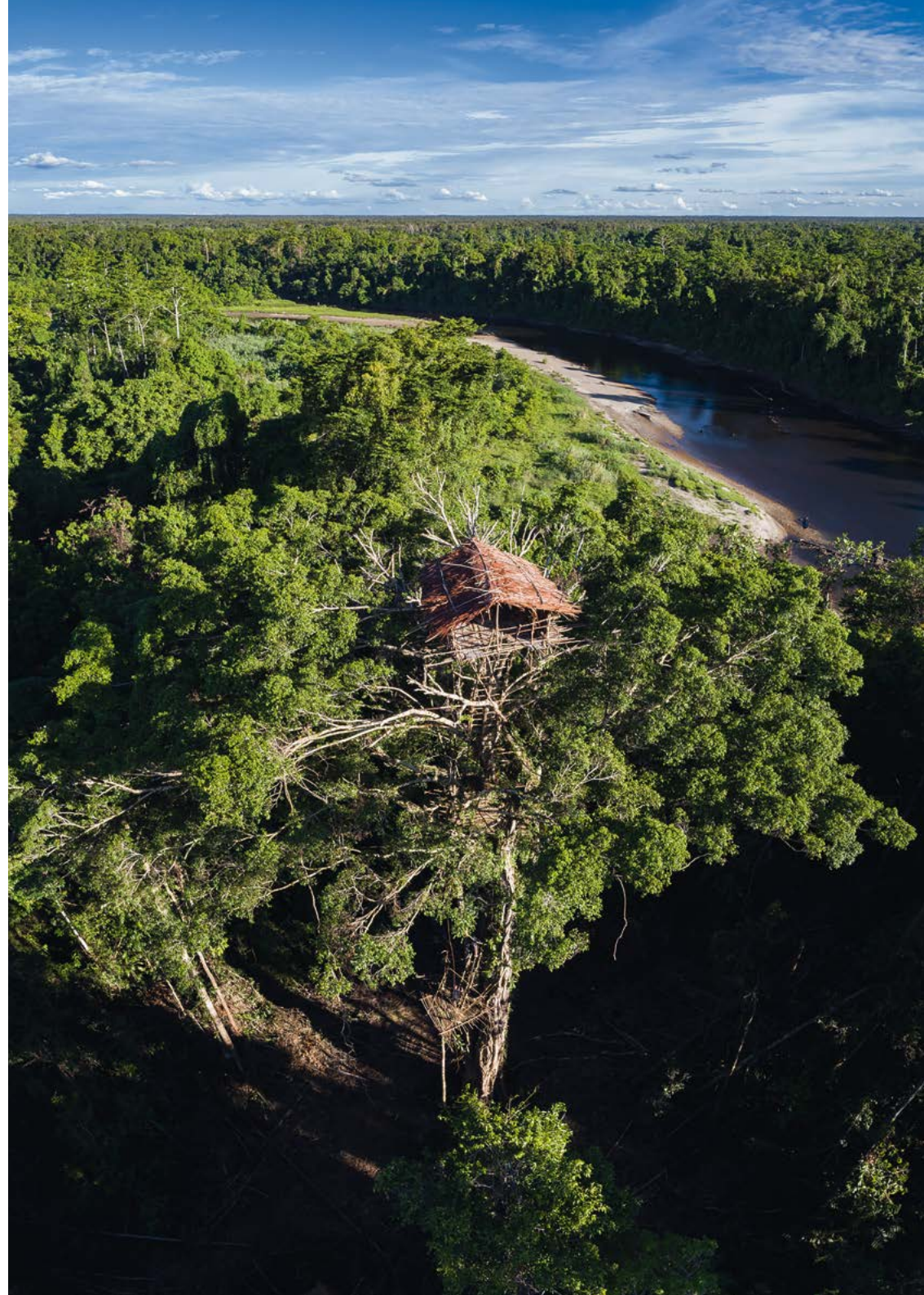
# EARTH INVENTORY

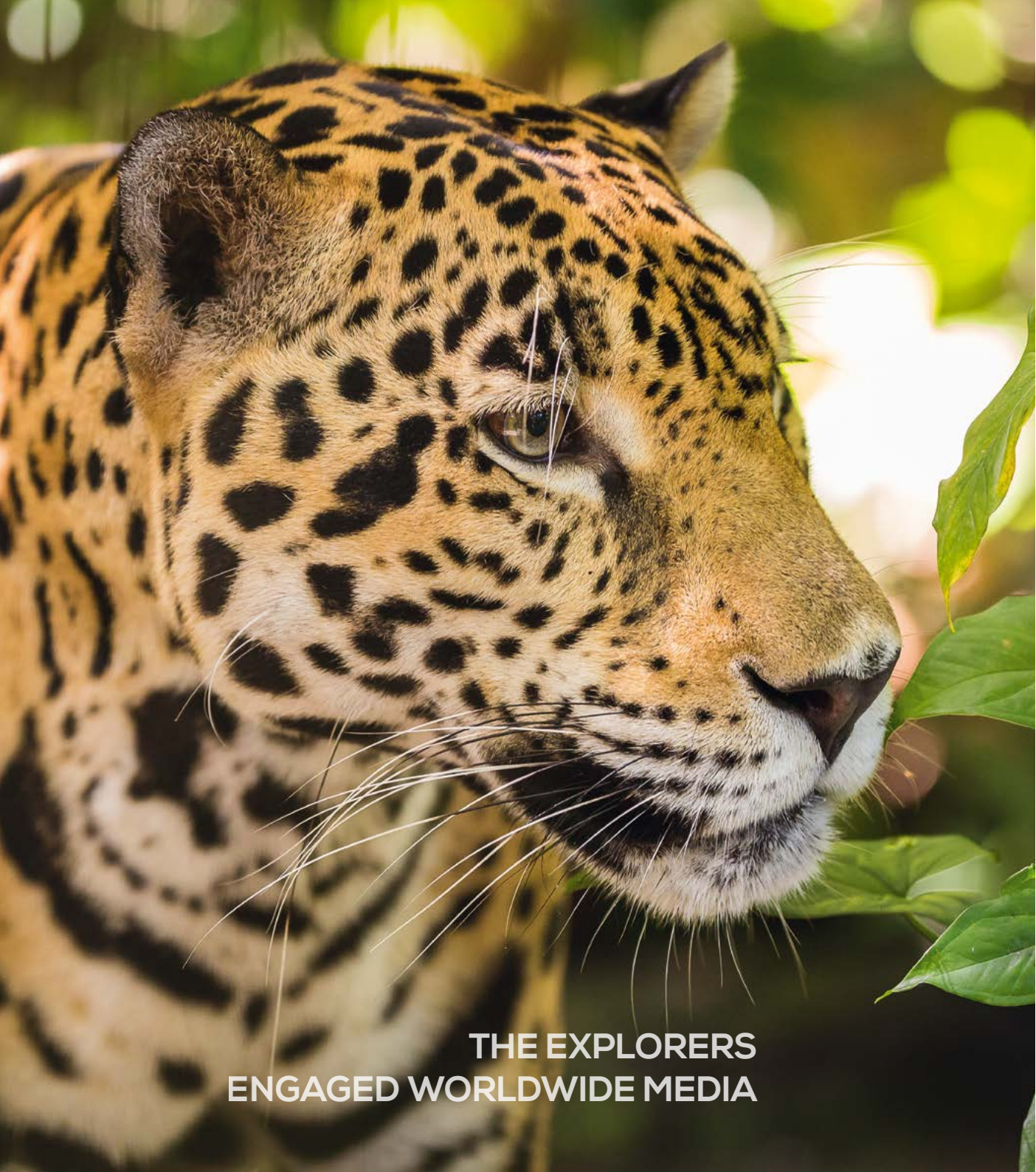
*« Know better to protect better »*





*« Know better to protect better »*





**THE EXPLORERS  
ENGAGED WORLDWIDE MEDIA**



**THE EXPLORERS** is a French initiative with global ambitions that bring a new approach to educating and raising awareness of our planet.

**THE EXPLORERS** is the very first worldwide collaborative media platform to create an inventory of the Earth's heritage in 17 languages using photos and UHD video (8K and 4K).



THE EXPLORERS - EARTH INVENTORY

# OUR MISSION



# « Know better to protect better »

**THE EXPLORERS** is creating a comprehensive inventory of Earth's natural, cultural, and human heritage in order to raise awareness of the planet's wealth as well as its fragility.

*The surface of the Earth is similar to the human body:  
70% water and 30% solid mass.*

*I want to perform a visual check-up of the planet just as I used  
to perform medical check-ups on my patients.*

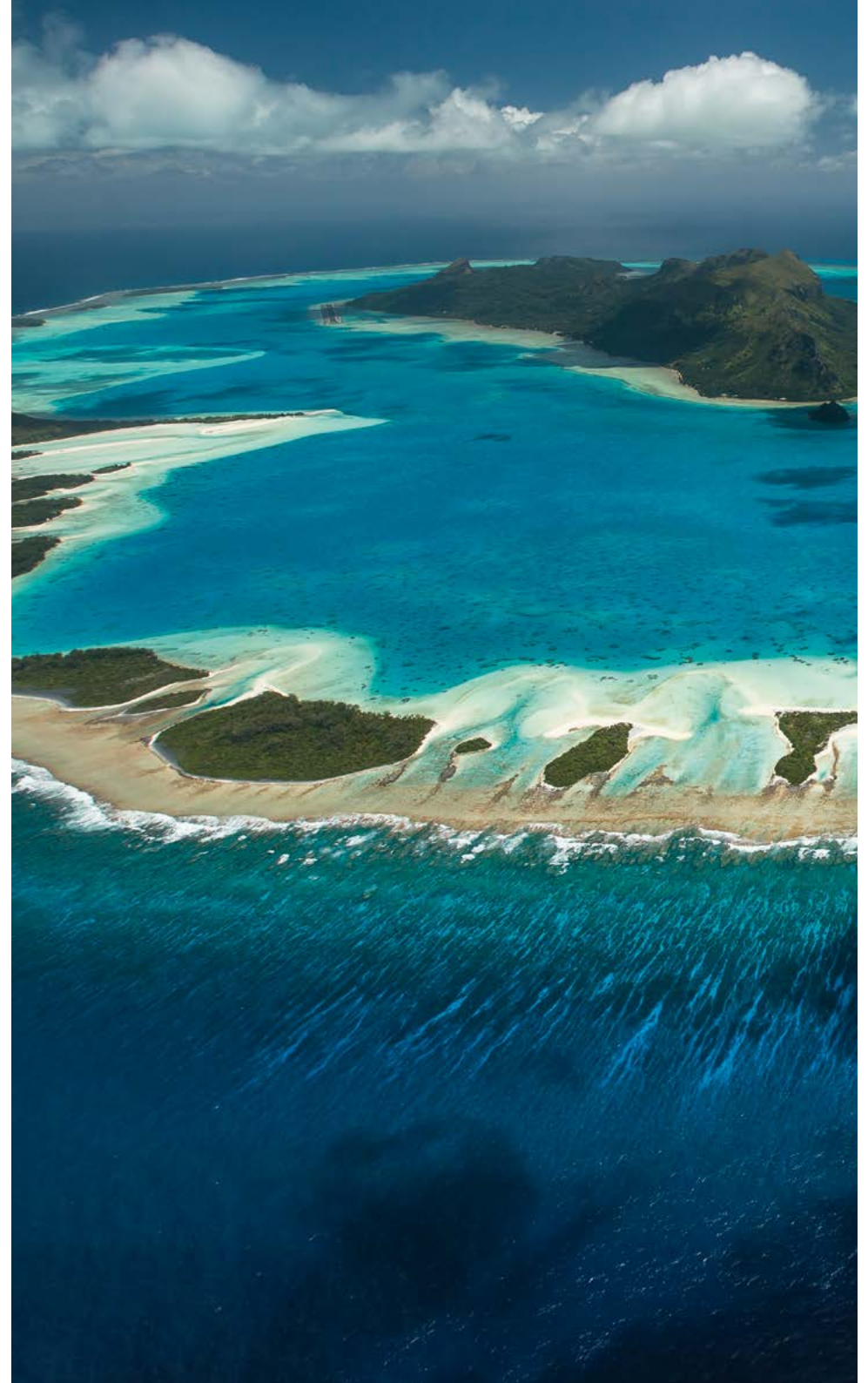
*The Explorers will create a new inventory that will be an archive  
of the world's natural diversity whose main strength lies  
in the emotion generated by its beauty.*

Olivier Chiabodo, co-founder of **THE EXPLORERS**



**BK HDR & 4K HDR**

THE EXPLORERS - EARTH INVENTORY



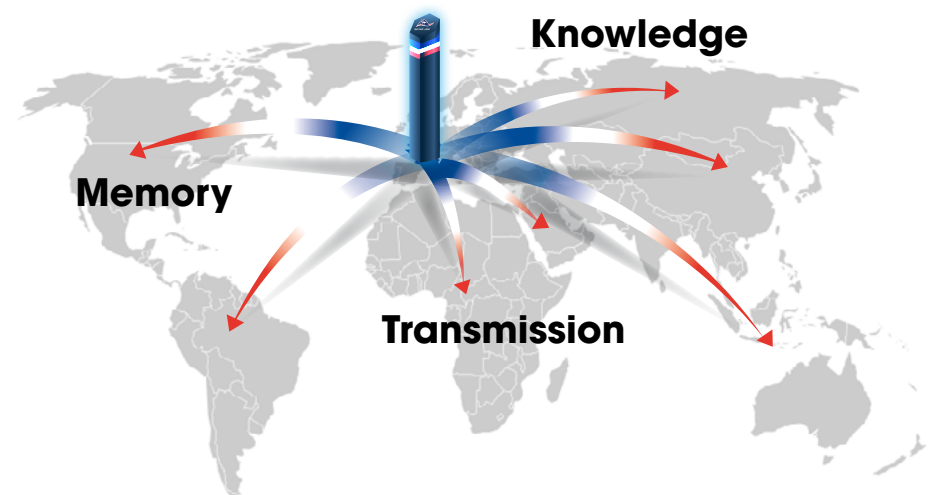


OUR  
AMBITION

## The Explorers' Ambition for 2030:

- To carry out the inventory in Ultra High Definition 8K images of the 195 countries recognized by the United Nations.
- To build the digital Ark of the natural, cultural, and human heritage of the planet.

**The Explorers, has developed a world-renowned know-how and expertise** in capturing and digitally distributing **the Earth's inventory in 8K** video, photos and drawings.



THE EXPLORERS:  
MEMORY, TRANSMISSION  
AND KNOWLEDGE

*"Know better to protect better"*



OUR  
COMMITMENT

# In this engaging global media content is generated through two main sources

## THE FIRST: A SUBSCRIPTION TO ACCESS THE EXPEDITION'S FILMS IN 8K, 4K AND HD, THUS SUPPORTING THE EXPLORERS (FREEMIUM)

- **THE EXPLORERS** travel the world with high-end production technology to capture the world in 8K.
- These documentary films highlight the undisputed beauty of the Earth and show the lives of the local people.
- All rights reserved.

10% of revenues are donated to *The Explorers Foundation* for species conservation projects. Contributors choose the projects they wish to support and receive updates on the actions undertaken.



## THE SECOND IS COLLABORATIVE, COSTS NOTHING TO TAKE PART AND IS FREE OF ADVERTISING...

### The Explorers Community: "Where everyone is an Explorer"

Members of this growing community share photos and videos on the application or on **THE EXPLORERS** website. Thanks to their smartphones, they will become the guardians of the planet and will contribute to the ideal of better understanding for better protection.

Members of this community could be invited to embark on an expedition thanks to *The Explorers Academy*.



## THE EXPLORERS FOUNDATION

10% of our income B2C is systematically donated to *The Explorers Foundation* to support biodiversity conservation programs. *The Explorers Foundation* is committed to keeping its operational costs to a strict minimum. Its annual financial report will be audited and published in electronic form for full transparency.

Six specific actions for preserving the environment are already supported by *The Explorers Foundation*:

- Lemurs in Madagascar,
- Marine turtles in French Polynesia,
- Red macaws in Honduras,
- Radiated tortoises in Madagascar,
- American crocodiles in Jamaica,
- Humpback whales in Polynesia.



## CARBON FOOTPRINT

We are well aware of our carbon footprint as we carry out this inventory of the Earth. We calculate precisely the amount of carbon that must be offset for each of our expeditions.

The Explorers is member of Green Software Foundation



# HOW TO EXPLORE OUR CONTENT ?

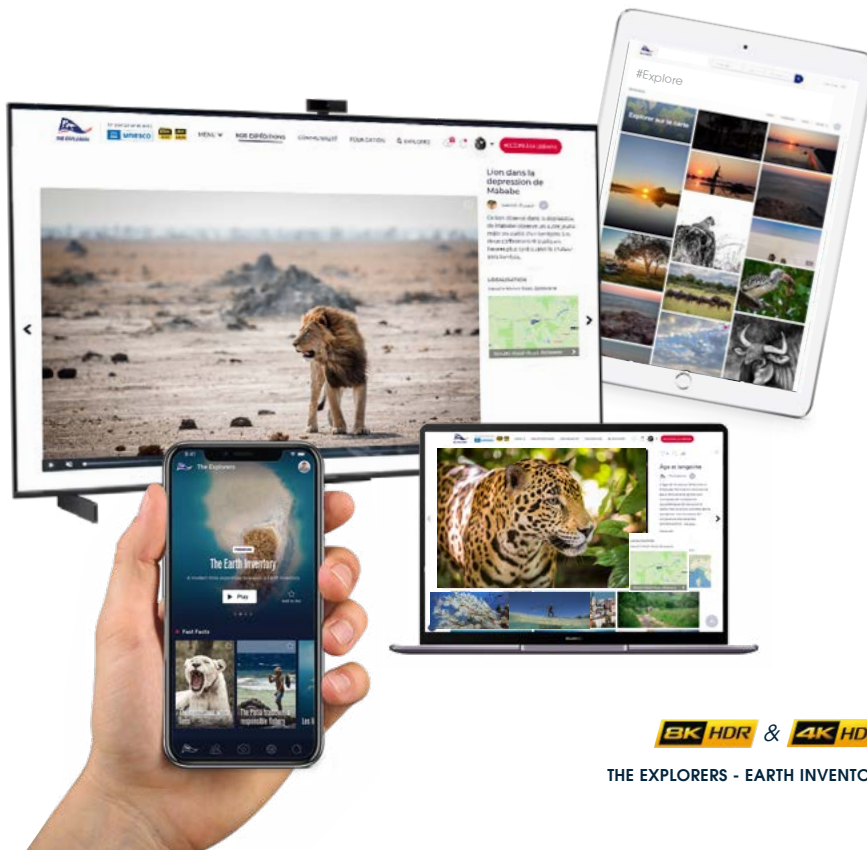


# The Explorers, a new generation of worldwide media.

## THE EXPLORERS APPLICATION

Available in 17 languages on iOS, Android, tvOS, AndroidTV, Tizen and Harmony OS for smartphones, smart TV, tablets, and on laptops.

**WORLDWIDE AVAILABILITY IN 8KHDR  
AND 4KHDR, 4KSDR, HD**



**8K HDR & 4K HDR**

THE EXPLORERS - EARTH INVENTORY



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# WHO ARE WE?



  
**THE  
EXPLORERS**



## TEAM

### Founders

Olivier Chiabodo and Jean-Pierre Morel

### Managing Team

Olivier Chiabodo, CEO

Jean-Hugues Noël, CPO

### A unique and exclusive 4K and 8K production expertise

Scientists

Filmmakers

Cameramen

Reporters

Photographers

Illustrators

Designers

Artists

Pilots

Technicians

Editors

Musicians

Programmers

Developers

Product owners

Marketing managers

Community managers

...



THE EXPLORERS - EARTH INVENTORY



OUR  
PARTNERS



## In 2021

THE EXPLORERS BECOMES UNESCO'S OFFICIAL  
PARTICIPATIVE PLATFORM FOR THE PRESERVATION  
OF HUMAN AND NATURAL HERITAGE



## A global luxury brand shares our commitment



As **THE EXPLORERS** main partner, Kering wishes to contribute to the protection of the Earth's biodiversity.

A pioneer in sustainable development within its sector, the Kering group, led by CEO François-Henri Pinault, launched the Fashion Pact, a worldwide coalition of fashion and textile companies who have committed to major environmental objectives focusing on global warming, biodiversity and protecting the world's oceans.

Kering manages the development of a series of renowned Houses in fashion, leather goods, jewelry and watches. By putting creativity at the heart of their strategy, Kering allows these Houses to push their limits in terms of creative expression while at the same time creating sustainable and responsible luxury.





**THE EXPLORERS**

In partnership with



## CONTACT

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*« Know better to protect better »*

