

**COMPANY ANNOUNCEMENT  
PRESS RELEASE****FOR IMMEDIATE RELEASE****13 August 2025****Anantara Golden Triangle Celebrates World Elephant Day with Heartfelt Tributes to Mothers and Gentle Giants**

**Bangkok, Thailand – Minor International Public Company Limited (MINT)** announces that in celebration of World Elephant Day on 12 August, Anantara Golden Triangle Elephant Camp & Resort, in collaboration with the Golden Triangle Asian Elephant Foundation (GTAEF), recently hosted a heartwarming and educational day filled with meaningful activities to raise awareness about elephant conservation and promote enhanced care and celebrate the special bond between humans and elephants.

Recognised annually, World Elephant Day highlights the importance of protecting elephants and their habitats, and calls for improved treatment of both wild and captive elephants. The celebration was made even more meaningful as it coincided with Thai National Mother's Day, offering a unique opportunity to honor both mothers and Thailand's beloved elephants.

The celebration commenced with a traditional Blessing Ceremony, where monks offered prayers and blessings to the elephants, their mahouts, guests, and team members. This deeply spiritual ritual symbolizes respect and harmony, strengthening the bond between people and elephants.

Following the blessings, an engaging Elephant Education session brought together mothers, children, and team members with their families. Participants had the unique opportunity to learn directly from the Elephant Camp team about elephant behavior, vital care, and conservation efforts. This session created a space for meaningful intergenerational learning and deepened participants' appreciation for Thailand's national symbol.

The highlight of the day was the Elephant Buffet; a colorful feast of fresh fruits and vegetables lovingly prepared for the elephants. Guests were invited to witness the gentle giants enjoy their favorite treats up close in a joyful, interactive atmosphere.

"World Elephant Day is a crucial occasion for us to underscore the importance of elephant conservation," Jean Marc Pougnet, General Manager of Anantara Golden Triangle Elephant Camp & Resort. "Through our long-standing partnership with the Golden Triangle Asian Elephant Foundation, we aim not only to care for rescued elephants, but also to inspire positive change by sharing knowledge and practical solutions for better management and protection of these incredible creatures with our guests and communities.

John Roberts, Group Director of Sustainability & Conservation at GTAEF, added, "For us, World Elephant Day serves as a vital reminder that elephant awareness and conservation is an ongoing endeavor, not just a one-day event. It's about cultivating a continuous sense of responsibility and stewardship. Every interaction, every educational moment, and every act of compassion contributes to a greater understanding of the threats elephants face and the collective effort needed to secure their future. We aim

to inspire a new generation to become advocates for these magnificent creatures and ensure their survival for generations to come.”

The event reflects Anantara’s commitment to responsible tourism and creating meaningful connections between guests, communities, and nature. As part of its ongoing efforts, the resort continues to support ethical elephant experiences, community empowerment, and conservation education.

For more information or to support the efforts, please visit [www.anantara.com/en/golden-triangle-chiang-rai](http://www.anantara.com/en/golden-triangle-chiang-rai) or [www.helpingelephants.org](http://www.helpingelephants.org)

### **About Minor International (MINT)**

Minor International (MINT) is a global Company focused on two core businesses: hospitality and restaurants. MINT is a hotel owner, operator and investor with a portfolio of 643 hotels under the Anantara, Avani, Oaks, Tivoli, NH Collection, NH, nhow, Elewana, Wolseley, Four Seasons, St. Regis, JW Marriott and Radisson Blu brands in 65 countries across Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe and the Americas (including upcoming owned and committed JV, together with signed lease and management contracts). MINT is also one of Asia’s largest restaurant companies with 2,684 outlets system-wide in 24 countries under The Pizza Company, The Coffee Club, Riverside Grilled Fish, Sanook Kitchen, Benihana, Bonchon, Swensen’s, Sizzler, Dairy Queen, Burger King and GAGA brands, as well as over 1,000 further outlets held through MINT’s strategic alliances (i.e. S&P and BreadTalk).

For more information, please visit [www.minor.com](http://www.minor.com).

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