



2025

# Impact Report

20 years. 40 species.  
**One pride.**



 Four-year-old female tiger returns to the cave in which she was born to birth her first litter in Bandhavgarh National Park, India  
©Steve Winter/National Geographic

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## TWO DECADES, 40 SPECIES, ONE MISSION

Since 2006, Panthera has worked at the edges of the world's wildest places — advancing measurable conservation outcomes for all 40 wild cat species and the landscapes that sustain them through rigorous science, community partnership and precision technology.

## MISSION

To ensure a future for wild cats and the vast landscapes on which they depend.

## VISION

A world where wild cats thrive in healthy, natural and developed landscapes that sustain people and biodiversity.

# Wild Cats Are Worth Fighting For

For as long as humanity has told stories, wild cats have been woven into them. They appear in ancient art, sacred traditions and cultural symbols across continents. Even today, they continue to inspire us — on screens, in stadiums and in the wild places that still draw people from around the world.

**Yet many of these extraordinary species are in decline.**

Poaching, habitat loss and human-wildlife conflict are driving wild cat populations toward a tipping point. Without action, we risk losing not only some of the world's most iconic species, but also the ecosystems, cultures and communities that have long coexisted with them.

Around the world, we work to secure a future for wild cats and the landscapes they inhabit. At the heart of our mission is a simple truth: when wild cats thrive, nature thrives.

As carnivores, wild cats play a critical role in maintaining the balance of ecosystems. Their presence helps

shape healthy forests, grasslands and wetlands, sustaining the intricate web of life and the natural systems on which people depend.

Protecting wild cats also safeguards cultural heritage, supports livelihoods and preserves essential ecosystem services — from clean water to greater resilience in the face of climate change.

The impact of this work extends far beyond any single species. It represents an investment in biodiversity, in resilient landscapes and in a more sustainable future for all.

**Saving wild cats has never been only about cats.**

**It is about the systems that sustain life on Earth — including our own.**

📷 *Right (clockwise): Cheetah and cub in Tanzania ©Sebastian Kennerknecht; A melanistic leopard in Al-Sultan Abdullah Royal Tiger Reserve, Malaysia ©Sebastian Kennerknecht; A female puma and cubs in Patagonia, Chile ©Nicolás Lagos; Fishing cat in Thailand ©Sebastian Kennerknecht; Tiger cub in Bandhavgarh Tiger Reserve, India ©Dianne C Johnson*



# About Panthera

In 2006, Panthera was founded on a bold belief many considered impossible: that the world's wild cats could be saved. For two decades, we have worked to realize this vision by protecting the seven species of big cats and developing targeted conservation strategies for the world's most imperiled small cats.

Over 20 years, both wild cat conservation and Panthera have evolved. In our early years, we focused on big cats and built our reputation on the rigor of our research. Over time, we have transformed from studying wild cats to actively saving them, shifting toward applied, solution-oriented science and conservation interventions designed to produce measurable outcomes.

When I joined Panthera as CEO in 2017, we expanded this vision even further. Alongside Board Chairman Jon Ayers,



appointed in 2021, we broadened Panthera's conservation strategy to encompass all 40 wild cat species, including small cats.

Panthera continues to grow. In 2024, we established four regional hubs across Latin America, Europe, Africa and Asia to anchor our global operations at the local level.

Innovation has always been central to our approach. While technology alone doesn't save cats, the right tools in the right hands make conservation more effective. From designing our first PantheraCam in 2008 to developing cutting-edge carnivore deterrents, innovation runs through everything we do.

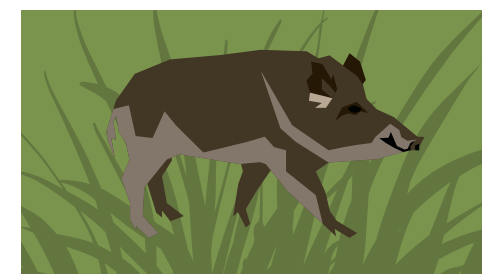
Today, we have 44 active projects in 32 countries, 17 entities and more than 300 staff members working to save wild cats around the globe.



## Two decades in, we know this: Conservation works.



Tiger populations at **88% of our Tigers Forever sites** are stable or increasing.



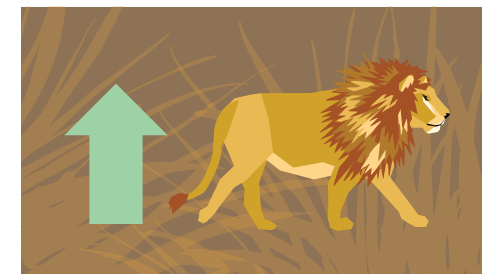
**Collared peccaries** are once again thriving in Jeanette Kawas National Park, Honduras, providing a stable food source for jaguars.



In 2026, flat-headed cats were confirmed in Thailand **for the first time in 29 years.**



Our Furs for Life project has saved an estimated **7,500 wild cats, mostly leopards.**



In Senegal's Niokolo-Koba National Park, West African lion numbers have **increased by approximately 200% since 2017.**



These results are a testament to the dedication of people around the world who believe in this mission: rangers protecting critical landscapes, communities choosing coexistence, and conservation supporters who stay the course. While people can be the greatest threat to wild cats, we are also their greatest hope.

20 years. 40 species. One pride. You are part of what makes this possible, and I cannot wait to see what we accomplish together over the next 20 years.



**FRED LAUNAY, Ph.D.**  
CEO and President

*📷 Above (left to right): Puma team Field Technician Mauricio Montt checks a camera trap in Patagonia, Chile ©Panthera; Small Cat Project Officer Wiroom Mongkonsin tracks a fishing cat in Khao Sam Roi Yot National Park, Thailand ©Sebastian Kennerknecht; Brazil team collars an ocelot, Pantanal ©Panthera*



# Two Decades of Impact

## OUR IMPACT BY THE NUMBERS

**40** wild cat species in focus

**30+** countries where we work

**100+** partners around the world

### KEY MILESTONES

**2006**  
**Panthera Founded**  
 Co-founded by Dr. Thomas S. Kaplan, Daphne Recanati Kaplan, and Dr. Alan Rabinowitz.



Launched Tigers Forever and Lion Programs.

**2007**  
 Panthera Wildlife Trust Ltd. founded in the United Kingdom.

**2008**



**Jaguar Corridor Initiative launched.**  
 Debuted PantheraCam.

**2011**  
 Panthera Colombia founded.

**2012**




**Tiger Site Security Team formed** to combat poaching.

 Panthera Costa Rica established.

**2014**



**Furs for Life established.**  
 The Global Alliance for Wild Cats formed.  
 Fazenda Jofre Velho Ranch established in the Pantanal, Brazil.

 Panthera Brasil established.

**2015**  
 Panthera South Africa established.


**2016**



**Dr. Fred Launay became CEO.**

 Panthera France and Panthera Zambia established.

**2017**



**Panthera expanded scope to focus on all 40 wild cat species.**  
 Expanded our scope into Gabon's Pleateaux Batéké National Park and Senegal's Niokolo-Koba National Park.  
 Work began in the Binational Corridor between Guatemala and Honduras.

 Panthera Canada established.

**2018**  
**Counter Wildlife Crime division launched.**



PantheraIDS data management system launched.  
 Small Cats Program and Puma Program established.  
 Olympic Cougar Project launched.  
 Jaguar 2030 Conservation Roadmap work began.

 Panthera Honduras established.

**2019**  
 Panthera Malaysia established.

**2020**  
 Panthera Wild Cat Conservation Senegal established.

**2021**



**Jon Ayers appointed Board Chair.**

 Panthera South and Southeast Asia Regional Office established in Thailand.

**2022**



**Conservation Technology team established.**

 Patagonia Puma Coexistence Project established.

**2023**  
 Panthera Saudi Arabia established.


**2024**



**Dr. Howard Quigley Private Natural Heritage Reserve launched in Brazil** in memoriam of the preeminent conservationist.

Regional Hubs established: Latin America, Europe and West and Central Africa, Southern and East Africa, and Middle East and Asia.

 Panthera Middle East established in the United Arab Emirates and Panthera Congo established.

**2025**  
 Panthera Tanzania established.

**2026**



**The Leiden Collection's Rembrandt drawing sold** for \$18M at Sotheby's New York, with proceeds benefiting Panthera.

📷 (Left to right, top to bottom) Jaguar ©Nick Garbutt; Furs For Life ©Roger Jardine Photography; Tracks ©Sebastian Kennerknecht; Rangers ©Panthera; Rembrandt drawing ©The Leiden Collection

# Tigers

(*Panthera tigris*)

IUCN (INTERNATIONAL UNION FOR CONSERVATION OF NATURE)  
RED LIST OF THREATENED SPECIES™ STATUS

Endangered

PANTHERA HUBS

Middle East and Asia

▶ ABOUT TIGERS



Female tiger in Ranthambore National Park, India ©Karin Saucedo

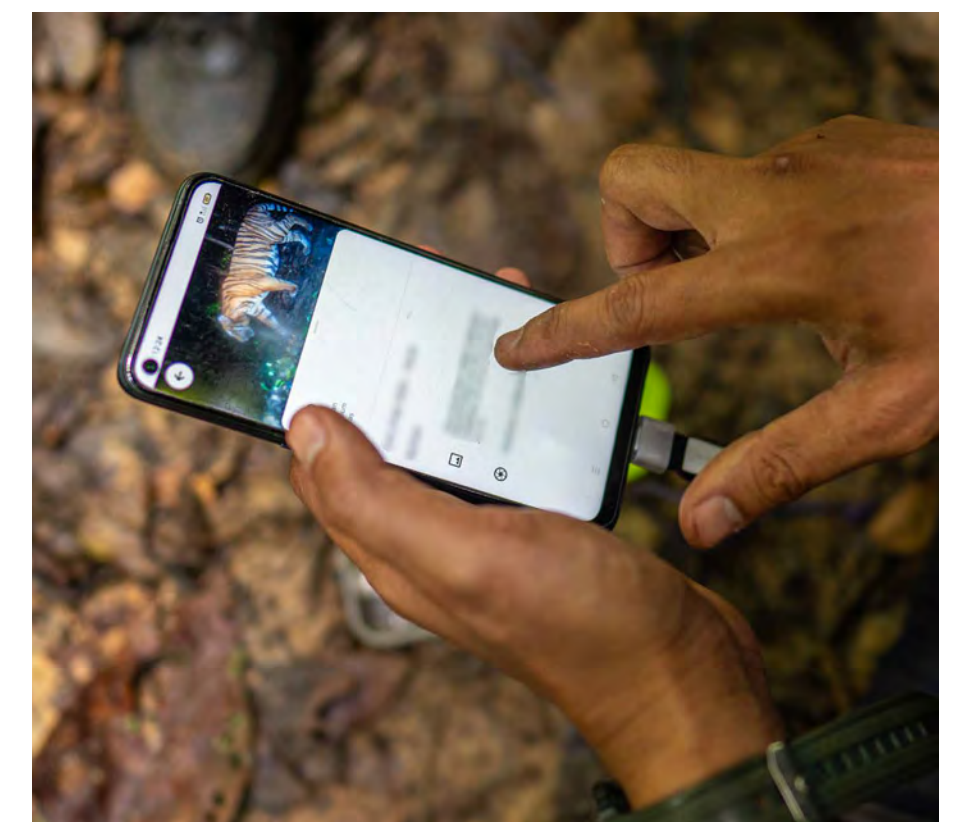
Right (top to bottom) Panthera staff ranger training, Thailand ©Panthera; Tiger Conservation Coalition launch in Thumpu Bhutan ©Royal Office for Media; Panthera staff log tiger sightings, Malaysia ©Ryan Peters

Launched as a flagship program in 2006, Tigers Forever works with more than 20 partners across 25 sites in 11 countries — with active programs in Indonesia, Malaysia, Nepal and Thailand — to establish breeding tiger populations by reducing direct threats, strengthening ranger capacity, and restoring the ecological conditions tigers need: secure habitat, recovering prey and functional connectivity.

Over two decades, our work has directly impacted more than 500 tigers — 13% of the world’s estimated wild tiger population. We have expanded formal protection across more than 4,500 square kilometers of tiger habitat, supported protected area management across 25,000 square kilometers, and developed a replicable, evidence-based model to prevent poaching, laying the groundwork for the population increases the next decade must deliver. As a result, populations at 88% of Tigers Forever sites are now stable or increasing. Across 25 sites, 11 tiger populations are stable, and 10 show increases ranging from 26% to 100%.

## Among the Results

- Expanded tiger protection with five new protected areas (more than 2,000 square kilometers), three expansions (more than 500 square kilometers), two upgrades, and 23 connected reserves across India’s Western Ghats.
- Built capacity for more than 1,500 Asian conservation practitioners in counter-poaching, biological monitoring, law enforcement, site security strategies, monitoring standards and SMART (Spatial Monitoring and Reporting Tool) technology.
- Reduced direct tiger killings using a crime science framework at Kenyir, Malaysia, cutting poaching incursions by 40%. Chances of a poacher being apprehended rose from ~3% to ~43% (a more than tenfold rise).
- Led two IUCN Red List assessments, co-led the first IUCN Green Status of Species assessment for the tiger, and contributed to Tiger Conservation Landscapes.
- As a founding member of the Tiger Conservation Coalition, led the development of the Tiger Impact Framework and developed sustainable financing mechanisms.



IN FOCUS

# Protecting a Critical Corridor

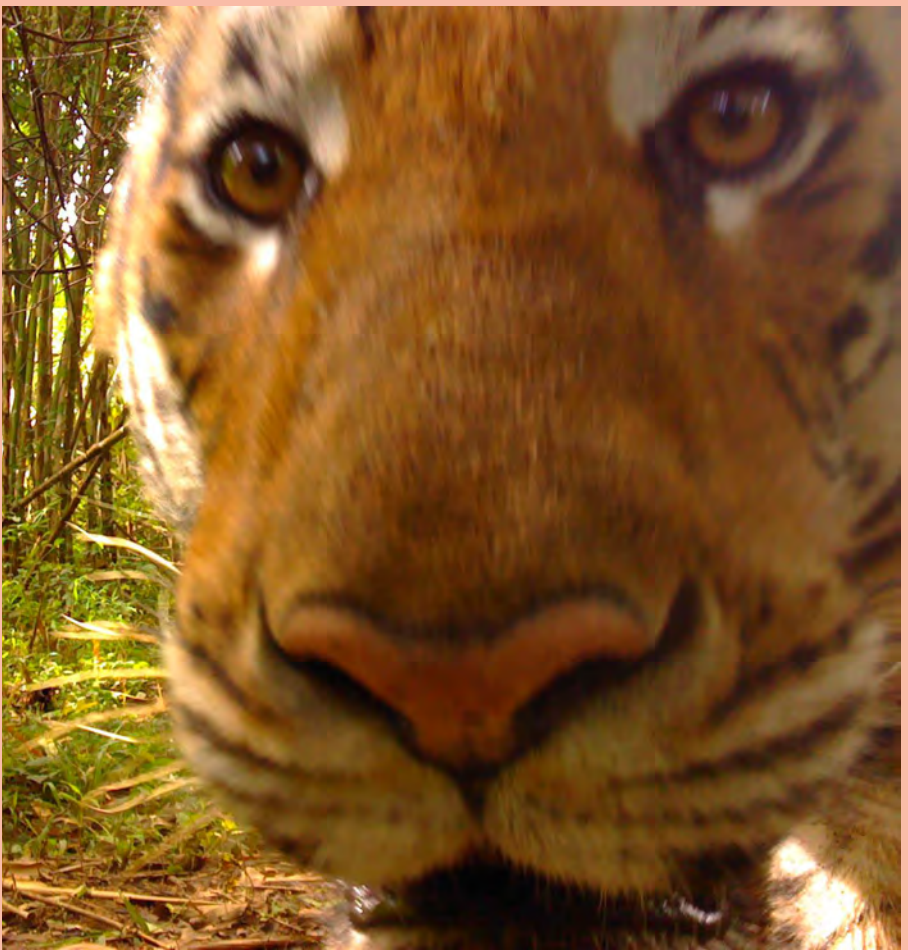
Thailand’s Western Forest Complex is home to the largest remaining population of Indochinese tigers (*Panthera tigris corbetti*). Panthera works in its southern portion (sWEFCOM), where tigers from the core population at the Thung Yai-Huai Kha Khaeng World Heritage Site are dispersing south into a landscape that is steadily recovering. Alongside Thailand’s Department of National Parks, Wildlife and Plant Conservation and local Karen communities, Panthera helped establish the scientific case for protecting the Si Sawat Corridor, a critical but previously unprotected link tigers are using to move across the landscape. In 2023, it was formally gazetted as the 350-square-kilometer Si Sawat Non-Hunting Area, with an additional 140-square-kilometer extension currently underway.

At Salakpra Wildlife Sanctuary, the core recovery site in the landscape, tiger density has increased from 0.11

individuals/100 square kilometers in 2016 to 0.56 in 2022. Key prey species, including wild boar, muntjac, gaur and sambar, are also stable or increasing.

Tiger detections across sWEFCOM have more than doubled since 2016, and breeding has been confirmed. The forest is coming back to life. Expanding the protected area network, restoring prey and strengthening community stewardship remain the critical next steps for sWEFCOM to fulfill its potential as a stronghold for Indochinese tiger recovery in Southeast Asia.

📷 *Right (clockwise): Male tiger moving through the Si Sawat Non-Hunting Area, Thailand ©Panthera; Tapir at night in Erawan National Park, Thailand ©Panthera; An unidentified male tiger investigates a camera trap in female territory, Erawan National Park, Thailand ©Panthera*



“A forest may shelter a tiger today, but a corridor secures its tomorrow.”

Rattapan Pattanarangsana  
Conservation Program Manager



📷 *Resident male tiger in Salakpra Wildlife Sanctuary, Thailand ©Panthera*

# Lions

(*Panthera leo*)

▶ ABOUT LIONS

## IUCN RED LIST STATUS

Vulnerable

## IUCN RED LIST STATUS OF THE NORTHERN LION

(*Panthera leo leo*)

Critically Endangered

## PANTHERA HUBS

Europe and West and Central Africa,  
and Southern and East Africa



Female lion and cubs in Kafue National Park, Zambia ©Sebastian Kennerknecht  
Right (top to bottom) Panthera staff set a camera trap, Tanzania ©Paolo Strampelli;  
Panthera staff in Zambia collar a lion in Kafue National Park, Zambia ©Panthera; Panthera  
staff training in Niokolo-Koba National Park ©Paolo Strampelli

An iconic cat species in Africa, lion populations in Sub-Saharan Africa have declined by 75% since the 1970s and occupy only 12% of their historical range. By understanding and addressing the drivers of lion decline, Panthera's Lion Program aims to protect, recover and connect wild populations across critical landscapes that offer the best chances of securing the future of lions alongside Africa's people. We support population recovery across five priority landscapes in Gabon, Senegal, Tanzania, Zambia and Zimbabwe, working closely with national governments to strengthen protected area management, improve wildlife monitoring and build the conditions needed for long-term recovery.

### Among the Results

- Monitored and protected more than 200 lions as part of our advanced SMART conservation framework in Zambia's Kafue National Park, redefining the blueprint for large protected area management throughout Africa.
- Established a partnership with the Tanzania Wildlife Authority for Ugalla and Luganzo game reserves in Western Tanzania, deploying more than 300 remote cameras and strengthening ranger patrols to support lion population recovery.
- Supported anti-poaching patrols, long-term biological monitoring and community engagement in Gabon's Plateaux Batéké National Park, laying the groundwork for a potential lion reintroduction. Since December 2017, we have funded all ranger team deployments in the park, with teams covering more than 2,955 kilometers over 283 patrol days, discovering 29 poacher camps and finding more than 100 records of poacher sign.
- Assessed the status of lions in West Africa, identifying key sites for population protection and recovery. We also led the first ecological, social and security feasibility assessment for the reintroduction of lions in key sites within West Africa, including Comoé National Park, Côte d'Ivoire, and Mole National Park, Ghana.
- Initiated and now manage a citizen science project in Hwange National Park, Zimbabwe, to collect vital monitoring data on lions and engage and capacitate local tourism guides to be citizen scientists.
- Led pioneering research into the illegal trade in lion body parts across West Africa, generating critical insights to inform conservation efforts.



IN FOCUS

# Hope for Lion Recovery

The northern lion is Critically Endangered, and in West Africa, the situation is stark: A decade ago, four populations of West African lions remained. Today there are just two. Only one population shows unequivocal signs of recovery: Senegal’s Niokolo-Koba National Park. When Panthera began working in Niokolo-Koba in 2017, fewer than 20 West African lions remained, confined to a tiny area of the park’s central sector. Even moderate mortality could have driven the population to local extinction.

In partnership with Senegal’s Directorate of National Parks (DNP), Panthera developed a strategy combining park protection, infrastructure development, ranger training, wildlife monitoring and financial support. The results speak for themselves: Lion numbers have increased by approximately 200% since 2017, lion range has expanded into more than 5,000 square kilometers of the park, and the annual operations budget

has grown from \$110,000 to more than \$1.3 million — a 1,000% increase that reflects growing global confidence in what is possible here. In 2024, the park was removed from UNESCO’s List of World Heritage Sites in Danger, a testament to years of sustained conservation effort.

A new 10-year agreement with the DNP is now being developed. In Niokolo-Koba, one of the world’s most endangered lion populations is coming back, and it is proof that with the right partnerships and sustained commitment, recovery is possible even at the edge of extinction.

📷 *Right (clockwise): Coordinator for Wildlife and Habitat Monitoring Mouhamadou Ndiaye, Regional Director of West and Central Africa Philipp Henschel and DPN staff set out camera traps as part of a lion population monitoring survey in Niokolo-Koba National Park, Senegal ©Paolo Strampelli; Lion track ©ZSL/Angelo Poupard; Mouhamadou Ndiaye sets up a camera trap in collaboration with a DPN ranger in Niokolo-Koba National Park, Senegal ©Paolo Strampelli*



“Protecting lions is where we start. Protecting everything else is where it leads.”

Lions bring us in. The ecosystem keeps us there.”

Stéphanie Périquet-Pearce  
Lion Conservation Scientist

📷 *Lion in Niokolo-Koba National Park, Senegal ©Stephanie Periquet-Pearce*

# Jaguars

(*Panthera onca*)

▶ ABOUT JAGUARS

## IUCN RED LIST STATUS

Near Threatened (*Panthera* is co-leading the current IUCN Jaguar Red List assessment, anticipated in 2027.)

## PANTHERA HUBS

Latin America



📷 A jaguar in the Pantanal, Brazil ©Valarie Van Cleave

Right (top to bottom) Brazil Country Director Ronaldo Goncalves Morato presents about the jaguar corridor ©Panthera; Panthera staff conduct a training session, Colombia ©Diana Stasiukynas; Panthera staff working to reduce human-jaguar conflict, Costa Rica ©Daniel Corrales

Launched in 2008, the Jaguar Corridor Initiative works with jaguar range states to connect core jaguar populations along a 6-million-square-kilometer range stretching across 18 countries from Mexico to Argentina. By protecting core jaguar populations and their ability to move safely across landscapes, we aim to maintain range-wide physical and genetic connectivity. Panthera currently works in 11 jaguar range states (and has partnerships with more), with teams active across 21,191 square kilometers of jaguar habitat.

### Among the Results

- Established six corridors and 10 initiatives across Mesoamerica, securing critical links in the Jaguar Corridor.
- Brought 511,798 hectares of jaguar habitat under increased protection across the Corridor.
- Identified more than 300 individual jaguars with collaborators in the Brazilian Pantanal, home to one of the highest jaguar densities on Earth, in partnership with the Jaguar Identification Project.
- Rewilded jaguar prey species in Jeanette Kawas National Park, Honduras — reintroducing 23 collared peccaries (*Dicotyles tajacu*) and releasing approximately 8,000 green iguanas (*Iguana iguana*) between 2019 and 2025.
- Worked directly with 117 farms across jaguar range countries to reduce human-jaguar conflict and build coexistence on shared landscapes.
- Developed new non-lethal carnivore deterrent methods that promote peaceful coexistence between wild cats and ranchers and farmers. For example, Blink+A, developed with researchers at Universidad del Desarrollo in Chile, combines motion-activated flashing lights and customizable audio to scare carnivores away from livestock.
- Co-launched the Jaguar 2030 Roadmap, a range-wide partnership working to secure 30 priority jaguar landscapes by 2030, and informed development of the Jaguar Regional Action Plan.



IN FOCUS

# Global Milestones for Jaguars

Back-to-back, two landmark international agreements transformed the future of jaguar conservation. The CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) Resolution on Jaguars, adopted at COP20 in December 2025, prioritized combating illegal jaguar killing and trade. The CMS (The Convention on the Conservation of Migratory Species of Wild Animals) Resolution on Jaguars, adopted at COP15 in March 2026, calls on range states to maintain healthy populations, restore habitat and promote coexistence.

Linking both milestones is the new Regional Action Plan for Jaguar Conservation, developed and adopted by all 19 jaguar range states, including the United States (U.S.). Together,

these agreements set a bold vision for 2050: a network of connected jaguar populations coexisting with human communities across the species' full historic range. Panthera helped build the scientific and policy foundation that made all three possible — two decades of field evidence turned into global commitments.

📷 Top to bottom: Panthera staff in front of a wildlife culvert underpass, Costa Rica ©Daniela Araya Gamboa; Jaguar and cub in the Pantanal, Brazil ©Valarie Van Cleave



“Positive momentum is building as range states make global commitments to protect and connect jaguars throughout the Americas.”

Allison Devlin  
Jaguar Program Director

📷 Male jaguar in the Mamoni Valley, Panama ©Sebastian Kennerknecht

# Leopards

(*Panthera pardus*)

## IUCN RED LIST STATUS

**Vulnerable**

## REGIONAL IUCN RED LIST STATUS WEST AFRICA

**Endangered**

## IUCN RED LIST STATUS ARABIAN LEOPARD

(*Panthera pardus nimr*)

**Critically Endangered**

## IUCN RED LIST STATUS INDOCHINESE LEOPARD

(*Panthera pardus delacouri*)

**Critically Endangered**

## PANTHERA HUBS

**Europe and West and Central Africa,  
Southern and East Africa, and  
Middle East and Asia**

## ▶ ABOUT LEOPARDS

Leopards have the largest geographic range of any of the big cats, but they are also among the most imperiled. Panthera's Leopard Program works across Africa, the Middle East and Asia to monitor populations, reduce illegal killing, investigate the illegal trade in body parts, and build coexistence between leopards and the communities that share their habitat.

### Among the Results

- Distributed more than 22,000 synthetic Heritage Furs across Southern Africa through our Furs for Life project, saving an estimated 7,500 wild cats, mostly leopards.
- Tracked leopard populations across Africa and Asia over decades, generating data that guides where and how we intervene.
- Logged more than 105,000 leopard sightings and built records on more than 900 individual leopards through the Sabi Sands Leopard Project in South Africa.
- Partnered with the Royal Commission for AlUla to help lay the foundations for reintroduction of the Critically Endangered Arabian leopard to Saudi Arabia through fieldwork and community engagement. Since 2019, we've surveyed 5,600 square kilometers of potential habitat, captured more than 1 million remote camera images, published six scientific studies, engaged with more than 500 local farmers, built 39 predator-proof enclosures, and trained six Community Liaison Officers. Additionally, we have helped support a captive breeding program at the Arabian Leopard Conservation Breeding Centre since 2022, helping grow the population at the facility by 75%.
- Participated in the IUCN Red List assessment of leopards globally, led the first-ever regional Red List assessment for leopards in West Africa (Endangered) and led the assessment for the Indochinese leopard subspecies (Critically Endangered).
- Conducted the first long-term study of leopard population dynamics in West Africa within a conflict-affected zone, raising awareness of the species' plight in these areas.
- Assessed leopard connectivity at a country scale in Gabon to help transform the protected area system into an ecological network through corridor creation.



### In Focus

In 2026, a peer-reviewed study in Conservation Biology made conservation history by providing the first direct empirical link between a demand-reduction initiative and measurable population recovery in a threatened species. Panthera's Furs for Life Zambia project, developed with the Barotse Royal Establishment of the Lozi people, distributed 1,350 synthetic leopard furs to replace authentic skins used in the Kuomboka ceremony.

The results: 95% of paddlers supported the switch, synthetic fur adoption exceeded 80%, trafficking seizures fell by more than 75%, and leopard density increased from 2.7 to 3.8 individuals per 100 square kilometers. Researchers estimate the program could save roughly 360 leopards over 10 years.

Female leopard in Kafue National Park, Zambia ©Sebastian Kennerknecht  
Right: Lozi paddlers at the Kuomboka Festival, Zambia ©Roger Jardine

# Pumas

(*Puma concolor*)

IUCN RED LIST STATUS  
Least Concern

PANTHERA HUBS  
Latin America, and Panthera Headquarters

▶ ABOUT PUMAS



© Olympic Cougar Project team members at a community outreach event, U.S. ©Panthera  
Right (left to right) Olympic Cougar Project staff collar a sedated puma in the Olympic Peninsula, U.S. ©Panthera; Panthera staff demonstrating proper tourism protocol in Patagonia, Chile ©Mauricio Mott; Blinka, a famous female one-eyed puma, in Patagonia, Chile ©Mauricio Mott



Pumas — also known as cougars, mountain lions and catamounts — have the largest geographic range of any terrestrial mammal in the Western Hemisphere, spanning 23 countries from Canada to Chile. Launched in 2018, Panthera’s Puma Program positions coexistence between pumas and people at the center of our conservation work, combining cutting-edge science, community partnerships and innovative technology to protect these wild cats across their vast range.

## Among the Results

- Developed the first and only range-wide conservation strategy for the species.
- Conducted the largest puma study ever, engaging more than 225 collaborators including scientists, Indigenous leaders, ranchers and communities across 201 sites to map puma distributions and connectivity across Latin America.
- Reduced puma hunting in northwest Wyoming, U.S. We also worked with partners to establish the first mountain lion management plan and conservation policies in Texas and to pass progressive hunting management in Washington State, which now includes all kinds of human-caused mortality, including vehicle strikes, in their accounting.
- Worked with local tribes and other partners and contributed data, expert opinion, mapping and data analysis to the Washington Wildlife Connectivity Working Group, the recently published Washington Habitat Connectivity Action Plan, and the Southwest Washington I-5 Wildlife Crossings Conceptual Design Report.
- Supported the creation of the first responsible puma tourism protocols across the species’ range, now incorporated into Chile’s national wildlife observation standard and municipal code in Torres del Paine.

## In Focus

Born from a \$20,000 investment — profits from a coffee-table book about Patagonian mountain lions — Blink+A is Panthera’s novel predation deterrent, named after Blinka, a beloved one-eyed puma in Torres del Paine, Chile. Developed with researchers at Universidad del Desarrollo, Blink+A combines motion-activated flashing lights and customizable audio to scare carnivores away from livestock.

Unlike existing devices, it integrates multiple functionalities into a single solar-powered, weather-resistant unit. Currently field-tested across Chile, Saudi Arabia and the U.S., it will ultimately be released as an open-source tool, free for ranchers and communities anywhere to build and adapt.

# Small Cat Priority Species

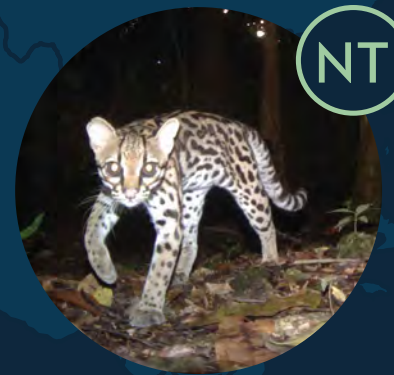


Panthera prioritizes the most threatened small cat species, as classified by IUCN, including:

## CENTRAL AND SOUTH AMERICA



Andean mountain cat  
(*Leopardus jacobita*)



Margay  
(*Leopardus wiedii*)



Northern oncilla  
(*Leopardus tigrinus*)



Pampas cat  
(*Leopardus colocola*)



Southern tiger cat  
(*Leopardus guttulus*)

## AFRICA



African golden cat  
(*Caracal aurata*)



Black-footed cat  
(*Felis nigripes*)

## ASIA



Asian golden cat  
(*Catopuma temminckii*)



Fishing cat  
(*Prionailurus viverrinus*)



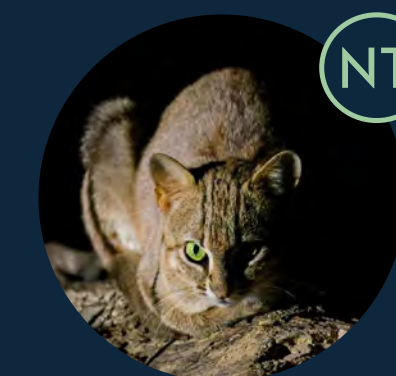
Marbled cat  
(*Pardofelis marmorata*)



Borneo bay cat  
(*Catopuma badia*)



Flat-headed cat  
(*Prionailurus planiceps*)



Rusty-spotted cat  
(*Prionailurus rubiginosus*)



Chinese mountain cat  
(*Felis bieti*)



Mainland clouded leopard  
(*Neofelis nebulosa*)



Sunda clouded leopard  
(*Neofelis diardi*)

## IUCN RED LIST STATUS



Least Concern



Near Threatened



Vulnerable



Endangered



Critically Endangered



Extinct in the wild



Extinct

© Andean mountain cat, pampas cat, African golden cat, black-footed cat, Borneo bay cat, fishing cat, flat-headed cat, marbled cat, rusty-spotted cat, Sunda clouded leopard ©Sebastian Kennerknecht; Margay, northern oncilla ©Panthera; southern tiger cat ©Alexander Sliwa, Asian golden cat ©Panthera/EMS/DWNP/PTNP/MBP; Chinese mountain cat ©IUCN; mainland clouded leopard ©Panthera/DNP

# Small Cats

▶ ABOUT SMALL CATS

## Panthera Hubs

Latin America, Europe and West and Central Africa, Southern and East Africa, Middle East and Asia, and Panthera Headquarters



📷 Fishing cat biologist Wiroon Mongkonsin tracks a male cat using telemetry in Khao Sam Roi Yot National Park, Thailand ©Sebastian Kenherknecht  
Right: Flat-headed cat, Thailand ©DNP/Panthera

Of the world's 40 wild cat species, 33 are small cats — more than 80%. Small cats also make up more than two-thirds of wild cats threatened with extinction. Many face serious threats from habitat loss, poaching and human conflict. Yet, scientists still know very little about most small cat species, and most receive a fraction of the attention and funding directed at their larger cousins.

Launched in 2018, Panthera's Small Cats Program works to change that by creating and conducting targeted conservation strategies for the world's most threatened small cat species. In addition to numerous exploratory sites globally, we currently conduct science-based interventions impacting six priority species across four sites from Borneo to Costa Rica.

## Among the Results

- Studied or protected 15 small cat species across 11 countries, filling critical knowledge gaps for some of the world's least-understood felines.
- Supported more than 200 frontline small cat biologists through the Small Cat Action Fund.
- Contributed data to a landmark 15-year camera trap study in Sabah, Malaysian Borneo, documenting 52 individual Sunda clouded leopards and recording the longest survival of a wild individual ever observed.
- Advanced fishing cat conservation across South and Southeast Asia, studying threats from habitat loss to microplastic pollution and working with local communities to mitigate human-wildlife conflicts and protect the wetland ecosystems they share.
- Participated in IUCN Red List assessments for small cats including mainland clouded leopard, serval (*Leptailurus serval*), caracal (*Caracal caracal*), black-footed cat, African golden cat, flat-headed cat, northern oncilla, ocelot (*Leopardus pardalis*), margay, jaguarundi (*Herpailurus yagouaroundi*), Andean mountain cat and Geoffroy's cat (*Leopardus geoffroyi*).
- Expanded Furs for Life to servals, distributing synthetic Heritage Furs to communities across Southern Africa.
- Currently leading the first genetic assessment of African golden cats across their range, in partnership with a French lab.



## In Focus

In 2026, camera trap surveys conducted by Thailand's Department of National Parks, Wildlife and Plant Conservation, in collaboration with Panthera Thailand, confirmed the presence of flat-headed cats in Thailand for the first time in 29 years. Among the images: a female with her cub, confirming not only survival but active reproduction.

With only around 2,500 adults remaining worldwide, flat-headed cats are among the most threatened and least understood wild cats on Earth. Their rediscovery is the result of sustained protection, long-term scientific collaboration and systematic monitoring. It serves as a reminder that when we protect habitat, life finds a way back.



# Counter Wildlife Crime

Wild cats are killed, trafficked and traded as part of one of the most lucrative criminal industries in the world. The illegal wildlife trade spans continents and generates billions of dollars annually, with consequences that extend to entire populations. Panthera's Counter Wildlife Crime (CWC) Program was born out of Tigers Forever: As poaching networks devastated tiger populations across Southeast Asia, Panthera integrated specialist law enforcement and crime analysis expertise directly into field operations. Those methods proved so effective that in 2018, CWC was formally established as a dedicated program, carrying that operational knowledge across species and continents.

CWC's goal is to strengthen organizational capacity and cross-sector coordination to enhance the effectiveness of evidence-based interventions, resulting in measurable and sustained reductions in crime-related threats to wild cats and their prey across their range. Currently, every site-based project that includes CWC-supported work has a completed threat assessment to help influence conservation decision making.



## Among the Results

- Built and shared knowledge by developing technical reports, scientific publications and training manuals and delivering more than 150 training events across Asia, Africa and the Americas to equip law enforcement officers, legal professionals and analysts with skills in patrol tactics, crime scene management, wildlife law, emergency first aid and information collection and analysis.
- Reduced poaching at the source, including a 40% decline in poaching incursions in Malaysia through the development and implementation of innovative Deep-Forest Counter-Poaching Operation approaches.
- Supported law enforcement and guided policy by conducting crime research and threat assessments and facilitating coordination and collaboration to help governments and partners understand, prioritize and respond to existing and emerging wildlife crime threats.
- Partnered with communities across Africa and Asia to understand the socioeconomic drivers of poaching and trafficking and co-develop sustainable alternatives, expanding wildlife crime research and award-winning demand-reduction initiatives to shift demand away from wild cat products.
- Advocated for the professionalization of the ranger workforce through our membership of the Universal Ranger Support Alliance (URSA), helping to improve employment standards, welfare support and long-term career development for rangers worldwide.

IN FOCUS

# Poaching Prevention in Malaysia

Panthera began work in Malaysia in 2014, at the height of a poaching crisis that had reduced the Malayan tiger (*Panthera tigris jacksoni*) to fewer than 200 individuals across the country. In partnership with Malaysia’s Wildlife Department, Panthera built a counter-poaching force largely drawn from Indigenous Orang Asli communities, combining traditional forest skills with modern patrol tactics, crime analysis and search planning.

Through a focused patrol strategy designed for small teams operating across vast, mountainous rainforests, up to 50% of poaching incursions were detected and disrupted annually, with overall attempts declining by 40%. Between 2014 and 2025, Panthera-trained rangers stopped more than 47 poachers across 18 successful counter-poaching operations. This allowed key breeding female tigers in Kenyir to survive and raise cubs, with tiger density increasing by 40% by 2023.

Panthera formalized this approach into Deep-Forest Counter-Poaching Operations and established a national cadre of Malaysian instructors now training rangers across Malaysia. The result: Panthera is recognized as a national leader in counter-poaching, invited to provide the protection team for the Al-Sultan Abdullah Royal Tiger Reserve in 2023, with two additional protected areas adopting Panthera’s patrol methods and tactics.

📷 Previous Page (clockwise): Team members set acoustic monitoring devices in Honduras ©Panthera; Thailand team member holds confiscated snares in Khao Sam Roi Yot National Park, Thailand ©Sebastian Kennerknecht

Right: Anti-poaching scouts dismantle snares in Kafue National Park, Zambia ©Sebastian Kennerknecht

📷 Right (clockwise): Community Conservation Area (CCA) initiative Memorandum of Understanding signing ceremony between Panthera Malaysia and four local villages ©Panthera Malaysia; Panthera Malaysia patrol team discussing routes to navigate along the mountainous terrain of Taman Negara ©Panthera Malaysia; A ranger removes a snare in Malaysia ©Ryan Peters



“Protecting tigers means helping entire communities of species most people will never see.”

Abishek Harihar  
Tiger Program Director

📷 Panthera team members measure a tiger track in Malaysia ©Ryan Peters



# Technology and Innovation

Since 2008, Panthera has designed, developed and produced PantheraCams — motion-activated remote cameras built specifically for wild cat research. What began as a single tool has grown into a fully integrated technological ecosystem spanning artificial intelligence, data management, spatial analysis and field-based patrol systems. Today, technology and innovation run through every aspect of Panthera’s conservation work, from rangers in the field to scientists in labs to policymakers in meeting rooms. By providing Panthera field programs and staff with world-class technology, we make conservation faster, more precise and scalable across the full range of wild cats we protect.

*📷 Above (left to right): Arabian Leopard Initiative team members Keshab Gogoi and Pathompong Wichitdecha set a camera trap in Saudi Arabia. ©Panthompong Wichitdecha; Conservation Scientist Nicolás Lagos tracks a puma using telemetry in Patagonia, Chile © Nicolás Lagos; Staff members and rangers during SMART training in Luengue-Luiana National Park, Angola ©Wian Nieman; Panthera staff members at ACT CON in Hanoi, Vietnam ©Panthera*



## Among the Results

- Deployed PantheraCams — now in their eighth generation — across the world’s most critical wild cat habitats, generating more than 26 million images across 25 countries and 466 datasets, documenting more than 470 species and 5,000 individual cats.
- Built and deployed one of the first AI species classifiers at scale, trained on 13 million images, to improve the speed and accuracy of population assessments worldwide.
- Developed PantheraIDS, an integrated data management system that centralizes remote camera, telemetry, observation and patrol data, giving researchers anywhere in the world access to the information they need.



- Deployed SMART, the global standard for ranger patrol planning and wildlife monitoring, across protected areas in Africa, Asia and Latin America, enabling rangers to collect, analyze and act on patrol data to strengthen law enforcement and wildlife monitoring. Over the last five years, we have conducted more than 20 SMART training events for more than 500 rangers and 100 data managers.
- Established the Applied Science Program to coordinate remote sensing, GIS, landscape ecology and quantitative analysis across all species programs, ensuring the latest analytical advances are applied directly to wild cat conservation.



## In Focus

In 2025, Panthera joined more than 400 conservation practitioners at the first-ever Applied Conservation Technology Congress (ACT Con) in Hanoi, Vietnam. The gathering marked a historic milestone: the announcement of the SMART-EarthRanger Conservation Alliance (SERCA). The alliance unites the world’s two most widely used protected area management platforms into a single coordinated system: SMART and EarthRanger, a real-time situational awareness platform for protected area management.

As a core member of the SMART Partnership operating across key wild cat landscapes worldwide, Panthera contributed to panels on community-driven monitoring, data-informed threat reduction and the future of integrated conservation technology.



# Communities and Coexistence

In many of the landscapes where Panthera works, Indigenous and local communities have been protecting wild cats long before conservation organizations existed. We don't take that lightly. Across five continents, we partner with governments, Indigenous groups, local communities, ranchers and farmers to build the conditions for lasting coexistence by ensuring the communities sharing landscapes with wild cats are empowered leaders in conservation initiatives.

## Among the Results

- Engaged more than 2,500 households through the Wildlife Values Program, incentivizing coexistence and building tolerance for wild cats across shared landscapes.
- Partner with the (Ba)Téké people and Gabon's Plateaux Batéké National Park to support national park activities and advance plans for a future community reserve across six Téké communities, contributing to a marked increase in local wildlife populations and a significant drop in illegal hunting.
- Support the CATcrafts program in the Andes, where Indigenous women in Argentina, Peru and Chile craft and sell goods featuring Andean mountain cat designs — turning cultural pride into sustainable income and conservation action.
- Partner with five Karen communities in Thailand's sWEFCOM, home to approximately 4,000 people, to build coexistence between local communities and tigers and leopards sharing the same landscape.
- Integrated traditional ecological knowledge into conservation strategies including jaguar cultural co-management frameworks with Indigenous communities in Colombia and tribal partnerships with six nations on the Olympic Cougar Project in Washington State, U.S.

📷 Above (left to right): Members of the CATcrafts program in the Andes ©Nicolas Lagos; Members of the Karen community and Panthera team members in Thailand ©Panthera; Members of the (Ba)Téké people in Gabon ©Panthera; Panthera team members meet with Arhuaco tribe members in Colombia ©John Mario Flores/Panthera

# Jaguar Prey Species

In Jeanette Kawas National Park, Honduras, jaguar recovery includes bringing back a jaguar’s all-time favorite meal: collared peccaries. These large terrestrial mammals are a critical prey species for jaguars, but decades of poaching led to local extinction inside the park. Testimonies from locals and more than 15 years of remote camera surveys confirmed that collared peccaries had disappeared from the park about 20 years ago.

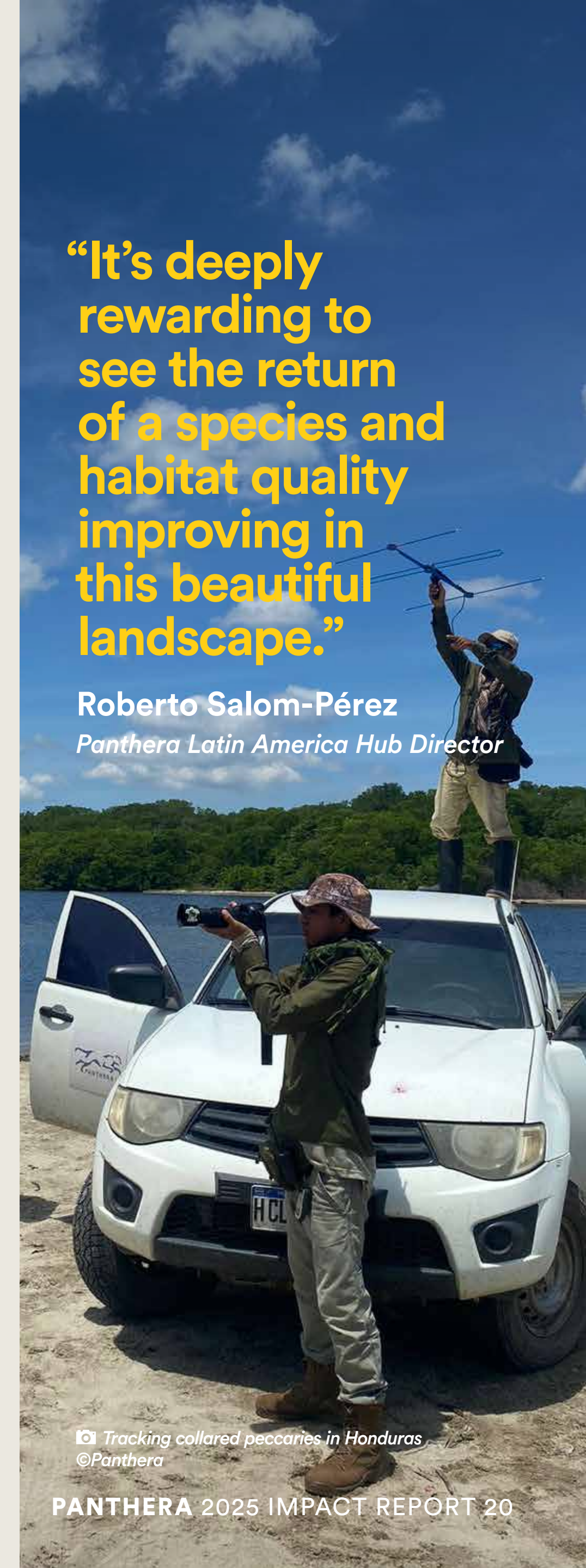
The solution: rewilding. Panthera and the Honduran government drafted a meticulous plan to reintroduce peccaries, including community participation, anti-poaching patrols, assessing source populations, constructing quarantine and soft release pens, behavior regression, and telemetry and acoustic monitoring. After about five years of careful planning and hard work, 23 peccaries were released in the park between 2022 and 2023. Continuous monitoring revealed successful reproduction.

In 2026, we estimate a population of between 75 and 100 individuals occupying an area of about 17 square kilometers and expanding. The peccaries are already changing the environment by dispersing seeds,

predating on exotic plants such as oil palm seeds and creating wallows. Most importantly, local community leaders have participated in this project since the start and have been of great support.

The peccaries also share their home with another community-led success story: the Green Iguana Head Start Program. A key jaguar prey species, green iguanas almost disappeared in the park because of poaching. Ramiro Reyes, a local resident, and his daughter Patricia had already begun protecting iguana nests when Panthera joined their efforts in 2020. Now, the program collects eggs, protects hatchlings in community enclosures and releases stronger, older juveniles back into the wild, where their survival odds are dramatically higher. School children from surrounding communities volunteer as caregivers. Between 2019 and 2025, the program released approximately 8,000 iguanas into the wild.

📷 *Right (clockwise): Panthera’s team prepares to release 14 collared peccaries back into their natural habitat in Jeannette Kawas National Park, Honduras; Releasing the peccaries; Camera trap photo of peccary herd in the wild ©Panthera*



“It’s deeply rewarding to see the return of a species and habitat quality improving in this beautiful landscape.”

Roberto Salom-Pérez  
Panthera Latin America Hub Director

📷 *Tracking collared peccaries in Honduras ©Panthera*



# Education, Communication and Partnership

Wild cats are found on five continents. Protecting them requires a global movement. Panthera partners with national and local governments, NGOs, Indigenous peoples, local communities, foundations, corporations, zoos, academic institutions and more to create and implement strategies that save wild cats across their ranges while inspiring the next generation of conservationists who will carry this work forward.

📷 Above (left to right): Panthera staff teach students at the Escuela Jaguar in Brazil ©Panthera; Federico Granato, President of Argentina's National Parks, and Panthera CEO and President Frederic Launay sign an MOU in Baritú National Park, Argentina ©Juan Mateo Aberastain; Students of Panthera's Jaguar School roar for the camera in Colombia ©Lucía Pérez; Dr. Thomas S. Kaplan and H.H. Prince Badr bin Abdullah Al-Saud shake hands after signing Arabian Leopard Initiative ©RCU

## Among the Results

- Built partnerships with government agencies across more than 35 countries, including Memoranda of Understanding with 10 nations and active collaboration with wildlife authorities across Africa, Asia and the Americas.
- Partnered with a global network of zoos and aquariums, including the Cincinnati Zoo, Woodland Park Zoo and Zoo New England, to fund conservation programming and educate the public about wild cat conservation.
- Collaborated with corporate partners including Cartier, Hermès and Ecopel to fund conservation programming and reduce demand for wild cat products.
- Educated more than 2,160 young people in jaguar range communities

through Colombia's Escuela Jaguar, building the next generation of jaguar advocates in one of the species' most important strongholds.

- Maintained a longstanding partnership with IUCN, contributing scientific expertise to global policy frameworks and assessments that guide wild cat conservation worldwide.
- Wrote, contributed to and featured in books about wild cat conservation, including children's stories. Published in 2025, *Libo and the Leopard: Keeper of the Stars* by Emily Child from Imaginary House follows young Libo as he helps a leopard and saves the stars. Book sales directly save leopards by supporting our Furs for Life program.

## In Focus

In 2014, Panthera established The Global Alliance for Wild Cats — a landmark partnership uniting leading conservation organizations and governments around a shared ten-year commitment to protecting all 40 of the world's wild cat species. It pools funding and expertise to coordinate conservation across continents. Partners include the Recanati-Kaplan Foundation, the Mohamed Bin Zayed Species Conservation Fund, the Royal Commission for AlUla, and the Ayers Wild Cat Conservation Trust.

Together, The Global Alliance has extended Panthera's reach across more than 30 countries — proof that when leading conservation organizations unite around a shared mission, the impact is greater than any one of us could achieve alone.

# Financial Summary

Panthera’s financial strength reflects the unwavering commitment of our wild cat conservation supporters worldwide. In 2025, Panthera signed three Global Alliance agreements spanning 10 years for \$25 million each, which helped Panthera generate a total revenue of \$91.9 million in 2025 to be used across the 10-year life of the awards. It is a remarkable result that speaks to the growing global recognition of the urgency of our mission.

Our revenue base remains broad and resilient. Individual donors were our most significant source of support, representing 64% of total revenue, followed by foundations at 27%, public funding at 7%, and contract and other income at 2%. This diversity of support ensures that Panthera can pursue long-term conservation strategies regardless of shifts in any single funding stream and helped Panthera navigate a turbulent year for the global conservation sector.

Panthera maintained strong programmatic investment, with 84% of total expenditures of \$30.2 million directed to program activities, reflecting our commitment to putting resources where they matter most: in the field,

protecting the world’s wild cats and the landscapes they inhabit. Management and general expenses accounted for 11% of costs, with fundraising at 4%.

Panthera’s continuing growth trajectory and financial discipline position us to accelerate our conservation impact in the years ahead. We are deeply grateful to every individual, foundation, corporation and public funder who made 2025 possible. Your partnership is the foundation upon which wild cats will continue to thrive.

## MEET OUR

**EXECUTIVE BOARD**

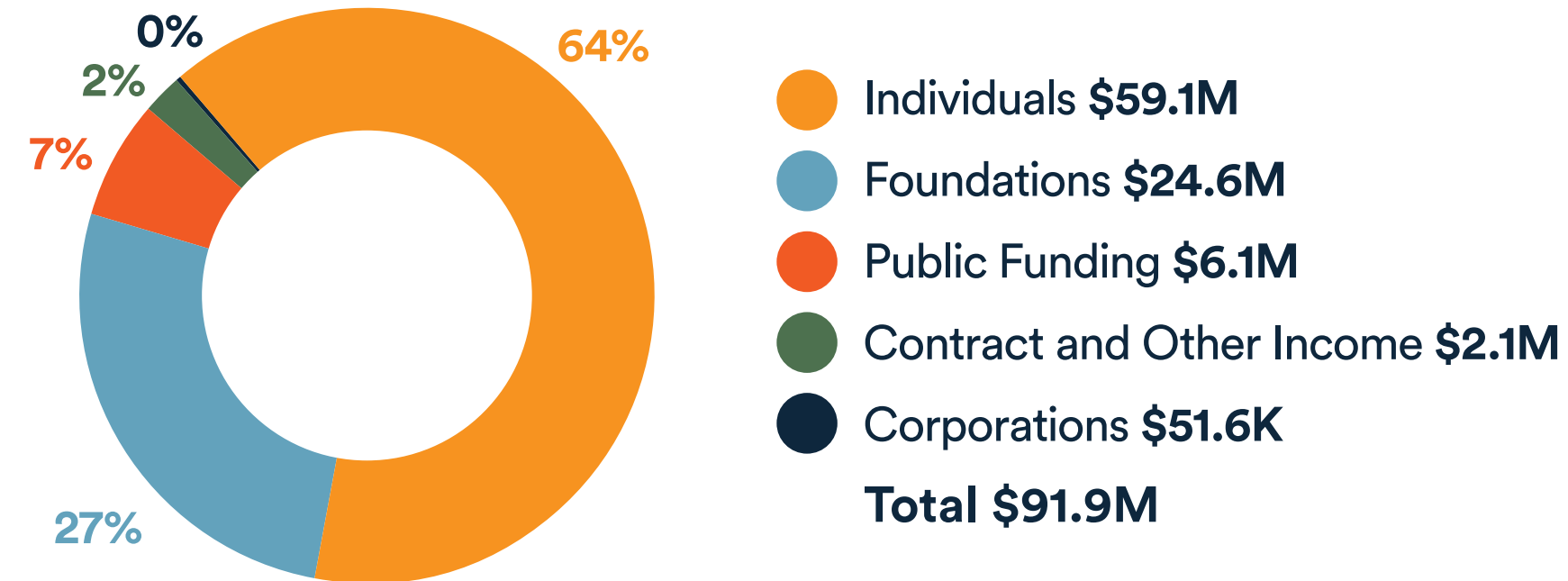
**CONSERVATION COUNCIL**

**SCIENCE COUNCIL**

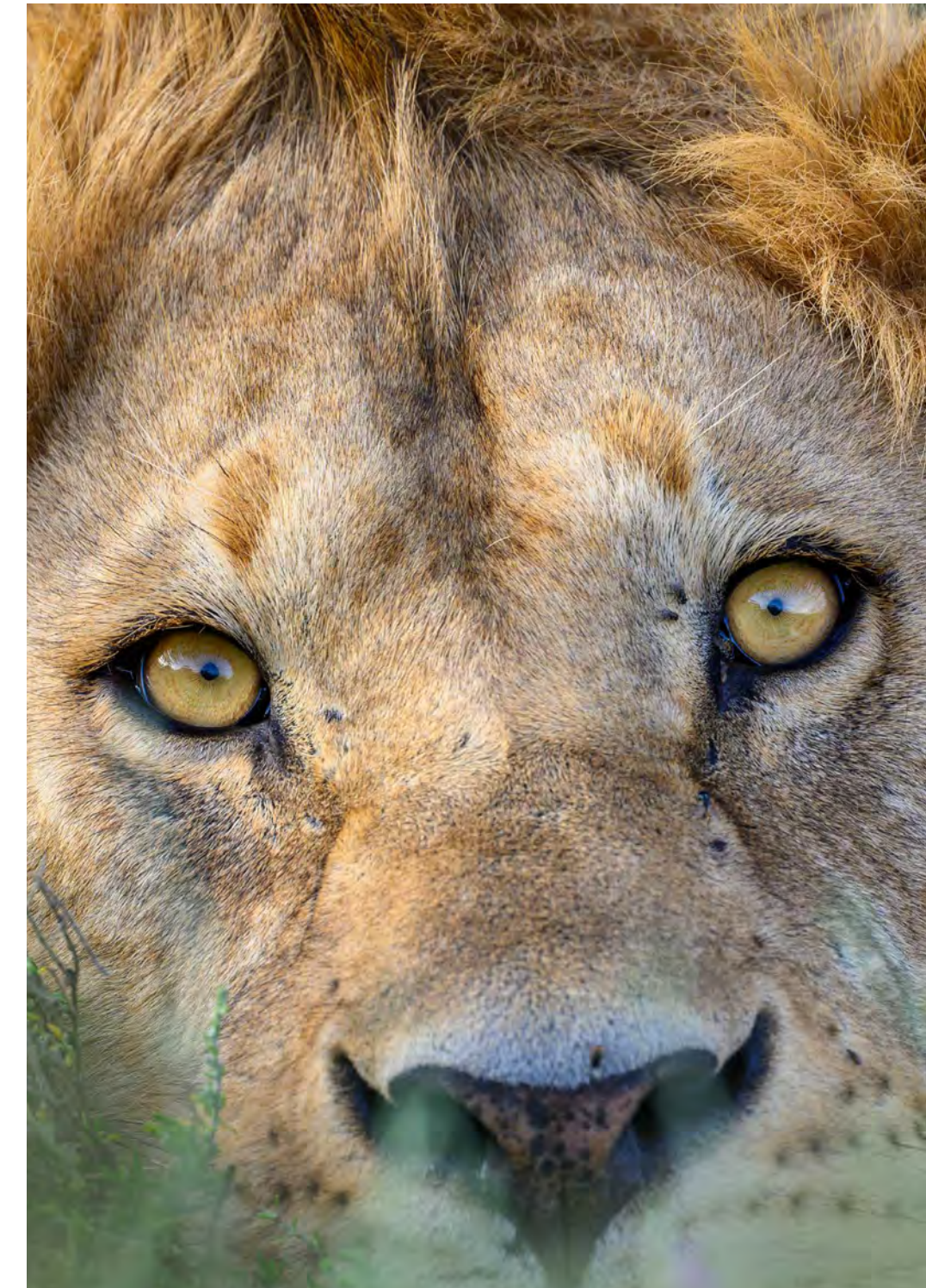
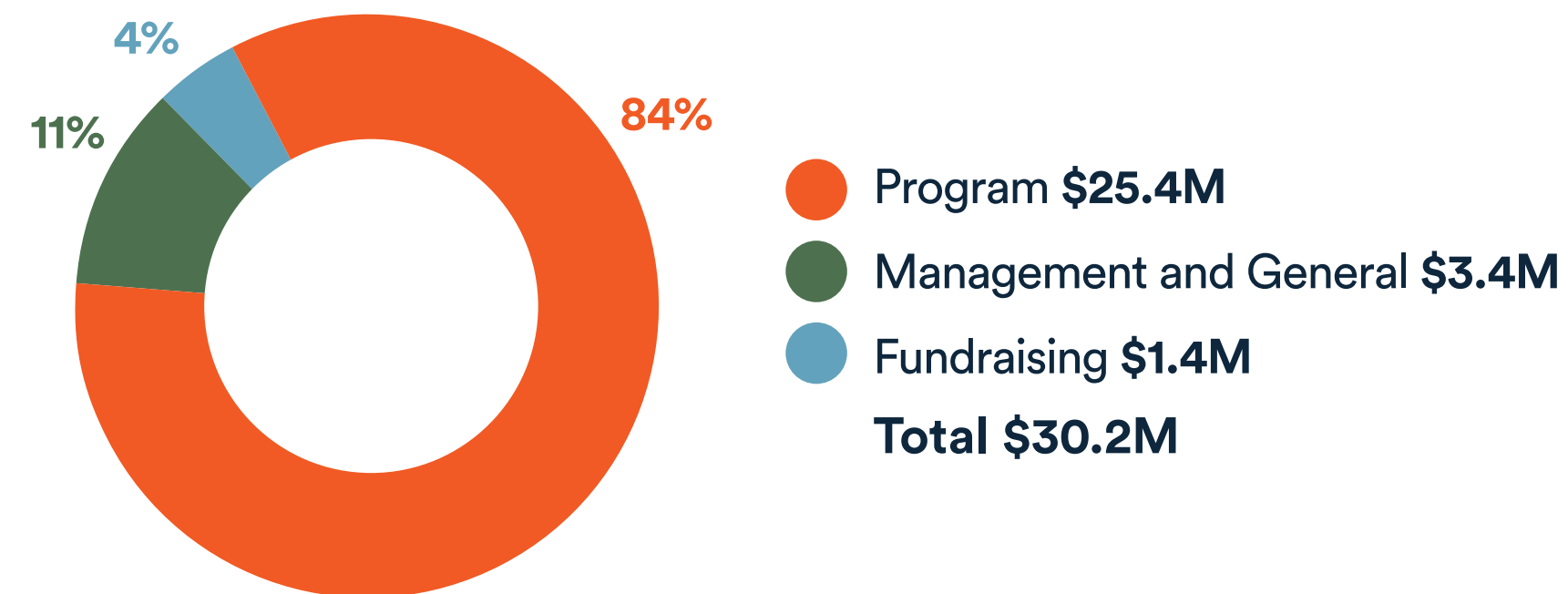


Panthera is a top-rated 501(C)(3) charity.

## REVENUE



## EXPENSES



# Support the Pride

**WAYS TO GIVE**

📷 An adult male lion in Tanzania ©Nick Garbutt

# With Gratitude

From Costa Rica to Zambia, every discovery, every protected landscape and every wild cat reflects the commitment of people who understand what is at stake. You fuel this work.

We are especially grateful to the members of The Global Alliance for Wild Cats, our institutional partners and public funders, and every individual donor who has stood with us. Your generosity keeps our work for wild cats moving forward.

With your continued support, Panthera will ensure that wild cats and their ecosystems remain for generations to come.

20 years. 40 species.

**One pride.**



 A male leopard cat male in Al-Sultan Abdullah Royal Tiger Reserve, Malaysia  
©Sebastian Kennerknecht