

“For most of history, man has had to fight nature
to survive...he is beginning to realize that,
in order to survive, he must protect it.”

-Jacques-Yves Cousteau

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This international report reflects the combined operations of all Oceana organizations, including Oceana, Inc., and its affiliates, as well as information concerning Oceana Canada, an independent charity. Together, the Oceana international organizations form the largest international advocacy group dedicated solely to ocean conservation. We are rebuilding abundant oceans by winning science-based policies in countries that control one-third of the world's wild fish catch. With over 100 victories that stop overfishing, habitat destruction, pollution and the killing of threatened species, Oceana's campaigns are delivering results. More than 700,000 members and e-activists support Oceana internationally. Together, we can save the oceans and help feed the world. Oceana organizations have campaigners in North, South and Central America, Asia and Europe. To learn more, please visit www.oceana.org.



HOW TO FEED A HUNGRY PLANET

On a planet with three quarters of a billion hungry people, expanding agriculture is a morally compelling enterprise. So is defending biodiversity — protecting life that is the legacy of hundreds of millions of years of evolution.

What happens when these two morally compelling goals collide? Do we feed people or protect life? Who wins, the hungry child or the creature at risk of extermination?

Several years ago, I had a meeting with a top Chinese official at the World Trade Organization in Geneva, Switzerland. My message to him was that subsidized overfishing is a fundamental threat to the creatures of the ocean. His message to me was that there are more than a billion people to feed in China, and the Chinese would be doing everything they could to put food on their plates even if this included subsidies.

I realized, as that meeting came to a rather abrupt end, that the official believed he had to choose between biodiversity and human life and had, understandably, chosen human life. I also realized that he failed to understand that, in the case of the oceans, we do not need to make this choice. Cutting subsidies and taking other steps to ensure that our oceans are well managed not only protects and increases marine biodiversity, but also makes the oceans more abundant and capable of feeding hungry people. I resolved to make it clear that Oceana — and marine conservation — is a force for protecting people as well as the seas.

Seafood is the rare legacy of our hunter-gatherer roots that can still be frequently found on our plates. It is, simply put, one of the last wild things that we regularly eat. While virtually everything else on our plate originally comes from farms (or is manufactured), wild fish live in and depend on the very marine ecosystems Oceana strives to protect.

This means that, in the ocean, there is no war between the goal of feeding people and rebuilding nature. In the seas,

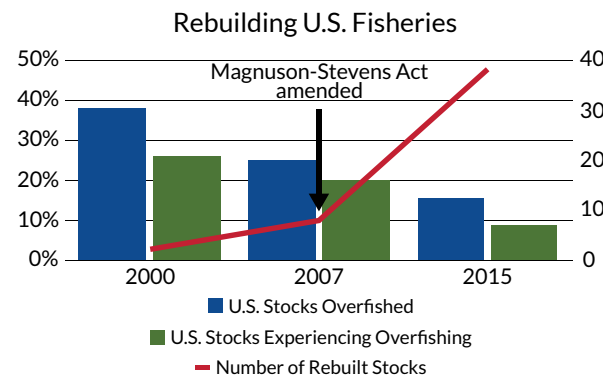
the two goals are aligned. When we rebuild ocean fisheries, we restore healthy oceans and we create more food. That's good for the creatures that live in the sea, and it's good for those of us who live on the land.

Is this task achievable? With the pressures to overfish and to rapidly draw down the ocean bank account, are we capable of taking the steps to rebuild ocean abundance?

The good news is that we can. When ocean regulations are put in place that establish responsible management (science-based catch limits, essential habitat protection and bycatch limits), the fish come back. This is because ocean fish are resilient. Give them a little help, and many ocean species can reproduce quickly. Rebuilding can and does occur in as little as a decade.

Want proof? If you're a U.S. citizen, you don't have to look far. Take a visit to the website of the National Oceanic and Atmospheric Administration, the agency that regulates fishing in the American ocean (an area that extends 200 nautical miles — 370 kilometers — off the U.S. coasts), and you can see the status of America's fisheries. While there is still work to be done, in a remarkable number of cases U.S. fisheries are bouncing back. The American ocean is rebuilding.

Take a look at this chart:



This rebuilding was driven by a change in policy. In 2007, following campaigning by many conservation groups including Oceana, the main U.S. fisheries law was rewritten to end overfishing once and for all. It put the U.S. on a path toward ocean abundance. Because Oceana and our allies pushed regulators to effectively manage individual fisheries and to take actions to stop overfishing, limit bycatch and end practices that destroy habitat such as bottom trawling, many U.S. fisheries are now coming back.

We have also been able to win similar victories — with our allies — that have established responsible fisheries management in Europe and in Chile. Currently, Oceana is fighting for these policies in the countries that are responsible for one-third of the wild fish caught on our planet. Encouraging ocean abundance and protecting biodiversity on a globally significant scale is Oceana's mission and, as this annual report will demonstrate, we're making real progress toward achieving this goal.

Thanks to your support of Oceana, we're now working to win needed victories in Belize, Brazil, Canada, Chile, the European Union, Peru, the Philippines and the United States. These victories demonstrate that, with your help, we are capable of saving the oceans and feeding the world.

For the oceans,

Andrew Sharpless

Andrew Sharpless
CEO, Oceana

Oceana is committed to restoring the world's oceans by winning policy victories that increase biodiversity and abundance through science-based fisheries management. We do this by running campaigns — leveraging law, science, grassroots mobilization and communications — designed to achieve specific policy outcomes that will make a difference for our oceans.

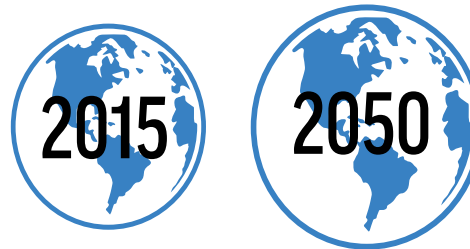
The Oceana approach works. Since our creation in 1999, Oceana has grown into an international organization that has won more than 100 victories, protected over 2.5 million square kilometers (one million square miles) of habitat and made real progress in restoring fisheries around the world. Oceana is now campaigning and winning victories in countries — Belize, Brazil, Canada, Chile, the European Union, Peru, the Philippines and the United States — that account for one-third of the wild fish caught across the globe.

What is at stake is essential for our planet. Wild fish are the foundation of countless marine ecosystems. Majestic ocean creatures — whales, sharks, sea turtles and more — rely on healthy fish populations to survive and thrive. The incredibly complicated marine food web and the health of the ocean are inextricably tied to the fish we catch. We can't have healthy oceans without healthy fisheries.

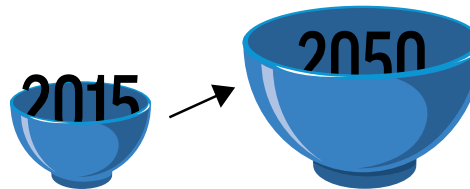
At the same time, wild fish are also tied to the health of those of us on land. The world's fisheries help feed billions of people around the world, many of them poor. And hundreds of millions of people depend on fisheries for their livelihoods.

Unfortunately, according to recent reports, many wild fish populations have hit historic lows due to irresponsible fishing practices, and the global fish catch is declining after reaching "peak fish" in 1996. This reduction in wild fish catches comes at a time when we will need more seafood than ever before.

In 2015, the world's population reached 7.3 billion, according to the United Nations. The UN projects that the population will surpass nine billion by 2050.



The UN also forecasts that, with the projected population growth and rising incomes, the global food demand will grow significantly; food production will have to increase by 70 percent to keep up.



At the same time, the availability of fresh water, the amount of arable land and the ability of our planet to absorb climate changing gases associated with land-based food production are all in decline.

We can think of the restoration of the world's fisheries as a big part of the solution to the problem of global sustenance. Wild fish don't require fresh water or land to be harvested. And not only is wild fish healthy for the planet, it is also healthy for us. Studies show that switching from beef to seafood can lower the risks of cancer, heart disease and obesity.

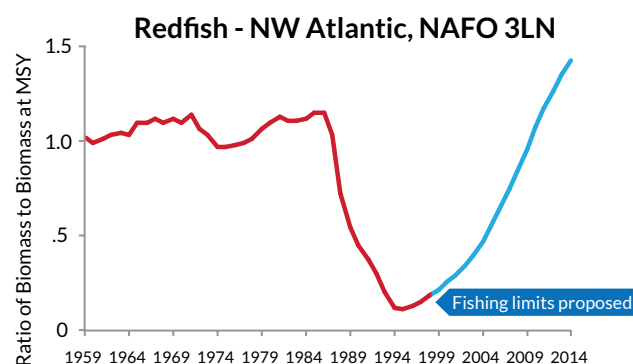
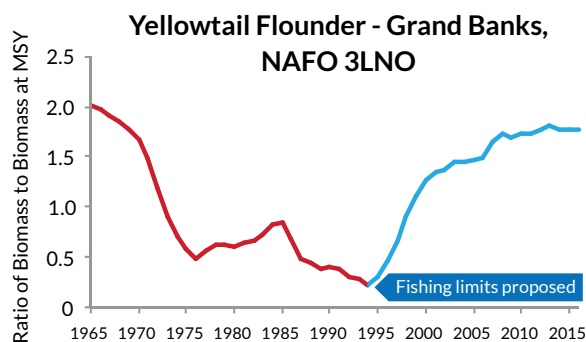
We need to save the oceans so we can feed the world. We can achieve this by focusing on a select number of clear goals: stopping overfishing, reducing bycatch, protecting habitat, curbing pollution and increasing the transparency of government decision-making.



**WE MUST SAVE THE OCEANS
SO WE CAN HELP FEED THE WORLD**

TARGETING POLICIES IN KEY FISHING COUNTRIES MAXIMIZES OUR GLOBAL IMPACT

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STOP OVERFISHING

Implementing science-based catch limits, reducing harmful fishing subsidies and stopping illegal, unreported and unregulated (IUU) fishing can end overfishing and restore fish populations. In 2015, Oceana campaigned to:

IMPLEMENT SCIENCE-BASED CATCH LIMITS:

Managing the amount of fish taken from the ocean by establishing science-based catch limits maintains the health of wild fish populations — and in many cases it can lead to a dramatic increase in numbers. In 2015, Oceana won important victories that established needed catch limits. On the West Coast of the United States, campaigning by Oceana and our allies led to the Pacific Fishery Management Council's decision to close the Pacific sardine fishery for the remainder of the 2015 season and the following season. This closure will help the drastically reduced population of the forage fish begin to recover.

REDUCE HARMFUL FISHERIES SUBSIDIES: Subsidies can also contribute to a population's decline as more fishing boats with more power and capacity can fish beyond what is economically and ecologically sustainable. After extensive campaigning by Oceana and our allies, the European Union began to move away from subsidies that threatened to push fish populations to a breaking point. Instead, the European Parliament and the Fisheries Council shifted spending toward sustainably-minded efforts such as management and data collection.

STOP ILLEGAL, UNREPORTED AND UNREGULATED FISHING:

Illegal fishing activities — fishing in restricted areas, ignoring quotas, catching prohibited species and inaccurate catch reporting — account for at least 20 percent (about 11-26 million metric tons) of fish caught globally each year. Illegal, unreported and unregulated (IUU) fishing costs countries and local communities an estimated \$10-23 billion annually in economic losses. The pervasive

negative impacts of IUU fishing make policy victories like the 2015 amendments to the Philippines Fisheries Code globally important precedents. Oceana campaigned for amendments implementing better monitoring systems and enforcing stricter regulations and penalties for illegal fishing, commercial fishing violations and poachers in Philippine waters.

REDUCE BYCATCH

Whales, sharks, dolphins, turtles, fish, seals — they may be different species, but they share a sad reality. Every year, millions of them are caught unintentionally and thrown back into the ocean, often dead or dying, as though they were considered waste. Bycatch, ocean wildlife caught while fishery operators target another species, threatens the health and vitality of marine ecosystems and fish populations. According to the most recent global estimate, bycatch totaled an average of 10.3 million metric tons (over 22 billion pounds) per year from 2000 to 2010.

Oceana advocates for the reduction of bycatch around the globe. The promotion and implementation of three primary practices can help save marine animals that might otherwise be indiscriminately sacrificed as bycatch. First, bycatch should be counted and reported in order to provide crucial information about its extent and to determine its effects on marine ecosystems. Second, allowable bycatch limits should be established and enforced based on scientific data. Fisheries that exceed their limit should be shut down for the remainder of the season. Finally, fishery managers should monitor and enforce existing regulations, incentivize the use of cleaner gear and promote the avoidance of fishing in regions with historically high bycatch.

As the result of extensive advocacy and research, Oceana and our allies made great strides in 2015. The United States' Pacific Fishery Management Council implemented strict bycatch limits for the swordfish drift gillnet fishery in the Pacific Ocean. Drift gillnets are some of the most indiscriminate fishing gear used in the industry — an estimated 65 percent of the swordfish drift gillnet fishery catch is thrown overboard, often dead or dying. The new limits will protect a number of endangered marine animals,



DECREASING USE OF INDISCRIMINATE FISHING GEAR SAVES CREATURES VITAL TO OCEAN HEALTH



PROTECTING HABITAT PRESERVES ESSENTIAL SEASCAPES PROVIDING FOOD AND PROTECTION FOR OCEAN WILDLIFE

increase fishery monitoring and enforce the closure of the fishery if too many endangered species are caught.

PROTECT HABITAT

From the brightest coral reefs to the most remote waters of the poles, invaluable seascapes exist below the surface of the world's oceans. Many of these places play essential roles in the lives of marine animals — providing food, protection from predators and places to spawn. By minimizing the damage from fishing in areas such as these, we can allow fish populations and other marine life to flourish. Oceana's campaigns to protect habitats help preserve essential biodiversity and abundance.

In 2015, Oceana and our allies had success worldwide with the creation of new marine protected areas (MPAs). Over 2.5 million square kilometers — an area about four times the size of France — have been protected as a result of our expeditions, campaigns, coordination with local communities and policy proposals. In Chile, Oceana's joint expedition with National Geographic and campaigning led to the creation of the largest fully protected marine park in the Americas — Nazca-Desventuradas Marine Park. In Portugal, the Gorringe Bank was declared a protected area, which will help preserve the unique Gettysburg and Ormonde seamounts in this region. In Asia, the Philippines passed increased protections for Tañon Strait — the largest marine protected area in the country and home to 14 species of whales and dolphins.

CURB POLLUTION

Pollution threatens marine habitats and the world's fisheries. Oil spills, coal-burning power plants, plastic and marine debris and other sources of pollution can negatively impact the ocean and its creatures.

Greenhouse gases are harming our oceans, which absorb approximately one-third of the world's carbon dioxide emissions. The carbon released by burning fossil fuels is changing the chemistry of the world's oceans and making them more acidic. This acidification can wreak havoc on coral reef habitats, animals that build shells and the fish that eat them.

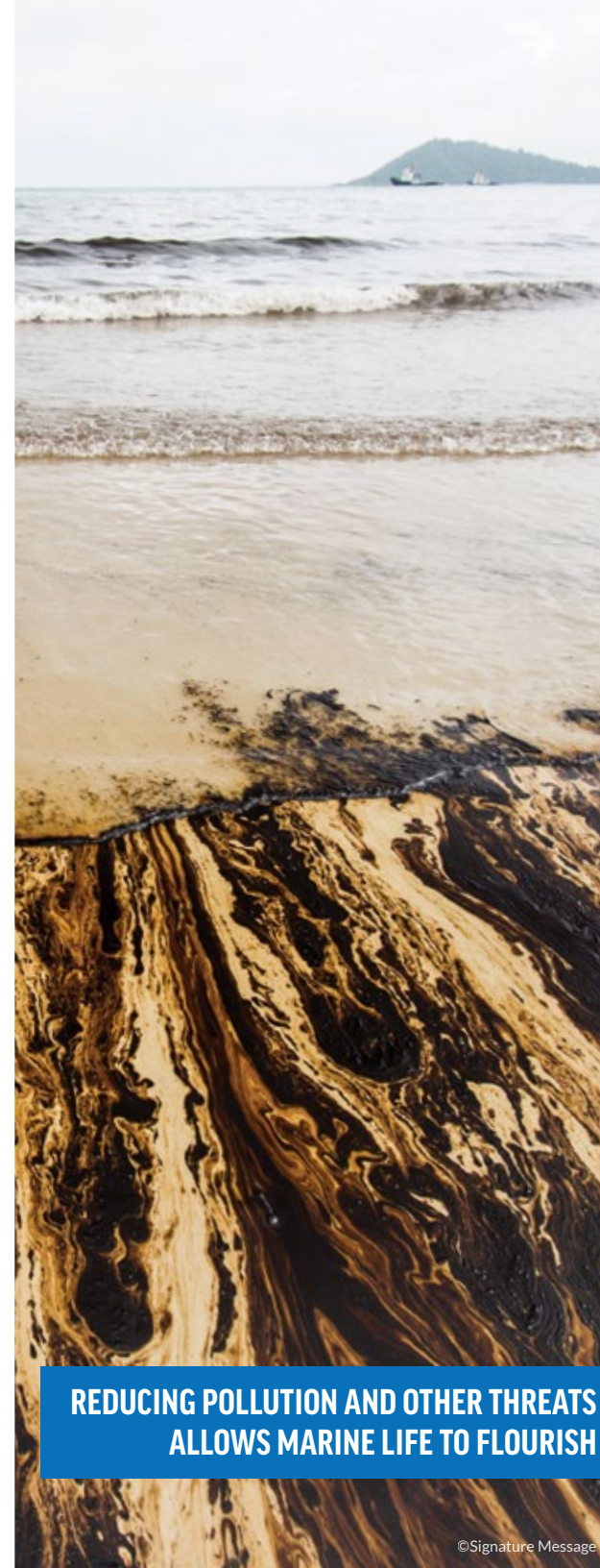
Marine life and habitats are also made vulnerable by pollution that comes from offshore oil exploration and drilling. Oil spills and intense noise pollution from seismic airgun blasting can have irreversible, negative effects in our oceans.

Oceana's work seeks to curb these effects by preventing exploration for fossil fuels in the ocean. After years of campaigning by Oceana and our allies, in 2015, Shell Oil Company announced that it will cease oil exploration in the vulnerable U.S. Arctic Ocean. In Belize, the government announced a moratorium on offshore oil drilling in Belizean waters and a permanent ban on offshore oil exploration along the Belizean barrier reef system — a UNESCO World Heritage Site.

Additionally, there are power plants in coastal regions that pump super-heated water and chemicals directly into the oceans and spew pollutants into the air. After five years of campaigning, Oceana prevented two such coal-powered plants from being built on the Chilean coast in 2015.

TRANSPARENCY

To save the oceans, citizens worldwide need more information so they can take an active role in the management of their oceans and demand better policies from their governments. Too often, decision makers keep this information behind closed doors. Oceana works with communities and businesses to advocate for accessible information. And, where the information is hard to get, Oceana obtains the data on its own. In 2014, Oceana announced a prototype of Global Fishing Watch, an interactive digital platform built in partnership with Google and SkyTruth that uses satellite data to visualize, in near real time, commercial vessels' fishing activities worldwide. Throughout 2015, Oceana and its partners built the Global Fishing Watch platform, which will be available to anyone in the world with internet access following its public launch in 2016. In the United States and Europe, Oceana released several reports documenting widespread seafood fraud that have galvanized a push for better seafood traceability and monitoring systems.



**REDUCING POLLUTION AND OTHER THREATS
ALLOWS MARINE LIFE TO FLOURISH**

HOW WE WORK

The good news is that we can restore the oceans to their former abundance. Since its founding, Oceana has won, together with our allies, more than 100 victories and protected more than 2.5 million square kilometers (one million square miles) of ocean. Oceana has the tools to win. We are:

CAMPAIGN-DRIVEN: We focus our resources on strategic, directed campaigns to achieve measurable outcomes that will protect and restore our oceans to former levels of abundance.

FACT-BASED: We believe in the importance of science in identifying problems and solutions for the oceans.

EXPEDITION-POWERED: We recognize that identifying and documenting the oceans' most sensitive zones is a critical step to ensuring vibrant ecosystems, healthy ocean food webs and sustainable fisheries for the future. From Chile's Desventuradas Islands to the Philippines' Tañon Strait, Oceana's expeditions have informed and empowered our campaigns across the globe.

MULTI-DISCIPLINARY AND EXPERT: Our scientists work closely with our teams of economists, lawyers, communicators and advocates to achieve tangible results for the oceans.

SUPPORTED BY CITIZENS AND ALLIES: Oceana has a base of nearly two million supporters, including 712,000 Wavemakers. Our Ocean Council is a select group of academic, business, policy and philanthropic leaders who represent and support Oceana's efforts on the global stage.

OCEANA AND ITS ALLIES HAVE WON MORE THAN
100 VICTORIES
AND PROTECTED MORE THAN
1,000,000 SQUARE MILES OF OCEAN



OCEANA HAS THE TOOLS TO WIN



GLOBAL FISHING WATCH

OCEANA JOINS FORCES WITH GOOGLE AND SKYTRUTH TO TRACK FISHING FLEETS WORLDWIDE

Finding fishing vessels in the ocean can be incredibly difficult. Fishing can and does occur out of the range of radar and shore-based tracking. The wide-ranging nature of fishing activity makes monitoring each country's ocean territory complicated for many governments and impossible for citizens and members of civil society who care about their oceans. As a result, the seas often appear to be removed from the laws of the land — a “wild west” where regulations are unenforceable and activities taking place are unseen, lost somewhere over the horizon.

But what if anyone — members of the public, governments of the world and law enforcement officers — could employ satellites and computer algorithms to see what was happening on the water? Wouldn't this be a huge step forward in efforts to save the oceans and feed the world?

Global Fishing Watch — a free online platform created by Oceana, Google and SkyTruth that allows users to see, track and share information about worldwide fishing activity — is the groundbreaking answer to this question.

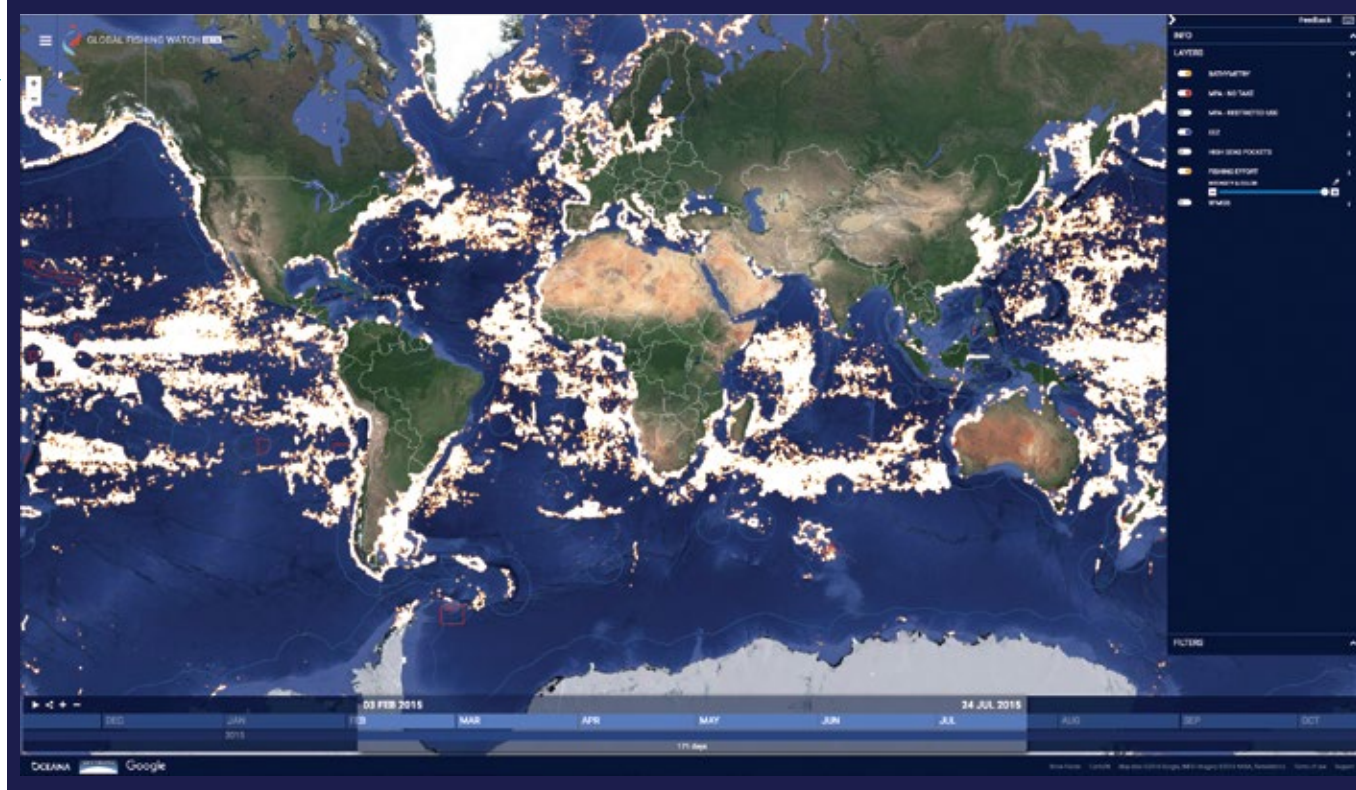
The oceans, which cover 71 percent of the globe, offer a tremendous amount of sustenance for a hungry planet. It is estimated that humans catch 109 million metric tons of fish every year. Illegal, unreported and unregulated (IUU) fishing accounts for an estimated 11-26 million metric tons of fish caught each year and \$10-23 billion in economic losses. IUU fishing threatens marine habitats, undermines effective policymaking and depletes fish populations while jeopardizing livelihoods in coastal communities and harming economic growth. These illegal activities often take place in countries that do not have the capacity to support expensive marine monitoring systems, and the resulting “out of sight, out of mind” nature of fishing activity makes it impossible for citizens to effectively engage in the issues impacting their nation's seas. With hundreds of millions of people depending on the ocean

for sustenance, increasing its abundance is a critical global priority. It was with these concerns in mind that Oceana partnered with Google and SkyTruth, a nonprofit using remote sensing and digital mapping to reveal the environmental impact of human activity, to create Global Fishing Watch and provide an unprecedented view of human interaction with the ocean.

To build this ambitious global platform, Oceana received vital support from key funders including Leonardo DiCaprio Foundation, Marisla Foundation, Bloomberg Philanthropies, The Wyss Foundation, The Waterloo Foundation and Adessium Foundation. This coalition of visionary funders and Oceana's partners recognized the importance of worldwide data accessibility and its connection to addressing the threats facing our oceans. Their support of Global Fishing Watch will help launch a new age of effective marine management achieved with the help of big-data technology. Global Fishing Watch harnesses data from a vessel-to-vessel communications process, known as Automatic Identification System (AIS),

which sends the position, speed, heading and other vessel identity information to satellites and terrestrial antennae. This data is processed by Global Fishing Watch and used to monitor the behavior of specific vessels at sea.

Global Fishing Watch, which tracks more than 35,000 commercial fishing vessels, will give anyone with internet access the ability to see much of the world's fishing activity. Within the program, individuals can track specific fishing fleets or vessels and add informative layers to the map. Instantly, vessels within the same nation's fleet are identifiable by color, which reveals country-specific trends and fishing fleet overlap. Selecting a vessel will display the ship's name, its flag country and its unique identifiers with the option of tracing the vessel's behavior and movement through the seas. The blue expanse of ocean becomes navigable and understandable with maps of the underwater terrain and lines denoting the boundaries of marine protected areas, World Heritage Sites and countries' Exclusive Economic Zones (EEZ), which encompass up to 200 nautical miles (270 kilometers) of ocean from a



country's coast and fall under its jurisdiction. The previously unknown activities on the seas will be at every user's fingertips.

From a café in Madrid, a citizen can watch the Spanish fleet, the third largest in the European Union, in action from the Mediterranean Sea to the Pacific Ocean. A government administrator in Chile can keep tabs on a suspicious vessel rendezvous occurring just outside of the nation's EEZ. A lawyer in the Philippines can observe activity in Tañon Strait and record visual evidence that will help the enforcement of protections in that vital habitat. In the hands of citizens around the world, Global Fishing Watch can be utilized locally to have impact globally.

In addition to giving individuals power to help monitor vessels worldwide, Global Fishing Watch can aid governments in monitoring fishing activity and provide hard data to support the implementation of better marine management policies. By pairing information about specific vessels with broad visualizations of how those vessels move about the oceans, Global Fishing Watch makes it easier for countries to monitor large marine protected areas and heavily fished zones. In October 2015, the Indonesian government launched a collaboration with Global Fishing Watch to analyze fishing practices in national waters. The collaboration between Indonesia and Global Fishing Watch represents a model for future cooperation that will empower regulators and enable more responsible fishery management.

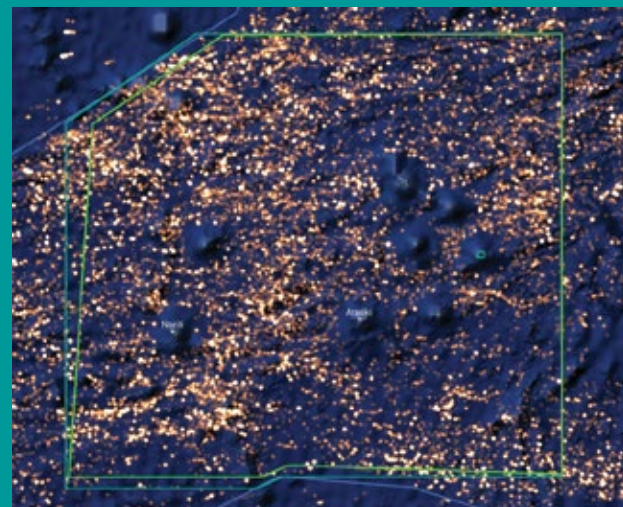
In 2016, Global Fishing Watch will be made available to the public. Users will have the tools to track fishing activity and demand better management in their waters. Seafood suppliers and retailers will have the ability to monitor the sources of the seafood they sell. Fishermen will have Global Fishing Watch data to demonstrate their compliance with laws and adherence to sustainable fishing practices. Multi-year records of fishing activity will be available to researchers, and governments will be empowered to implement better monitoring and enforcement in the waters they manage.

It's an exciting vision of the future, and Global Fishing Watch is ready for its debut.

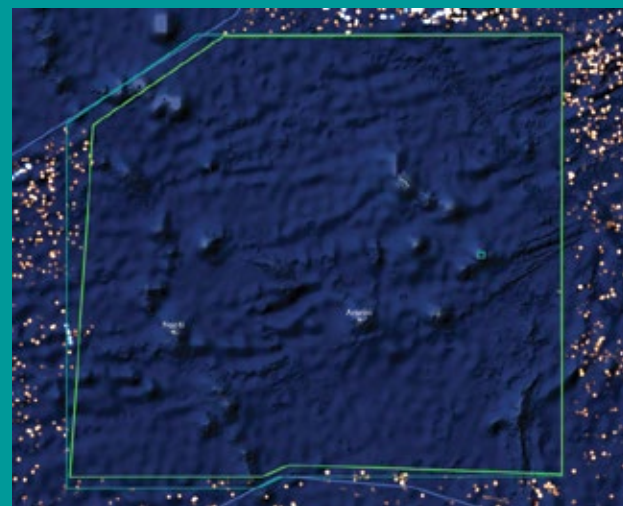
PHOENIX ISLANDS PROTECTED AREA




Throughout 2015, Global Fishing Watch was used to monitor fishing activity in the Phoenix Islands Protected Area (PIPA). Created in 2006 by the Republic of Kiribati, PIPA is one of the largest marine reserves in the world. Despite its protected status, however, only 12 percent of the area was off limits to commercial fishing from 2008 to 2014, essentially making the region a reserve in name only. On January 1, 2015, President Anote Tong declared the entire area off limits to commercial fishing. Following the announcement, the Kiribati government levied a \$1 million fine against a Taiwanese fishing vessel confirmed by Global Fishing Watch to be fishing illegally within the protected area. The message was clear: this time the enforcement was for real. The data visualization compiled by Global Fishing Watch illustrated the departure of vessels from the region over the course of 2015 and provided evidence that the creation of MPAs does facilitate habitat protection and, therefore, an opportunity for fish populations to recover. By providing a clear view of fishing activity in areas that otherwise would be difficult if not impossible to monitor, Global Fishing Watch enables governments to effectively enforce laws and better protect marine spaces.

JANUARY - OCTOBER 2014



JANUARY - OCTOBER 2015



-  Management Plan Boundary
-  Enforcement Boundary
-  Fishing Effort



**BY PROMOTING RESPONSIBLE FISHING PRACTICES, WE CAN PROTECT
THE OCEANS AND REDUCE POVERTY IN COASTAL COMMUNITIES**

CHILE CREATES LARGEST FULLY PROTECTED MARINE PARK IN THE AMERICAS

At the Our Ocean conference, Chilean President Michelle Bachelet announced the creation of the largest no-take zone in the Americas — Nazca-Desventuradas Marine Park. The new park covers 297,518 square kilometers (115,000 square miles) and is protected from industrial level fishing and extraction. The designation comes after years of campaigning by Oceana, National Geographic and local fishermen from the Juan Fernández Islands. In 2013, a joint Oceana and National Geographic expedition to the Desventuradas Islands uncovered extraordinary levels of biodiversity in the previously unknown seas surrounding these islands. The expedition found untouched sea bottoms, kelp forests, abundant fish populations and massive lobsters — the largest measuring nearly two feet long and weighing up to 15 pounds (6.8 kilograms). Following the expedition, Oceana released a report on the findings and a proposal for the region's protection. Pristine places, like the seas surrounding the Desventuradas, are key to the health of the global ocean ecosystem. Oceana will continue to campaign for the creation of additional protected areas in order to conserve and restore marine life and habitat.



MORATORIUM AND BAN PROTECTS BELIZEAN MARINE RESOURCES

The Government of Belize announced its intention to impose a permanent ban on offshore oil exploration along the Belizean barrier reef system (a UNESCO World Heritage Site) in addition to the current moratorium (a temporary ban) on any offshore exploration in Belizean territorial waters. The Belizean barrier reef system is the largest section of the Mesoamerican barrier reef, the biggest reef in the Western Hemisphere. The permanent protection of the Belizean reef system is an important step toward more expansive, permanent protections for Belizean waters. Oceana is working with the government to strengthen conditions and regulations on offshore oil development to ensure the protection of marine resources should the moratorium ever be lifted. Oceana has been campaigning to ban offshore oil drilling in Belize's ocean since Oceana and its allies discovered in 2010 that massive oil exploration concessions had been granted throughout Belizean waters — including in its marine reserves, natural monuments and national parks. The moratorium and ban are the result of years of Oceana's campaigning and citizen outreach to protect the Belizean marine ecosystems and all that depend on them.

FIRST-EVER FISHING BAN CREATED FOR DANISH MARINE PARKS

Under a new European Union regulation, Denmark, Germany and Sweden will end fishing with damaging bottom gear over reefs in the protected Danish waters of the Baltic Sea and Kattegat. The regulation also bans all fishing activity over the famous and sensitive “bubbling reefs,” unique underwater landscapes where bubbles rise up as if in a glass of mineral water. Oceana has conducted multiple expeditions in the Baltic Sea and campaigned — using footage and information gathered on its expeditions — for policies to protect these remarkable marine areas. The new measures are the first of their kind in the Baltic Sea and a significant victory for habitat protection and fish population restoration.

SHELL ABANDONS DRILLING ACTIVITY IN U.S. ARCTIC OCEAN

Following years of campaigning by Oceana and its allies, Shell Oil Company has stopped its oil exploration program in the U.S. Arctic Ocean. Shell's efforts cost billions of dollars and resulted in a series of mishaps, fines and failed exploration attempts — including the infamous grounding of the drill rig Kulluk and an unsuccessful well drilled in the Chukchi Sea in 2015. Throughout 2015, Oceana led extensive advocacy efforts focused on the financial and ecological risks posed by Shell's proposed drilling. This work was highlighted by a petition seeking enforcement by the Securities and Exchange Commission against Shell for the company's failure to disclose adequately the risks of its exploration program. The petition was supported by letters from both houses of Congress. As a leading voice, Oceana utilized law, economics, lobbying, science and the media to reveal the significant environmental and economic risks of oil drilling in the Arctic. Shell's decision to stop its exploration program will create an opportunity for new management decisions based on holistic planning, precaution and science.

AMENDED FISHERIES CODE BECOMES LAW IN THE PHILIPPINES

The new amendments strengthen measures against illegal fishing, help rebuild fisheries and substantially increase sanctions for commercial fishing violators. Oceana successfully advocated for the amended Philippine Fisheries Code to require a vessel monitoring scheme for all commercial fishing vessels. The Bureau of Fisheries initially wanted to exclude fishing vessels below 30 gross tons from the vessel monitoring rules, but Oceana pushed for and succeeded in their inclusion. The law's implementing rules became effective in October 2015.

CONSTRUCTION OF COAL-FIRED PLANTS STOPPED IN CHILE

After five years of campaigning, Oceana successfully prevented the construction of two massive coal-fired power plants in Chile. Oceana campaigns to establish clean energy technology throughout Chile and move away from fossil fuel emissions and sacrifice zones, which are regions designated for power plant construction. Sacrifice zones have resulted in toxic pollution contaminating local communities and marine ecosystems along the Chilean coast. In response to Oceana's work and community concerns, Codelco, the largest copper mining company in the world, cancelled its plans to construct Energía Minera. It would have been the largest coal-fired plant in Chile. Ventanas, the planned site of construction, suffered an oil spill last year and is already heavily polluted by three other thermoelectric plants and a copper refinery. The multi-national energy company Endesa Chile cancelled the construction of the Punta Alcalde power plant in the coastal town Huasco, which is in a region that already houses five power plants. Oceana's campaign and victories have contributed to Chile's emergence as a regional leader in reducing the use of dirty fuels and protecting critical marine ecosystems.



U.S. GOVERNMENT ANNOUNCES FINAL RECOMMENDATIONS AND ACTION PLAN FOR STOPPING SEAFOOD FRAUD AND ILLEGAL FISHING

Since 2011, Oceana has been a leader in working to stop seafood fraud and ensure that all seafood sold in the U.S. is safe, legally caught and honestly labeled. Over the past few years, Oceana has conducted and published several landmark studies uncovering seafood fraud. This year, Oceana released reports on the mislabeling of salmon and the iconic Chesapeake Bay blue crab. Oceana also released a report on the importance of seafood names and proper labeling. Following campaigning by Oceana, the Presidential Task Force on Combating Illegal, Unreported and Unregulated (IUU) Fishing and Seafood Fraud responded by announcing its final recommendations and action plan to tackle these issues including a recommendation for seafood traceability. Traceability, or tracking seafood from the fishing boat or farm through the supply chain, would increase transparency and help stop pirate fishing and seafood fraud. Throughout 2015, the Task Force worked on implementing the action plan.



SPAIN ANNOUNCES LAW TO FIGHT PIRATE FISHING

Oceana and its allies have called on EU member states to implement laws in compliance with the EU's illegal, unreported and unregulated (IUU) fishing regulation, which requires all EU member states to take action against citizens and companies found to be involved in any IUU fishing activities. Spain, Europe's largest fishing country, responded this year and became the first member state to take action against pirate fishing. Spain introduced a new fisheries law that imposes stronger penalties on Spanish citizens found to be involved with pirate fishing anywhere in the world.



BRAZIL ESTABLISHES FISHERY MANAGEMENT COUNCILS:

The Brazilian government took a significant step forward with the creation of Fishery Management Councils in 2015. This landmark decision comes as the result of Oceana's research and work to highlight the vital need for better management, monitoring and industry cooperation in the country's ocean policy. The announcement was made in September 2015, during an event attended by the ministers of Fisheries, Environment and Science. The new Fisheries Management Councils are mandated to include representatives from environmental NGOs and artisanal fisheries on the council to participate in the development of fishery management plans. Oceana advocated for these additional inclusions to facilitate more effective and transparent governance.

PROTECTIONS FOR LANZAROTE AND FUERTEVENTURA ISLANDS:

Following an expedition in 2009 and extensive campaigning by Oceana and our allies, the eastern and southern marine area of Lanzarote and Fuerteventura Islands (of Spain's Canary Islands) was declared a protected area under the LIFE+ Indemares project in 2015. The region is an important space for marine mammals including sperm whales, dolphins and pilot whales. The Amanay and Banquete Banks, two seamounts of volcanic origin, are located in this region and provide diverse habitats due to the wide range of depths they cover.

SPECIAL PROSECUTORS DESIGNATED FOR THE ENVIRONMENT IN THE PHILIPPINES:

In May 2015, Oceana

persuaded the Philippine Department of Justice to designate special prosecutors to oversee legal cases involving the violation of environmental laws, rules and regulations in the country's protected areas. This designation is required by the Philippine law that governs protected areas. Despite the law's passage by Congress in 1992, this provision was never implemented by the Department of Justice. It was only through Oceana's efforts that these special prosecutors were finally designated in June 2015. With their appointment, Oceana anticipates that the prosecution of environmental criminal cases will be more organized and successful, thus ensuring improved protection of the country's marine protected areas.

TAKING SHARK FINS OFF THE MENU IN THE U.S.:

In 2015, Texas became the tenth state in the United States — and the first state in the Gulf region — to ban the sale of shark fins. The trade of shark fins in Texas had grown by 240 percent since 2010. And after an online campaign by Oceana and its supporters, GrubHub — the dominant online food ordering company — announced that it would no longer permit restaurants to offer shark fin products through its service, which works with more than 35,000 restaurants across 900 cities.

CHILE BANS SALMON FARMING IN LARGE PRISTINE AREA IN CHILEAN PATAGONIA:

As a direct result of Oceana's campaigning, the Chilean Undersecretary of Fisheries and Aquaculture withdrew a proposal to establish five salmon farms in Tortel, one of the last areas in Patagonia free from

industrial salmon production. Tortel fjords are home to untouched and pristine marine ecosystems. Oceana worked closely with the local community, which depends on eco-tourism, to win this victory.

LOUISIANA REQUIRES TEDS ENFORCEMENT ON SHRIMP TRAWL VESSELS:

Since 1987, Louisiana has remained the only state in the U.S. to refuse to enforce federal regulations requiring that shrimp otter trawl vessels use Turtle Excluder Devices (TEDs) — openings in nets that allow turtles to escape when accidentally caught. In July, Louisiana passed a law allowing state officials to enforce TEDs on shrimp otter trawl vessels, and it was signed by Governor Bobby Jindal. Oceana had previously exposed the amount of bycatch in the Southeast Shrimp Trawl Fishery and worked to get the state on board with federal law.

BETTER PROTECTIONS FOR TAÑON STRAIT:

For the first time since the Tañon Strait Protected Seascape (TSPS) was declared a protected area by the Philippines, its governing body convened as a whole in February 2015. Oceana spearheaded the inaugural management board meeting's activities and was a major player in getting the board to finally meet after 17 years, as part of its campaign to ban commercial fishing vessels from intruding in areas meant for artisanal fisherfolk. Philippine law requires that a specifically designated management body govern each individual protected site in the country. However, until 2015, the TSPS management board had not convened since the site's creation. As a

result of Oceana's efforts to arrange this meeting, a better management plan was approved for the Strait and the focus of the Protected Areas Office shifted to fisheries law enforcement rather than only the collection of user's fees. The meeting also marked the beginning of long-term planning for resource mapping and conservation in the area. The management board meeting was Oceana's stepping stone for expanding its efforts in fisheries law enforcement in the region.

INCREASED PROTECTIONS FOR WEST COAST FORAGE FISH:

After advocacy by Oceana and a new population assessment, the Pacific Fishery Management Council voted at its April meeting to close the Pacific sardine fishery early for the remainder of the 2015 season and to keep the fishery closed during the 2015 to 2016 season. The Council's action marks an important step toward the recovery of this important forage fish, whose population has dropped by 91 percent since 2007.

U.S. STRICTLY LIMITS BYCATCH OF DRIFT GILLNETS IN THE PACIFIC:

Oceana has been working to phase out drift gillnets used to target swordfish while replacing these deadly nets with cleaner fishing gears. "Wasted Catch: Unsolved Problems in U.S. Fisheries," a 2014 Oceana bycatch report, found the California swordfish drift gillnet fishery to be among the "dirtiest" in the nation because it throws more marine life overboard than it keeps. The discarded marine life, much of it dead or dying, includes whales, turtles, dolphins, sharks and other fish. In 2015, the Pacific Fishery Management Council

issued a landmark decision to implement hard limits on the number of endangered marine mammals and sea turtles that can be injured or killed in the drift gillnet fishery. If any of the limits are reached over a two-year period, the fishery will be closed for the remainder of that two-year period. To monitor the bycatch of other at-risk species, federal managers also committed to a comprehensive monitoring plan for the fishery with 100 percent observer coverage by 2018. A cleaner Pacific swordfish fishery will benefit both ocean wildlife and the California coastal community.

CHILE PERMANENTLY BANS BOTTOM TRAWLING AROUND ITS SEAMOUNTS: Chile became the first nation in the world to permanently ban bottom trawling around all 117 seamounts located within its Exclusive Economic Zone (EEZ). Chile finalized the new regulation after six years of campaigning by Oceana, which first addressed the issue in 2009 by proposing amendments to the Chilean Fisheries Law for protecting vulnerable and sensitive habitat. Oceana has also led expeditions to many of Chile's seamounts and documented critical marine diversity to support calls for their protection.

PORTUGAL PROTECTS GORRINGE BANK: Following 10 years of campaigning and Oceana expeditions in 2005, 2011 and 2012, the Portuguese government declared Gorringer Bank a protected Site of Community Interest in 2015. This special marine region includes two seamounts, Gettysburg and Ormonde, extending from depths of 28 meters below sea level to more than 5,000 meters. Oceana's

expeditions and research revealed more than 350 species living in this biodiverse zone. Oceana was the first organization to document and photograph Gorringer Bank and drive the campaign for its protection.

BRAZIL SECURES PROTECTIONS FOR OVER 230 IMPORTANT MARINE SPECIES:

Following the suspension of Ordinance 445, a Brazilian Red List banning the fishing of certain aquatic species, the protection status of 12 shark species and 220 other marine species was thrown into uncertainty. The industrial fishing sector claimed that they were allowed to fish all endangered species (including the commercially valuable guitarfish and angel shark), and used their influence with the government to publicize this authorization. Oceana began an intense advocacy effort to ensure the protection of these at-risk species and defended the legal basis of their protection under an earlier ordinance. Oceana's campaign successfully changed the government's stance and produced an official document declaring the protection of these species. Oceana also extended the fishing ban of the critically endangered goliath grouper and wreckfish. The new regulations secure long-term protections for the vulnerable and depleted species and the implementation of science-based management to facilitate their recovery.



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ON THE WATER

Oceana's expeditions help us win victories for vital marine spaces and creatures all over the globe. We plan and conduct expeditions to gain protections for what we discover under the water. We use cutting-edge equipment and science to collect the data we need to win. Oceana is often the first organization to document and photograph creatures and previously unexplored regions. Our findings, reports, multimedia documentation and resulting press coverage produce in-the-water change all over the world.

MALTA

In 2015, Oceana conducted an expedition off the coast of Malta to gather the documentation needed to win protection for valuable marine habitats and species. We partnered with the Maltese government and the University of Malta as a part of the LIFE BaHAR for Natura 2000 project, which is an initiative to create and expand marine protected areas in Europe.

The Oceana Ranger and its crew of scientists and campaigners spent two months documenting these previously unknown areas of the Mediterranean as part of a mission to record these hidden treasures and to make the case for their conservation. Using an ROV (a remotely operated vehicle used to capture underwater footage and data), Oceana's scientists surveyed reefs, sandbanks and submarine caves in the Maltese archipelago of the Mediterranean Sea.

Oceana Ambassador Elsa Pataky and her husband, actor Chris Hemsworth, joined the crew during the expedition and assisted with research aboard the catamaran. The Oceana crew was also joined by Karmenu Vella, European Commissioner for the Environment, Maritime Affairs and Fisheries, scientists from the University of Malta and government officials.

Oceana's Malta expedition will continue in 2016 to discover and document Malta's valuable marine habitats and species in order to create more protected areas and develop better management plans.





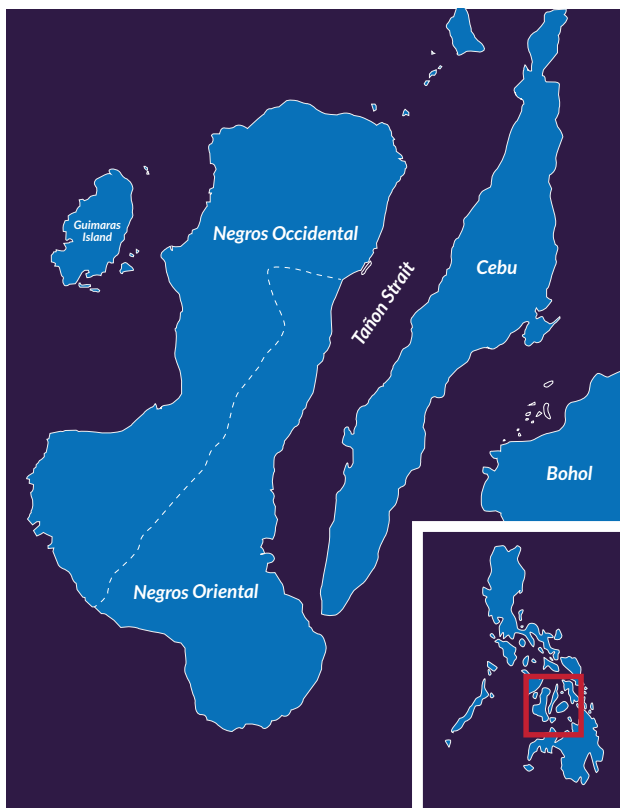
TAÑON STRAIT

Tañon Strait is one of the richest fishing grounds in the Philippines and a priority conservation area for marine mammals. With coastline spanning three provinces, it is the largest marine protected area in the Philippines. Despite these protections, Tañon Strait is plagued by illegal and destructive fishing and other man-made pressures. Oceana's expedition set out to document the impacts of illegal and destructive fishing in Tañon Strait to win additional protections.

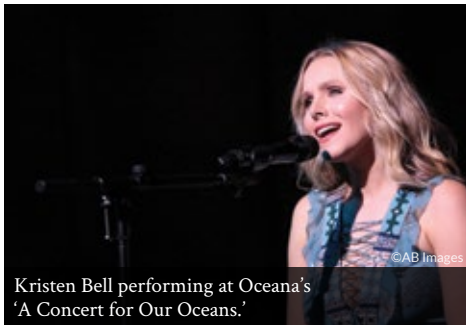
Using drone surveillance and high-end camera equipment, Oceana was able to capture high-definition video and stills of commercial fishermen engaging in illegal fishing. Oceana also conducted underwater surveys using a GoPro camera to document the impacts of dynamite, cyanide and other illegal fishing gear on the seafloor and marine habitats.

Oceana met with national officials, local leaders and potential champions to share the expedition's sobering findings and gain support for better monitoring and management of Tañon Strait. Oceana is currently working closely with the different agencies tasked to enforce Tañon Strait's protection and local communities to address these issues with a primary focus on stopping illegal commercial fishing.

As a result of Oceana's expedition, the Department of Environment, the Bureau of Fisheries and selected local government units conducted the first-ever joint patrol in the protected area. The patrol apprehended four commercial fishing vessels operating illegally in the Strait. The expedition report was also instrumental in pushing for the reactivation of the Region 7 Coastal Law Enforcement Alliance, a coalition of government agencies, local governments and civil society organizations that focuses on coastal and marine law enforcement issues in the Tañon Strait region.



ONLINE & IN THE NEWS



Kristen Bell performing at Oceana's 'A Concert for Our Oceans.'



Actress Jenna Ushkowitz filming a PSA in California about sea lion health and forage fish depletion.



The world's top chefs gather in Spain to promote the Save the Oceans, Feed the World campaign.

In 2015, Oceana built a supporter base of nearly two million supporters, including 712,000 Wavemakers, 676,161 Facebook fans, 234,313 followers on Twitter, 114,656 Instagram followers and several thousand followers on YouTube and Google Plus. Oceana supporters engaged in 1.6 million actions in support of ocean conservation over the course of the year.

Oceana also launched Azula.com, a "Buzzfeed for the Oceans," which features engaging short articles and listicles about ocean topics and creatures. The site, designed for content sharing and mobile browsing, was visited over two million times in its first year of operation.

Oceana hosted a gathering of the chefs behind the world's top 20 restaurants (as

chosen in 2015 by the hundreds of experts who vote annually for The World's 50 Best Restaurants) at the Basque Culinary Center in San Sebastian, Spain. The chefs — including Ferran Adrià, Joan Roca, Massimo Bottura, Gastón Acurio, Grant Achatz, Daniel Humm, Andoni Luis Aduriz and other world-renowned participants — created special seafood recipes for the event. Their efforts sought to inspire more individuals to support Oceana's policy campaigns and to help restore the world's oceans to levels of biodiversity and abundance that can support a growing population. A new edition of Andy Sharpless' book, "The Perfect Protein," was released in Spanish, French, German and Portuguese — with exclusive recipes provided by the chefs — to mark the occasion. The event was covered in premier



Model Pixie Geldof and Oceana Junior Council Chair Stephanie Bilet at 'Fashions for the Future.'

outlets worldwide including The New York Times, Food & Wine, Reuters, EFE, El País and El Mundo. The launch also received front page recognition and a nine-page spread in Spain's XL Semanal magazine.

Oceana's Junior Ocean Council hosted "Fashions for the Future," a sustainable fashion event, in London. The event was co-hosted by Junior Ocean Council Chair Stephanie Bilet, model and singer Pixie Geldof and BBC Radio 1 presenter Nick Grimshaw. During the runway portion of the event, designers showcased clothing created from repurposed materials including outfits made of fishing nets. The event was covered by Vogue and London Evening Standard.

Oceana released two new celebrity PSAs in 2015. One, starring actress Kate Mara,



Oceana Ambassador January Jones at the 2015 'Mad for the Oceans' SeaChange Summer Party.

pushed for the end of drift gillnets in fishing. The second, with actress Jenna Ushkowitz, advocated for the health of West Coast marine life. PSAs featuring Cobie Smulders and Miranda Cosgrove also continued to run.

Oceana's celebrity supporters generated great press for Oceana. January Jones and her "Mad Men" co-star Jon Hamm hosted Oceana's summer "Mad for the Oceans" SeaChange party, generating press coverage in Beverly Hills Magazine, the Los Angeles Times, PEOPLE Magazine, E!, Variety and Us Magazine. Oceana Board President Keith Addis, Board Member Sam Waterston, Oceana Ambassador Cobie Smulders and Board Member Ted Danson and his wife Mary Steenburgen were profiled in the philanthropy issue of

The Hollywood Reporter. Oceana received additional coverage in a number of high profile outlets including The New York Times, The Washington Post, Forbes, Reuters, Outside Magazine, Los Angeles Magazine and The Boston Globe.

UNITED STATES

In September, Shell announced that it would not drill for oil in the U.S. Arctic Ocean after numerous mishaps, fines and failed attempts — and more than seven years of Oceana campaigning. Oceana was featured in widespread media coverage about the announcement including front-page stories in The Washington Post and the Los Angeles Times and prominent placements in The New York Times, USA Today, Politico, Bloomberg, BBC News, The Atlantic and National Geographic.

The climate and energy campaign was also hard at work on the East Coast in response to the Obama administration's decision to propose a swath of the Atlantic Ocean — from Virginia to Georgia — for offshore drilling leases. Oceana mobilized massive grassroots support opposing Atlantic drilling and seismic airgun blasting, a process used to search for oil and gas deposits deep below the ocean floor. As of March 2016, over 100 East Coast municipalities, roughly 1,100 business interests and more than 750 federal, state and elected officials publically opposed offshore drilling and/or seismic airgun blasting, citing threats to marine life, coastal communities and local economies. Oceana's campaign and the widespread opposition received significant media coverage with top stories featured in The

New York Times, The Washington Post, The Wall Street Journal, Reuters and The Associated Press.

Oceana's seafood fraud campaign made headlines with reports on the mislabeling of salmon, the Chesapeake Bay blue crab and the importance of seafood names and proper labeling. The campaign's efforts resulted in widespread coverage with front-page stories in The Boston Globe and The Washington Post in addition to features in various national outlets including The New Yorker, TIME, CNN, NBC News and NPR. Oceana's work was also featured on "The Dr. Oz Show" and "The Daily Show."

EUROPE

Oceana Ambassador Elsa Pataky and her husband, actor Chris Hemsworth, joined staff aboard the Oceana Ranger on an expedition to explore marine life off the coast of Malta. Their visit and support was widely covered in Europe and globally on television (Antena 3 and Extra TV!) and in prominent outlets including ¡HOLA! Magazine, Vanitatis, Semana, Glamour, E! and Us Weekly.

Many European campaigns generated significant press coverage throughout the year. Oceana's work on illegal, unreported and unregulated (IUU) fishing was prominently featured in a debate about overfishing hosted by the international media group Al Jazeera. In November, Oceana's release of a report on seafood fraud within restaurants and an EU canteen in Brussels received coverage from top media outlets including the AP, The Financial Times, Agence France-



Oceana Ambassador Elsa Pataky and actor Chris Hemsworth join Oceana's Malta expedition.



Stephen Schwarzman, Hansjörg Wyss and Michael R. Bloomberg at Oceana's New York Gala.



Actor Jon Hamm joined Oceana at the 2015 'Mad for the Oceans' SeaChange Summer Party.



Seth MacFarlane hosted and performed at Oceana's 'A Concert for Our Oceans.'



Chilean President Michelle Bachelet and U.S. Secretary of State John Kerry at the 2015 Our Ocean conference.



Belizeans joined hands in protest of offshore drilling threatening their national waters.

Presse and EFE in addition to televised coverage on Télé Bruxelles, Euronews and TV Brüssel. The release also led to an opportunity to speak in the European Parliament on seafood fraud.

Oceana's Protect Habitat campaign generated significant press surrounding successful campaigns for the expansion of Spain's Cabrera National Park, the creation of more marine protected areas (MPAs) in Europe and the protection of Portugal's Gorringe Bank. After years of Oceana expeditions and advocacy, the Portuguese government announced that it would protect Gorringe Bank. Público, Portugal's

largest newspaper, recognized Oceana and the monumental decision on its front-page in addition to running a feature article with photographs from the Oceana expeditions.

CHILE

At the Our Ocean conference in October, Chilean President Michelle Bachelet announced Chile would protect 297,518 square kilometers (115,000 square miles) of ocean surrounding the Desventuradas Islands, creating the largest no-take zone in the Americas — Nazca-Desventuradas Marine Park. Oceana and the National Geographic Society's Pristine Seas project conducted a joint expedition that began



REUTERS

FOOD & WINE

The New York Times

in 2013 and resulted in a report on the incredible marine life and habitat of the Desventuradas as well as a proposal to create a marine park. The creation of Nazca-Desventuradas set an important global precedent and generated significant international coverage in top outlets including La Tercera, El Mercurio and The Washington Post. The news was televised throughout Chile on 24 Horas, TVN and Mega. National Geographic also produced an inspiring video documenting the creation of Nazca-Desventuradas and contributed widespread coverage through its publications and digital platforms.

Oceana's successful campaign to stop the expansion of salmon farming into southern Patagonia received significant public attention and support through the distribution of the documentary "El

Secreto de Caleta Tortel" (or "The Secret of Tortel Cove"). The documentary was distributed online and through major media outlets including El Mostrador and The Clinic. La Tercera covered the campaign's success when the government announced it would not open the five proposed salmon farms in the pristine Patagonia region Tortel. Oceana's work to reduce the use of antibiotics in salmon farms and demand for data transparency received national and international coverage in La Tercera, El Mercurio, La Nación (a major Argentinian newspaper), The New York Times and Reuters.

Oceana was featured in "Tackling the Roots of Global Hunger," a BBC Horizon report about how the protection of marine ecosystems can facilitate fishery recovery and contribute to healthier and more abundant oceans.

BELIZE

In January, the Government of Belize released a proposal for exploratory oil drilling in Belizean waters — including the country's breathtaking Great Blue Hole and vibrant reef system. Oceana responded with feedback on the proposal and a research report, titled "The Case against Offshore Oil." To generate media attention for this important issue, Oceana organized a number of events and press conferences including a "Rock the Vote" concert to commemorate Belize's 2012 People's Referendum against offshore drilling. The referendum was a successful nation-wide effort — led by Oceana — to demonstrate public opposition to drilling in Belize's reef. In May, Oceana organized a grassroots citizen movement of Belizeans joining hands across beaches and sea walls to show public opposition to the proposed oil exploration. Oceana also utilized the legal system to challenge the offshore oil concessions. Oceana's efforts received widespread coverage from prominent national outlets.

In December, the Government of Belize announced its intention to impose a permanent ban on offshore oil exploration along the Belizean barrier reef system, which is a UNESCO World Heritage Site. The landmark decision received widespread national coverage as well as international coverage from VICE, Yahoo News and The Guardian.

Oceana Senior Advisor Alexandra Cousteau visited in December to meet with Belizean leaders and citizens. The country and its marine resources are important to

Alexandra from her own experiences in Belize and her family legacy — Alexandra's grandfather Jacques Cousteau was the first to explore and document Belize's magnificent Great Blue Hole. Alexandra spoke with Belize's Deputy Prime Minister Gaspar Vega about sustainable fisheries and was a keynote speaker at "The Energy of Nature vs. The Nature of Energy" conference. The conference was organized by Oceana to bring together Belizean leaders in tourism, fisheries, investment and academia to discuss offshore oil.

CANADA

Oceana Canada officially launched on June 8 with a media roundtable on the future of our oceans featuring Oceana Board Member Ted Danson, Oceana Chief Scientist and Strategy Officer Mike Hirshfield and Oceana Canada Executive Director Josh Laughren. Danson also appeared on top-tier national television networks including CTV's "Canada AM," CBC's "The Exchange" and "The Global Morning Show."

BRAZIL

Despite a tumultuous political year, Oceana's campaigns in Brazil generated significant press coverage and public attention. Oceana's campaign for responsible fishing was highlighted in a Science Magazine article about the Brazilian government's fishery management. Oceana Vice President Monica Peres was quoted urging for the implementation of science-based recovery plans for depleted fish populations and long-term scientific fishery management to recover ocean abundance. Oceana developed a "Blue List" campaign

to emphasize that science-based fishery management could facilitate the recovery of depleted species on the "Red List."

In July, Oceana hosted the International Symposium on Marine Fisheries, which established the organization as a credible, science-based entity engaged in the country's fisheries management debate. The symposium received prominent coverage from EBC (a major Brazilian public news and broadcast company) and Agência Brasil.

PHILIPPINES

In February, Oceana was a lead organizer of the first-ever meeting of the Protected Area Management Board for the Tañon Strait Protected Seascape. Oceana's role was widely covered in national and regional press including The Standard, GMA News and Kicker Daily News. In May, Oceana organized a photographic safari to Tañon Strait. A photograph from the trip was selected to run on the front page of the Manila Times in honor of World Oceans Day. In September, the "Treasures of Tañon Strait" photo exhibit, a compilation of photography from the safari, went on display in Dumaguete City before the start of the Tañon Strait expedition. The exhibit was featured in a headline story in the Visayan Daily Star.

Oceana hosted a "Save the Oceans, Feed the World" event in Batangas, a province known for its small fish dishes and delicacies. Chef José Luis González of Gallery Vask and Chef Andoni Luis Aduriz of Mugaritz, who also took in part in the Spain event, sampled the local cuisine and

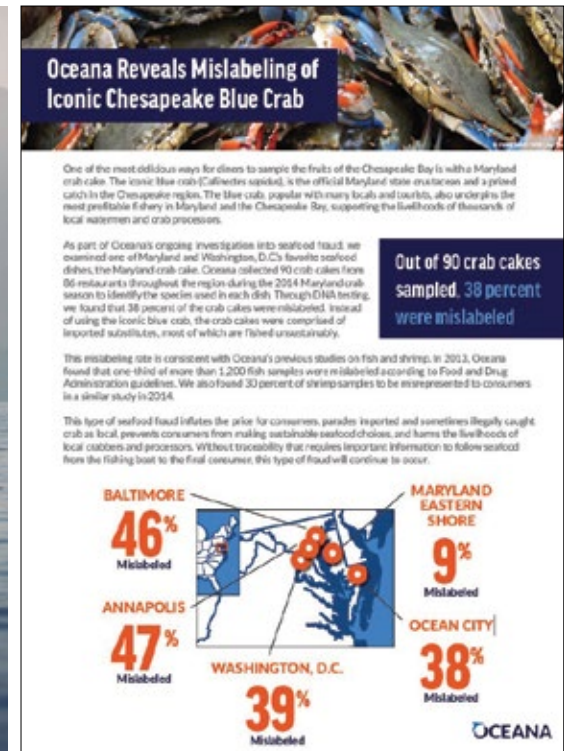
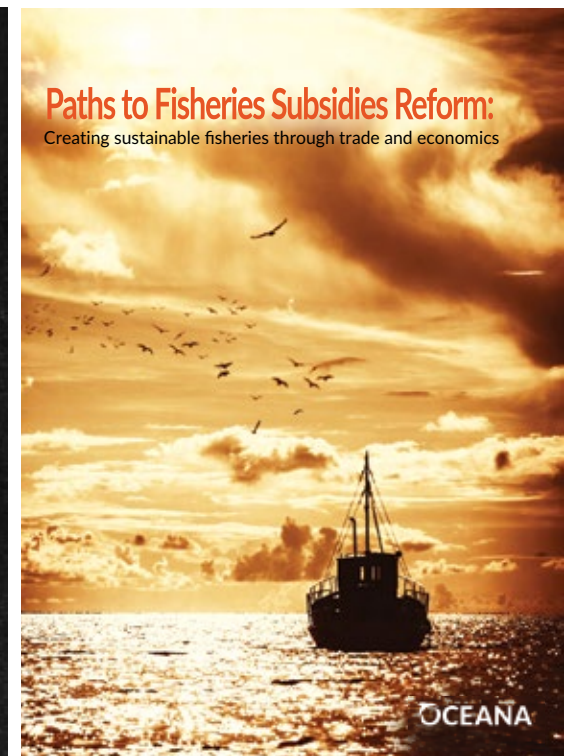
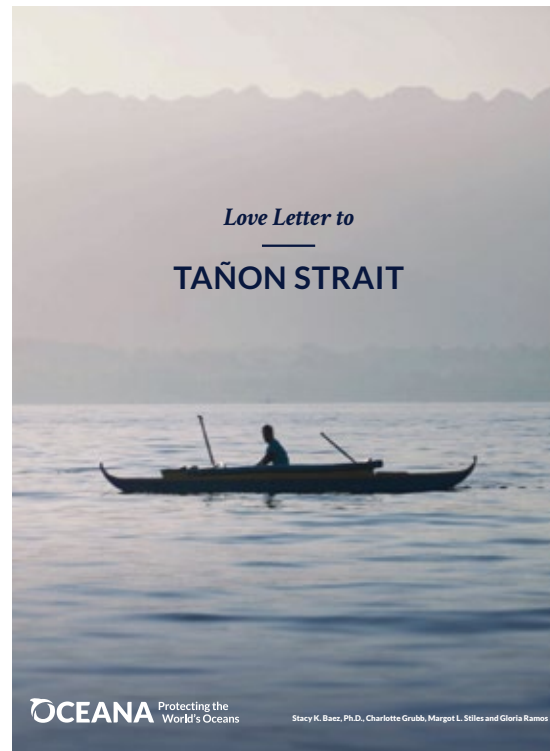
observed Philippine cooking techniques. The Philippine Daily Inquirer, the country's top newspaper, highlighted the event in a multi-page spread and Spain's major newspaper El País also covered the news extensively.

PERU

In June, Oceana announced Dr. Patricia Majluf, the former Peruvian Vice Minister of Fisheries, as the Oceana Vice President for Peru. Oceana's work began in a critically important year, as the Peruvian anchoveta fishery is more vulnerable during El Niño conditions, especially considering the magnitude of the 2015-2016 event. Oceana's campaigning for precautionary regulations to protect the fishery generated widespread national coverage. Notable press coverage included a feature article in El Comercio, one of the oldest newspapers in Latin America, and a five-page report in Velaverde, a highly-respected magazine. Oceana's campaign was also featured in La República, a prominent national newspaper, Gestión, the country's principal financial newspaper, and the radio show "Ampliación de Noticias," which has a strong influence on the journalistic agenda and public opinion in Peru.

THROUGHOUT 2015, OCEANA PUBLISHED 16 REPORTS:

- Offshore Energy by the Numbers
- Love Letter to Tañon Strait
- Propuesta de Protección de los Fondos Marinos Aledaños a la Isla de Sa Dragonera
- Oceana Reveals Mislabeling of Iconic Chesapeake Blue Crab
- Paths to Fisheries Subsidies Reform: Creating Sustainable Fisheries through Trade and Economics
- Scientific Information to Describe Areas Meeting Scientific Criteria for Mediterranean EBSAs
- Protección del Mar Balear I: Propuesta de Ampliación del Parque Nacional Marítimo-Terrestre del Archipiélago de Cabrera
- One Name, One Fish: Why Seafood Names Matter
- Exploiting the Most Vulnerable Resources
- Expedition 2014 Balearic Islands: Cabrera National Park and Mallorca Channel Seamounts
- Towards a New Regulation Establishing Specific Conditions to Fishing for Deep-Sea Stocks in the North-East Atlantic
- Preliminary Data on Deep-Sea Benthic Habitats Documented in Four Macaronesian Seamounts
- EU External Fisheries: How to Make them Transparent, Accountable and Sustainable
- Oceana Reveals Mislabeling of America's Favorite Fish: Salmon
- Oceana Recommendations on Fishing Opportunities for 2016 – Baltic Sea Stocks
- Oceana Fishing Opportunities Recommendations for 2016 – North East Atlantic Stocks





**WE ARE REBUILDING OCEAN ABUNDANCE TO ENSURE THE
OCEAN CAN FEED AND SUPPORT ARTISANAL FISHERS FOREVER**

FINANCIAL SUMMARY

Oceana's contributors provide the support that is essential to our campaigns to preserve and rebuild ocean life. In 2015, Oceana received revenue and support of approximately \$29 million in unrestricted funds, including the release of over \$22 million in time- and program-restricted gifts for which commitments had been received in the current and prior years.

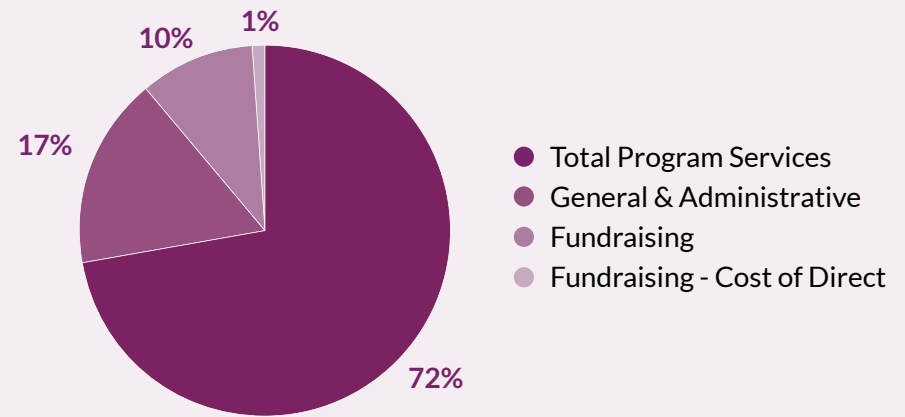
Oceana continues to benefit from significant multi-year grant commitments, which is a major reason why Oceana ended the year with just over \$39 million in net assets. Expenses were approximately \$27 million in 2015. Of every dollar of expenses, approximately 72 cents were spent directly on Oceana's programs. The remainder was spent on general and administrative costs (about 17 cents), raising funds (about 10 cents), and goods/services that event ticket purchasers paid for (approximately 1 cent).

Financial data was derived from audited financial statements, copies of which are available upon request, and are posted on the websites for the following Oceana entities: Oceana, Inc.; Fundacion Oceana; Oceana Belize; Oceana Brasil; Oceana Philippines; and Oceana Canada. Donations to the various Oceana entities may be tax deductible.

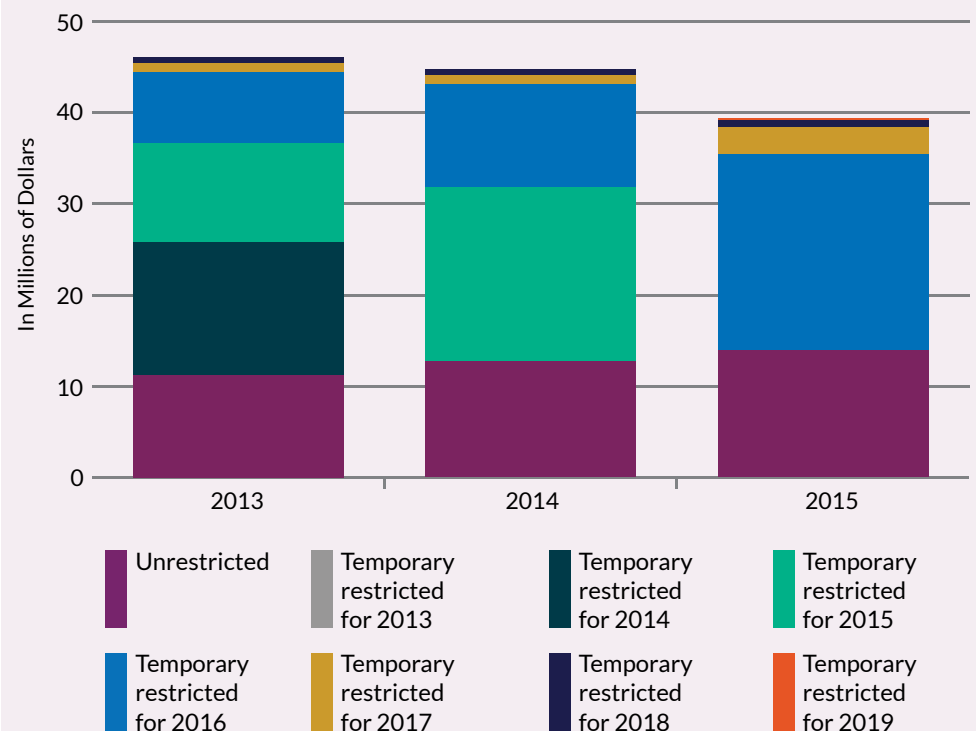
Oceana, Inc.
Attn: Development Department
1350 Connecticut Ave. NW, 5th Floor
Washington, D.C. 20036
info@oceana.org
1.202.833.3900

2015 EXPENSES

\$27,354,738

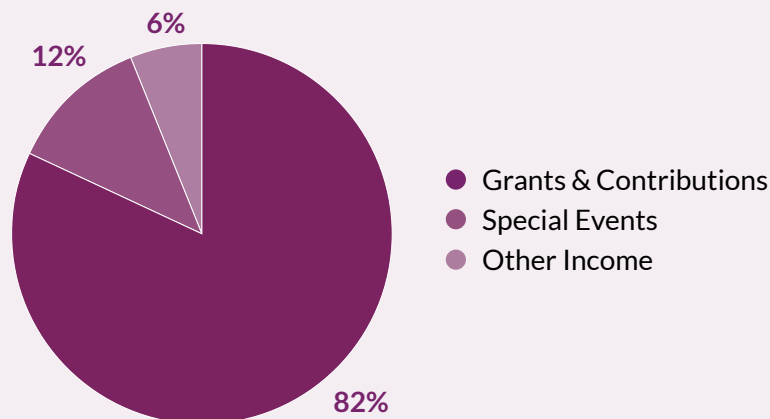


OCEANA CONSOLIDATED NET ASSETS AS OF DECEMBER 31, 2015



2015 REVENUE

\$19,689,935



	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
REVENUE AND SUPPORT			
Grants and Contributions	\$ 4,006,600	\$ 12,638,661	\$ 16,645,261
Special Events	2,327,589	-	2,327,589
In-Kind Revenue	1,054,749	-	1,054,749
Miscellaneous	67,230	-	67,230
Rental Income	12,595	-	12,595
Investment Income	9,144	-	9,144
Foreign Current Transaction (Gains) Losses	(426,633)	-	(426,633)
Net Assets Released from Restrictions:	-	-	-
Satisfaction of Time Restrictions	8,482,379	(8,482,379)	-
Satisfaction of Program Restrictions	13,056,391	(13,056,931)	-
TOTAL REVENUE AND SUPPORT	28,590,044	(8,900,109)	19,689,935
EXPENSES			
Program Services			
United States Oceans	4,580,268	-	4,580,268
International Activities	11,025,821	-	11,025,821
Communications	2,085,313	-	2,085,313
Law	1,104,585	-	1,104,585
Marine Science	971,611	-	971,611
Oceana Advocacy Resources	55,552	-	55,552
TOTAL PROGRAM SERVICES	19,823,150	-	19,823,150
Supporting Services			
General and Administrative	4,517,737	-	4,517,737
Fundraising - Cost of Direct Benefit to Donors	281,013	-	281,013
Fundraising - Other	2,732,838	-	2,732,838
TOTAL SUPPORTING SERVICES	7,531,588	-	7,531,588
TOTAL EXPENSES	27,354,738	-	27,354,738
CHANGE IN NET ASSETS	1,235,306	(8,900,109)	(7,664,804)
NET ASSETS (BEGINNING OF YEAR)	12,680,536	32,306,189	46,986,725
NET ASSETS (END OF YEAR)	\$ 13,915,842	\$ 25,406,080	\$ 39,321,922

DIGITAL ENGAGEMENT



facebook.com/oceana
676,161 FOLLOWERS
OVER **ONE MILLION**
INTERACTIONS



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You can provide financial contributions to Oceana via web, phone or mail. Credit card donations may be made on a sustaining basis by designating a monthly, quarterly or annual contribution. Checks may be mailed to our headquarters at the address below. Supporters who give \$1,000 or more annually receive a variety of benefits, including the Oceana magazine, invitations to special events and updates throughout the year. Visit us at www.oceana.org/donate.

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Contribute to the long-term revitalization of our oceans by making a planned gift. Support Oceana and receive tax benefits during your lifetime. For further information, please contact Nancy Golden at ngolden@oceana.org or (202) 467-1924.

ADOPT A MARINE ANIMAL

Many of the world's most iconic creatures rely on healthy oceans for their habitat and food. Adopting a sea creature is the perfect gift for friends and family and supports Oceana's campaigns. Show your support for ocean conservation with an animal plush, t-shirt or other item from our gift center at <http://gift.oceana.org>.

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Become a Wavemaker and join more than 700,000 Oceana supporters from around the world who have signed up with Oceana to save our oceans from destruction. Being a Wavemaker means you won't stand by while shrimp nets drown sea turtles and airgun blasts deafen dolphins to enable offshore oil drilling. With you by our side, we can fight these and other threats.

Every day, more irreplaceable ocean places — like coral gardens and whale nurseries — are threatened by destructive fishing and pollution. Time is running out — visit www.oceana.org/take-action to help protect our oceans.

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Follow Oceana on social media for breaking news from all over the world and insights into our research and campaigns.

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Oceana is a member of EarthShare, a federation that represents the nation's most respected environmental and conservation charities in hundreds of workplace giving campaigns. To find out how you and your workplace can support Oceana through an EarthShare campaign, call Jon Frank at (202) 467-1949.

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Oceana, Inc. is a tax-exempt 501(c)(3) organization. Contributions to Oceana are tax-deductible to the fullest extent of the law.

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**OCEANA IS WINNING VICTORIES IN COUNTRIES THAT
CONTROL ONE-THIRD OF THE WORLD'S WILD FISH CATCH**



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OCEANA BOARD OF DIRECTORS

SIMON SIDAMON-ERISTOFF, *Chair*

Sidamon-Eristoff leads the tax-exempt organizations group at Kalbian Hagerty LLP in Washington, DC. He has significant experience working with national and international nonprofit organizations, both as a board member and as a staff member. His nonprofit experience includes chairing the boards of both the Chesapeake Bay Foundation and American Friends of Georgia. He has also served as General Counsel for American Farmland Trust and as a staff attorney for the Trust for Public Land and the Rails-to-Trails Conservancy.

VALARIE VAN CLEAVE, *Vice Chair*

Van Cleave's business career encompasses work in mergers and acquisitions, sales and marketing and new business development. She has spearheaded successful fundraising efforts for political campaigns and conservation advocacy. She co-founded and co-chairs SeaChange, a record-breaking benefit for Oceana.

MARÍA EUGENIA GIRÓN, *Treasurer*

María Eugenia Girón joined Oceana's board of directors in 2006, shortly after her tenure as chief executive officer of Carrera y Carrera, Spain's top jewelry manufacturer and one of the world's leading luxury brands. Girón is an active lecturer, teacher and adviser at various universities and business schools. She brings to Oceana a vast knowledge of strategic planning, marketing and public relations. In 2004, Girón was nominated for "Woman Executive of the Year" by the Spanish Federation of Women CEOs and Professionals.

KEITH ADDIS, *President*

Addis is the co-founder of Industry Entertainment, a leading management and production company. He is also a longtime environmentalist. Prior to joining Oceana's board, Addis was the Chairman of the American Oceans Campaign (AOC). Under his leadership, AOC — founded by Addis' longtime friend and client Ted Danson — achieved victories on key marine issues including bottom trawling and offshore oil drilling. AOC merged with Oceana in 2001.

JAMES SANDLER, *Secretary*

Sandler was a member of Oceana's founding board of directors and is in charge of the Sandler Foundation's environmental giving.

HERBERT M. BEDOLFE, III

Bedolfe, the executive director of the Marisla Foundation, was one of Oceana's founders and led the organization from 2002 until 2008. Under his leadership, Oceana's efforts led to many victories for the oceans including the protection of over 640 million acres of ocean habitat from destructive bottom trawling, the commitment by the world's second

largest cruise line to stop dumping inadequately treated sewage and wastewater into the ocean and a decision by the European Union to shut down illegal driftnetters and thereby potentially save up to 25,000 juvenile bluefin tuna from being caught.

TED DANSON

To most, Ted Danson is known for TV and movie acting roles, but for those in the conservation movement, he is much more famous for his work as a passionate ocean advocate and Oceana spokesman. Danson helped create the American Oceans Campaign in 1987, which eventually became Oceana in 2001. In the last two decades, Danson's stellar acting career has been complimented by his staunch ocean advocacy, appearing in public service announcements, appealing to donors and testifying to the government on the condition of our oceans.

SYDNEY DAVIS

Davis is a jewelry designer and activist. She and her husband, Andrew, are advocates for numerous environmental and educational causes. Through their family foundations, they work to protect and improve the lives of children, a goal that cannot be achieved without safeguarding the world's oceans. Davis serves on the board of directors of EarthEcho and is on The Lady Bird Johnson Wildflower Center Advisory Council at the University of Texas in Austin. She is also an active member of Oceana's Ocean Council.

CÉSAR GAVIRIA

Gaviria served as the President of Colombia from 1990 to 1994 and as Secretary General of the Organization of American States from 1994 until 2004. During his four-year presidential term, Colombia drafted a new, more democratic constitution.

LOIC GOUZER

Gouzer is an International Specialist and Deputy Chairman for the Post-War & Contemporary Art Department at Christie's Auction House. Joining Oceana's board of directors in 2013, he uses his position in the art world to raise money and draw attention to ocean conservation. Gouzer is also an avid freediver.

STEPHEN P. MCALLISTER

McAllister is a successful real-estate developer. McAllister became executive director of Greenpeace Australia in 1989 and from 1990-1991, he was deputy executive director and campaign director of Greenpeace International at its headquarters in Amsterdam. In 2005, McAllister donated the use of the Ranger catamaran to Oceana.

DR. KRISTIAN PARKER

Parker was a member of Oceana's founding board of directors. He is a trustee of the Oak Foundation, based in Switzerland, and oversees Oak's environment program. Parker is also a marine biologist and received his Ph.D. in environmental sciences from Duke University.

DR. DANIEL PAULY

Pauly is a world renowned fisheries scientist. He currently serves as the Principal Investigator of the Sea Around Us Project at the University of British Columbia's Institute for the Oceans and Fisheries. His global, multi-year analyses of marine ecosystems has allowed him to reach startling and important conclusions – most critical among them that fish populations are declining rapidly all over the world.

SUSAN ROCKEFELLER

Rockefeller is a documentary filmmaker whose award-winning films have appeared on HBO and PBS. Rockefeller also authored the ground-breaking "Green At Work" (Island Press), which helped usher environmentally-friendly jobs into nontraditional arenas. She is also a designer of inspirational jewelry. She is on the boards of the Stone Barns Center for Food & Agriculture and the We Are Family Foundation. She is a member of the Natural Resources Defense Council Global Leadership Council, Audubon Society's Women in Conservation and serves as Chair of Oceana's Ocean Council. Rockefeller holds a BA from Hampshire College and a MA in education from NYU.

HEATHER STEVENS

Stevens and her husband founded The Waterloo Foundation, based in the UK, which she now chairs. Waterloo's environmental efforts are focused on marine work and tropical forest conservation. The Foundation has funded considerable work in the marine sector including campaigns to combat illegal fishing in west Africa and to improve the fishing industry and marine life in the Pacific Coral Triangle.

DIANA THOMSON

Diana Thomson is Chair of The Nikita Foundation, a Toronto-based charity she co-founded in 2012. The Nikita Foundation supports charitable initiatives in the areas of health, education and environmental protection.

SAM WATERSTON

As a member of Oceana's board of directors, Waterston brings to the organization a wealth of talent and resources in support of Oceana's programming and mission. As an actor, his trophy case includes television awards such as the Emmy, Golden Globe and Screen Actors Guild and theater awards like the OBIE and Drama Desk. Other accolades include an Academy Award nomination for his role as journalist Sydney Schanberg in 1984's "The Killing Fields" and six Emmy Award nominations for his roles in "I'll Fly Away" and "Law & Order." Waterston grew up in New England, where he saw the effects of fisheries collapses on the life of seaside towns.

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Oceana is the largest international advocacy organization dedicated solely to ocean conservation. Oceana is rebuilding abundant and biodiverse oceans by winning science-based policies in countries that control one-third of the world's wild fish catch. With over 100 victories that stop overfishing, habitat destruction, pollution and killing of threatened species like turtles and sharks, Oceana's campaigns are delivering results. A restored ocean means that one billion people can enjoy a healthy seafood meal, every day, forever. Together, we can save the oceans and help feed the world. Visit www.oceana.org to learn more.

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