







15 YEARS
OF WINNING
VICTORIES
FOR THE OCEANS

OCEANA 2016 ANNUAL REPORT

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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 nearly 200 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.



LETTER FROM THE CEO

AN INVESTMENT PROSPECTUS FOR OCEAN CONSERVATION

If you were writing an investment prospectus for ocean conservation, your first paragraphs would make the case for the importance of wild fisheries:

“Over one billion people globally rely on seafood as their primary source of protein, with another 4.3 billion depending on it for at least 15% of their animal protein consumption. As the global population rises to nine billion people in 2050 and economic development expands, the demand for seafood is expected to increase by more than 70%. Moreover, unlike chicken, pork, or beef, wild seafood production requires no land and minimal fresh water, and results in the smallest amount of greenhouse gas emissions of any major animal protein.

In addition to its role in global food security, wild seafood provides a critical source of employment. The Food and Agriculture Organization of the United Nations (FAO) estimates at least 40 million people are directly employed as fishers, while another 350 million rely on fishing and fish-related activities for their livelihoods. For many of these people, fishing is an intergenerational occupation and one for which they have no alternative livelihood opportunity.”

Do you find that convincing? I do. And so do our friends at Encourage Capital, a social impact investment firm that is Oceana’s partner, together with RARE, in the Vibrant Oceans Initiative funded by the Bloomberg Philanthropies. Those paragraphs are a direct quote from their investor document describing their Pescador Holdings strategy.

Growing demand married to depleting supply means prices rise. Between 2002 and 2008, global wild caught

fish prices were up nearly 60 percent, according to the FAO. Looking ahead, the FAO projects that prices will be up 25 percent by 2022 over 2013 levels.

Left to their own devices, the world’s commercial fishing fleets will respond to these incentives with an ever more sophisticated, aggressive and effective chase for the last fish. Those fish will be then be shipped from some very remote place and sold at a very high price to a very wealthy person who, with their friends, will celebrate the exceedingly rare pleasure of a tasty and healthy wild seafood meal. And on the other side of the world, hundreds of millions — even billions — of people will be hungry.

No one wishes for that tragedy. But it may occur within the lifetimes of people reading this Oceana Annual Report. When fisheries collapse, they do so suddenly. That’s because overfishing is like living high by spending your inheritance. You can act rich right up to the day your funds run dry.

Then your lifestyle changes all at once. The irresponsible overfishing by global industrial fishing fleets is therefore not self-correcting. For its own good, and for the good of all humanity, it must be controlled.

All thoughtful people understand that ocean conservation requires effective governmental supervision of the commercial fleet. Catch limits should be set and enforced. Nursery and spawning habitat should be identified and protected. Discards at sea should be controlled. Ocean polluters should be penalized and deterred.

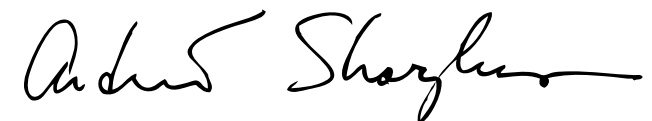
But thoughtful people also worry that vigorous governmental protection of the ocean is impossible.

They look at the map of the world and see an ocean that appears to be ungoverned. Who, they ask, is going to set and strictly enforce rules to rebuild and protect an abundant ocean? The prospect of an ongoing international negotiation is, for a practical person, very discouraging.

Here’s the very good news. Most of the world’s wild fish catch — more than 90 percent by weight — comes from the exclusive economic zones of just 29 countries and the European Union. That means that a country by country approach can save most of the world’s ocean productivity. No international agreement is required for this good outcome.

Thanks to your support of Oceana, we are now working to win national policies to drive ocean abundance. We’re doing so in Belize, Canada, the United States, Brazil, the Philippines, the European Union, Peru and Chile. Together, they account for just under a third of the world’s wild fish catch by weight. And we are, by and large, winning. This annual report will give you an encouraging report on our progress, just in the last year. Thank you for your help. Your financial support is what makes this possible. Together, we will make sure there never is a day when hundreds of millions of starving people stare despairingly out over an empty ocean.

For the Oceans,



Andrew Sharpless
CEO, Oceana

OCEANA'S APPROACH

Oceana's mission is to win policy victories that restore the world's oceans. Why? Because doing so will make the seas — which cover two-thirds of our planet — more abundant and biodiverse. This mission matters because healthy marine ecosystems full of wildlife can also support fisheries that will feed more than a billion people in a truly sustainable way. We can preserve our natural wonders for future generations while protecting a food source — wild seafood — that requires no fresh water or arable land to produce, is responsible for minimal greenhouse gas emissions and provides cheap healthy protein to hungry people around the world.

Just 29 countries and the EU account for 90 percent of the global fish catch. We can — on a country by country basis — restore healthy oceans through responsible policymaking at the national level. Evidence from fisheries around the world has shown that, when the right measures are put in place, fish populations bounce back.

Oceana fights for policies that are based in science and rely on five proven strategies that help restore healthy oceans:





STOP OVERFISHING



Implementing science-based catch limits, reducing government subsidies that encourage harmful behavior, and preventing illegal, unreported and unregulated fishing can end the overfishing of our oceans.



REDUCE BYCATCH



Each year, fishing gear unintentionally kills or injures millions of animals including sharks, whales, dolphins, fish and sea turtles. Reducing this bycatch means improving monitoring and reporting of when it occurs, setting bycatch limits for fisheries and incentivizing people to use cleaner, safer gear.



PROTECT HABITAT



Marine Protected Areas (MPAs) protect vulnerable ecosystems and preserve places that play crucial roles in the life cycles of marine creatures. Oceana mounts expeditions and collects scientific data to identify key ocean habitats and campaign for their protection.



INCREASE TRANSPARENCY



Policymaking and enforcement of fishing regulations depends upon timely, accurate information. But too often, decision-makers lack this information or keep it hidden from the public. Oceana campaigns for government transparency because knowing the extent of the problem is the first step toward crafting an effective solution.



CURB POLLUTION



Oil spills, chemical leaks, plastic waste, mine dumping, irresponsible coastal development and more directly impact ocean habitats. Greenhouse gas emissions cause climate change and ocean acidification. Oceana fights to reduce harmful pollution by opposing offshore oil drilling and the development of coastal fossil fuel facilities.



WITH YOUR HELP, WE CAN CONTINUE TO FIGHT FOR THE MEASURES THAT WILL RESTORE OUR OCEANS. WE CAN SAVE THE OCEANS AND HELP FEED THE WORLD.

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, nearly 200 victories and protected more than nine million square kilometers (3.5 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:

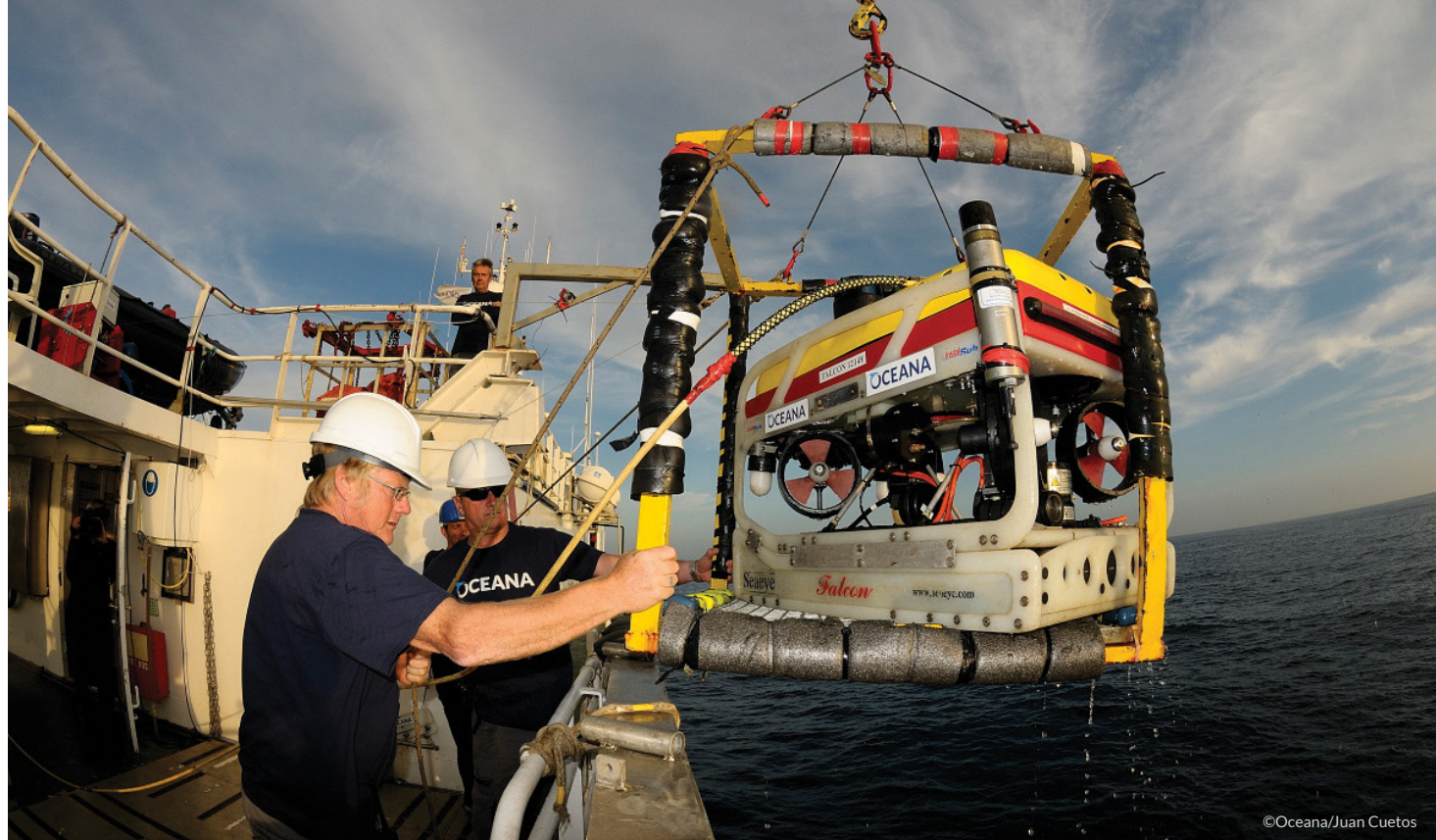
We recognize that identifying and documenting the oceans' most sensitive zones is a critical step to ensuring vibrant ecosystems, healthy ocean food webs and sustainable fisheries for the future. Oceana's expeditions have informed and empowered our campaigns across the globe.

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 over three million supporters, including more than 700,000 Wavemakers. Our Ocean Council is a select group of business, policy and philanthropic leaders who represent and support Oceana's efforts on the global stage.



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©Oceana/Franz Mahr

2016 VICTORIES

From one of our earliest victories securing advanced wastewater treatment systems on cruise ships to reforming European Union fisheries policy to establishing a massive marine reserve in Chile, Oceana has effectively run successful campaigns around the globe for the past 15 years.

Leveraging law, science, grassroots mobilization and digital communications, we have won nearly 200 significant policy victories and protected over nine million square kilometers of ocean. With offices and allies around the world, we are confident these successes will continue to grow. Here's what we accomplished in 2016:

A Belizean fisher catches a yellow tail snapper off St. George's Caye in the Caribbean Sea.

©Oceana/A Ellis



U.S. GOVERNMENT ANNOUNCES FINAL RULE TO ADDRESS ILLEGAL FISHING AND SEAFOOD FRAUD

The Presidential Task Force on Combating Illegal, Unreported, and Unregulated (IUU) Fishing and Seafood Fraud announced a final rule to implement the Seafood Import Monitoring Program, which addresses illegal fishing and seafood fraud in the United States. The final rule will require imported seafood at risk of illegal fishing and seafood fraud to be traced from the fishing boat or farm to the U.S. border, helping to stop illegally caught and mislabeled seafood from entering the country. Since 2011, Oceana has campaigned to stop seafood fraud and ensure that all seafood sold in the U.S. is safe, legally caught and honestly labeled. In 2016, Oceana released a report detailing the success of fishermen, wholesalers, retailers and restaurateurs who have integrated seafood traceability into their business practices. Oceana also published a report and interactive map detailing the global scale of seafood fraud through a review of 200 published studies from 55 countries.








MORE TRANSPARENT FISHERY MANAGEMENT IN CANADA

For the first time, the Canadian government released key information on the status of the country’s fish stocks. The government has also shared the results of an annual Sustainability Survey for Fisheries and invested additional funds to increase the science capacity of the department managing Canadian fisheries. The Honorable Dominic LeBlanc, Minister of Fisheries, Oceans and the Canadian Coast Guard, announced these changes at Oceana Canada’s symposium, *Rebuilding Abundance: Restoring Canada’s Fisheries for Long-Term Prosperity*. Oceana Canada was credited for providing the impetus for releasing this information after campaigning for increased transparency and public access to Canadian fishery information since it began operations in 2015. In 2016, Oceana Canada released “Here’s the Catch: How to Restore Abundance to Canada’s Oceans,” the most comprehensive and up-to-date public analysis of Canada’s fisheries.



U.S. GOVERNMENT REMOVES ARCTIC FROM OFFSHORE DRILLING PLAN

The Obama administration protected the Arctic Ocean from offshore drilling by removing the Beaufort and Chukchi seas from the 2017 to 2022 five-year program for oil and gas leasing on the Outer Continental Shelf. The removal of the Arctic Ocean lease sales comes in the wake of Shell's failed decade-long effort to explore for oil and gas reserves in the Chukchi and Beaufort seas. Despite spending billions of dollars, Shell and other oil companies have abandoned almost all of the leases they owned in the Arctic Ocean, and there are no current proposals to explore for oil on the few leases that remain. Oceana has been campaigning for 10 years to stop the expansion of oil and gas into the U.S. Arctic. Oceana has utilized law, economics, lobbying, science and the media to reveal the significant environmental and economic risks of oil drilling in the Arctic.





U.S. ATLANTIC OCEAN REMOVED FROM OFFSHORE DRILLING PLAN

After years of Oceana campaigning against proposals for offshore drilling along the East Coast, the Obama administration removed the Atlantic Ocean from the 2017 to 2022 five-year program for oil and gas development on the Outer Continental Shelf. Along the Atlantic coast, nearly 1.4 million jobs and over \$95 billion in gross domestic product rely on healthy ocean ecosystems, mainly through fishing, tourism and recreation. Oceana built and led a powerful grassroots movement to demonstrate the broad-based and diverse opposition to offshore drilling. As a result, over 120 East Coast municipalities, 1,200 elected officials and an alliance representing 41,000 business interests and 500,000 fishing families have publicly opposed offshore drilling and/or seismic airgun blasting. Oceana’s organization and mobilization of people in opposition to offshore drilling led to this major victory for the ocean.



FIRST EVER RECOVERY PLAN FOR DEPLETED MEDITERRANEAN SWORDFISH

The International Commission for the Conservation of Atlantic Tunas (ICCAT) agreed on a recovery plan for the severely depleted Mediterranean swordfish. The fish has been considered overfished for the past three decades. The new plan includes a reduction of catches and the adoption of a quota system enforced by monitoring and control measures to prevent illegal fishing and improve transparency in fishery management and trade. Oceana has been campaigning for the implementation of a recovery plan for the overfished Mediterranean swordfish since 2005. In 2016, Oceana released “Mediterranean Swordfish: Recover It or Lose It,” a report elaborating on the urgent need for a recovery plan and recommendations for effective implementation. The recovery plan is a critical step toward better management, and Oceana will continue to campaign for policies that align with scientific advice to protect the Mediterranean swordfish.



Leonardo DiCaprio

Founder

Leonardo DiCaprio Foundation



LAUNCH OF GLOBAL FISHING WATCH: THE FIRST GLOBAL VIEW OF COMMERCIAL FISHING ACTIVITY

Oceana joined with SkyTruth and Google to develop a new technology tool that offers everyone in the world the ability to monitor and track the activities of the world's largest commercial fishing vessels in near real-time for free. Global Fishing Watch (GFW) allows fishery managers to better monitor fishing activity in their waters, aids enforcement agencies in deterring illegal fishing, allows researchers to gain new insights into fishing challenges and supports journalists investigating fishing-related activities in our global oceans.

Oceana led the high-profile launch of the tool, which included a preview event hosted by Board Member Ted Danson with speeches from Secretary of State John Kerry and Indonesian Fishery Minister Susi Pudjiastuti. At the Our Ocean Conference, GFW supporter and ocean advocate Leonardo DiCaprio highlighted the availability of the tool in his remarks.

By year's end, more than 28,000 people were using GFW, and it was praised by Associated Press as one of the "Tech solutions to tackle overfishing."



BRAZIL 'RED LIST' REINSTATED TO PROTECT 475 ENDANGERED SPECIES

Oceana successfully pushed for the reinstatement of Brazil's "Red List," which ensures the protection of 475 species. After months of suspension, Oceana's efforts led directly to the judicial decision that reestablished the Red List. The species protected under the list include sharks, rays, groupers and other marine and freshwater fish. In the ordinance, the species are classified into three levels of threat — critically endangered, endangered and vulnerable. Oceana is also pushing for the Brazilian government to develop the first recovery plans for nine endangered marine species (the wreckfish, the blue land crab, two catfish species and five parrotfish species). Oceana will continue to campaign for monitoring, data analysis and the active participation of government, scientists and citizens in order to implement effective recovery and management plans for Brazil's fisheries.



CHILEAN SALMON FARMS ORDERED TO RELEASE ANTIBIOTICS USAGE INFORMATION

In response to an Oceana filing, the Court of Appeals of Santiago ordered the National Fisheries and Aquaculture Service of Chile (Sernapesca) to publish information, disaggregated by company, concerning the use of antibiotics in Chilean salmon farming. Oceana filed a claim for the public disclosure of information after 37 companies and Sernapesca refused to disclose antibiotics data on the grounds of “competitive and business risk.” In compliance with the court order, Sernapesca released a report on company’s use of antibiotics in the salmon farming industry throughout 2015. Although additional information and statistics are needed to thoroughly analyze and assess industry operation, the report’s release sets an important precedent for access to public information. Citizens and stakeholders can use this information to demand more responsible management and aquaculture practices.



U.S. GOVERNMENT PROPOSES NEW FEDERAL RULE TO PROTECT SEA TURTLES

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The Obama administration released a proposed rule to require Turtle Excluder Devices (TEDs) — metal grates inserted into shrimp nets that allow sea turtles and other ocean wildlife to escape — in U.S. skimmer, pusher-head and wing net shrimp trawls, which would save as many as 2,500 endangered and threatened sea turtles every year. In 2016, Oceana released

reports on the benefits of requiring improved TEDs, including protecting marine life, opening new markets for shrimpers, boosting nature-based tourism and leaving more fish in the sea for other fishermen.



NORTHERN BERING SEA CLIMATE RESILIENCE AREA CREATED IN ALASKA

President Obama issued an executive order creating the Northern Bering Sea Climate Resilience Area, which recognizes the importance of the region, increases local participation in management decisions and helps protect the region from potential impacts associated with industrial activities like shipping, industrial fishing and oil and gas leasing. Oceana worked with Kawerak, Inc., the Bering Sea Elders Group and the Association of Village Council Presidents, which together represent more than 70 federally recognized tribes in the region, to campaign for the protection of the region’s critical habitat and importance to Indigenous food security and culture. In 2014, Oceana and Kawerak, Inc. published the Bering Strait Marine Life and Subsistence Use Data Synthesis, which brought together the available Indigenous knowledge and Western science on the region. This scientific information, along with our advocacy on freezing the footprint on bottom trawling, stopping the expansion of offshore oil and gas activities and protecting the Arctic from increased shipping, helped inform President Obama’s action.



1,400 KM² IN SPAIN'S BALEARIC ISLANDS PROTECTED FROM DESTRUCTIVE FISHING

After four years of Oceana’s campaigning for increased protections, Spain announced a ban on bottom trawling and other destructive fishing methods in a 1,400 square kilometer region between Mallorca and Menorca. The Spanish government also expanded the protected area in Fort d’en Moreu, a vibrant reef to the east of Cabrera that has been threatened by illegal trawling activity. The Spanish government’s compliance with EU legislation

and action to protect valuable seascapes is a critical step toward securing greater protections — important for both habitat preservation and healthy marine ecosystems — in Spanish waters.



PERU BANS SHARK FIN LANDINGS

Peru’s Ministry of Production announced new measures banning the landing and transshipment of shark fins and headless or finless shark bodies to the country’s ports. This rule aims to curb shark finning, a brutal practice that has been a factor in the decline of sharks worldwide. The measures also ban the use of harpoons to hunt sharks and promote traceability in the shark supply chain. Oceana campaigns around the world for better fisheries management and policies to protect sharks, which are key predators and critical species for maintaining healthy oceans.



PROTECTIONS FOR HUNDREDS OF CALIFORNIA FORAGE FISH SPECIES

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The California Department of Fish and Wildlife is establishing conforming regulations to prohibit new fisheries from developing on seven groups of currently unmanaged forage fish in state waters (0-3 miles). These regulations will mirror those finalized by NOAA for federal waters off California, Oregon and Washington. Action by California is the last piece of the puzzle to achieving protections for hundreds of forage fish species from 0-200 miles off the U.S. West Coast.



©Oceana

The official designation of the Nazca-Desventuradas Marine Park comes after years of campaigning by Oceana and its allies. 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. Following the expedition, Oceana released a report on the findings and a proposal for the region's protection. Chilean President Michelle Bachelet announced the intention to create a fully-protected marine park at the 2015 Our Ocean Conference in Valparaíso, Chile.



SIGNIFICANT PROTECTIONS FOR OREGON'S TINY FISH

After campaigning by Oceana and its allies, the Oregon Fish and Wildlife Commission adopted a forage fish management plan for hundreds of small, schooling fish in state waters (0-3 miles from shore). This management plan builds on the National Marine Fisheries Service's regulations to protect forage fish in federal waters off the coasts of Washington, Oregon and California (from 3-200 nautical miles). Forage fish are critical to healthy marine food webs and are threatened by overfishing due to increasing demand for fishmeal. These new measures will help ensure no new commercial fisheries for these small fish will be developed without careful consideration and science-based management.



DEEP-SEA TRAWLING BAN PROTECTS 4.9 MILLION KM² IN EUROPEAN OCEANS

Oceana in Europe campaigned with our colleagues in the Deep Sea Conservation Coalition for the prohibition of deep sea bottom trawling in the North East Atlantic waters. This victory provides increased protection for vulnerable marine ecosystems and deep sea sharks. The European Parliament, Council and Commission reached an agreement that bans all trawling below depths of 800 meters and stops bottom fishing activity below 400 meters if there are records of vulnerable marine ecosystems. These actions protect 4.9 million km² — an area larger than the EU itself.



HABITAT PROTECTIONS IN THE STRAIT OF SICILY

Following campaigning by Oceana, three Fisheries Restricted Areas were created by the General Fisheries Commission for the Mediterranean (GFCM) in the Strait of Sicily. The protections ban bottom trawling in 1,493 square kilometers between Italy, Malta and Tunisia and preserve nursery areas for hake and deep sea rose shrimp. The commission also prohibited commercial harvest of red coral. These decisions will help protect vulnerable habitats and allow fisheries in these important Mediterranean marine ecosystems to recover.



PACIFIC LOGGERHEAD CONSERVATION AREA CLOSED TO DRIFT GILLNETS

Oceana and its partners succeeded in securing the closure of Southern California waters to swordfish drift gillnets in order to protect endangered loggerhead sea turtles. The appeal was submitted to NOAA Fisheries. Unusually warm ocean waters — triggered by El Niño conditions — have brought young loggerhead sea turtles into Southern California waters to feast on small, pelagic red crabs. Once the sea turtles arrive off the California coast, they risk drowning from entanglement in the mile-long nets.



DENSITY REDUCTION IN CHILEAN SALMON INDUSTRY

The Chilean government, after campaigning by Oceana, announced a density reduction plan for the country's salmon industry. Salmon pens with high density — large numbers of fish in a small space — have been subject to the rapid spread of diseases and parasites. Salmon farming areas with poor sanitary measures and a high prevalence of diseases in the past year will have to reduce their density by half. The reduction in farms' salmon density improves sanitary conditions and reduces the risk of disease outbreaks. Oceana has been advocating for the reduction of antibiotics and calling for density reduction and improved sanitary conditions in the industry. Oceana presented before the Commission of Environment in the Chilean Senate regarding malpractice in salmon aquaculture with a focus on the industry's high antibiotic use.



SAFETY AND PREVENTION RULES FOR ARCTIC OCEAN EXPLORATION DRILLING

After advocacy from Oceana and its allies, the Bureau of Ocean Energy Management (BOEM) and the Bureau of Safety and Environmental Enforcement (BSEE) finalized rules to improve spill prevention and response requirements for oil and gas exploration drilling in the U.S. Arctic Ocean. The new rules apply to companies conducting new offshore oil exploration in the remote region and require companies to have a backup rig and emergency response equipment nearby in the event of a spill or accident. They also necessitate that oil companies be able to monitor and quickly respond to dangerous Arctic weather conditions such as sea ice and storms. The Arctic rules are the result of the agencies' work to address the lessons learned after Shell's failed 2012 drilling efforts in the Arctic Ocean and BP's failure to contain the Deepwater Horizon disaster. Oceana supports the implementation of these critical and overdue rules and encourages the government to use them as a starting point for greater reform of the regulations governing offshore oil and gas planning, leasing and exploration.

BOX 38



Prefeitura de
Fortaleza

ADO *dos peixes*



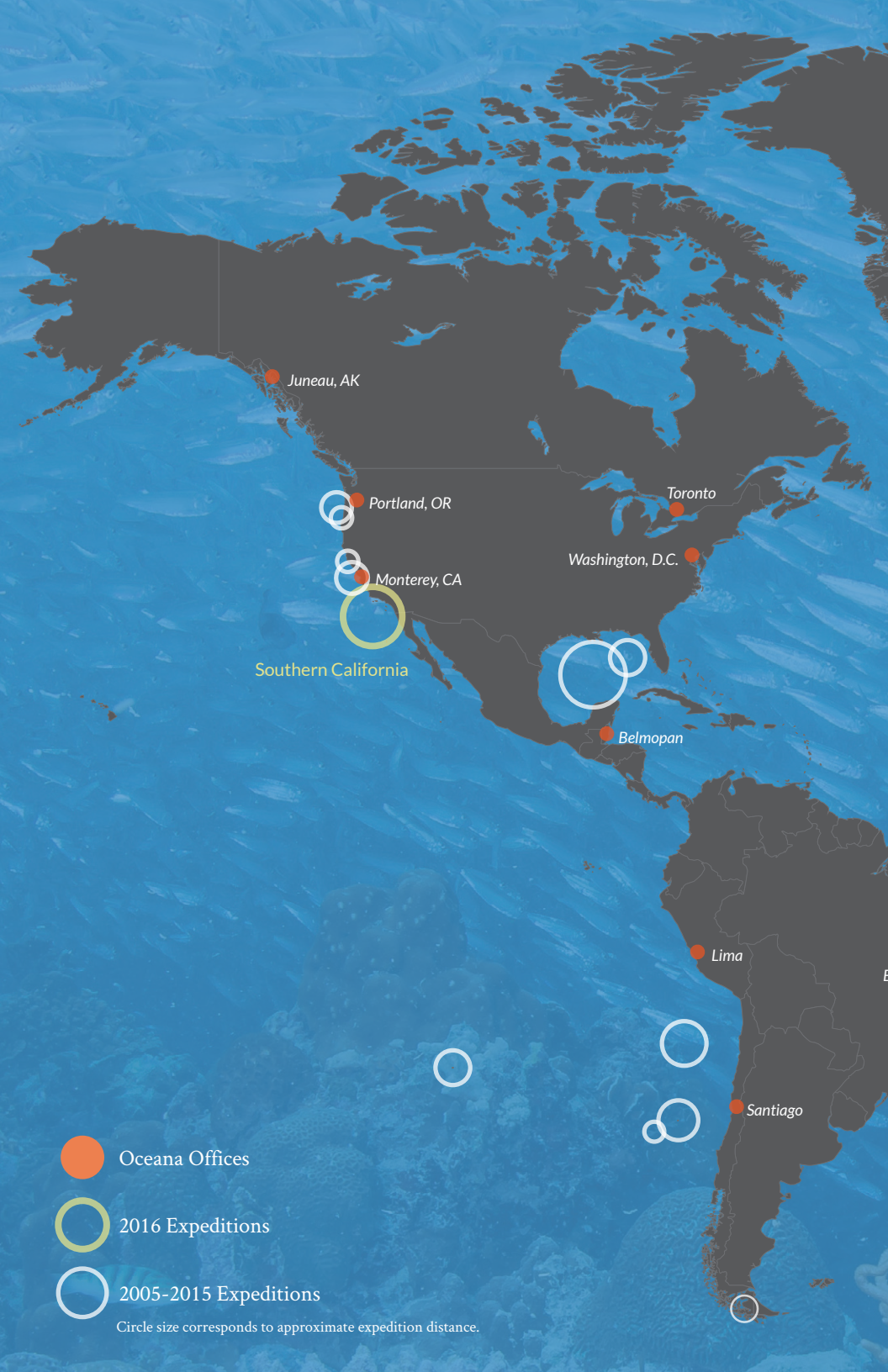
A seafood booth in Fortaleza, the capital of the northeastern Brazilian state of Ceará.

ON THE WATER

Oceana’s expeditions bring to life the essential underwater areas that we seek to protect around the world. With science, photos and video gathered on expeditions, we collaborate with partners and local communities to win victories that protect the unique habitats documented on our expeditions.

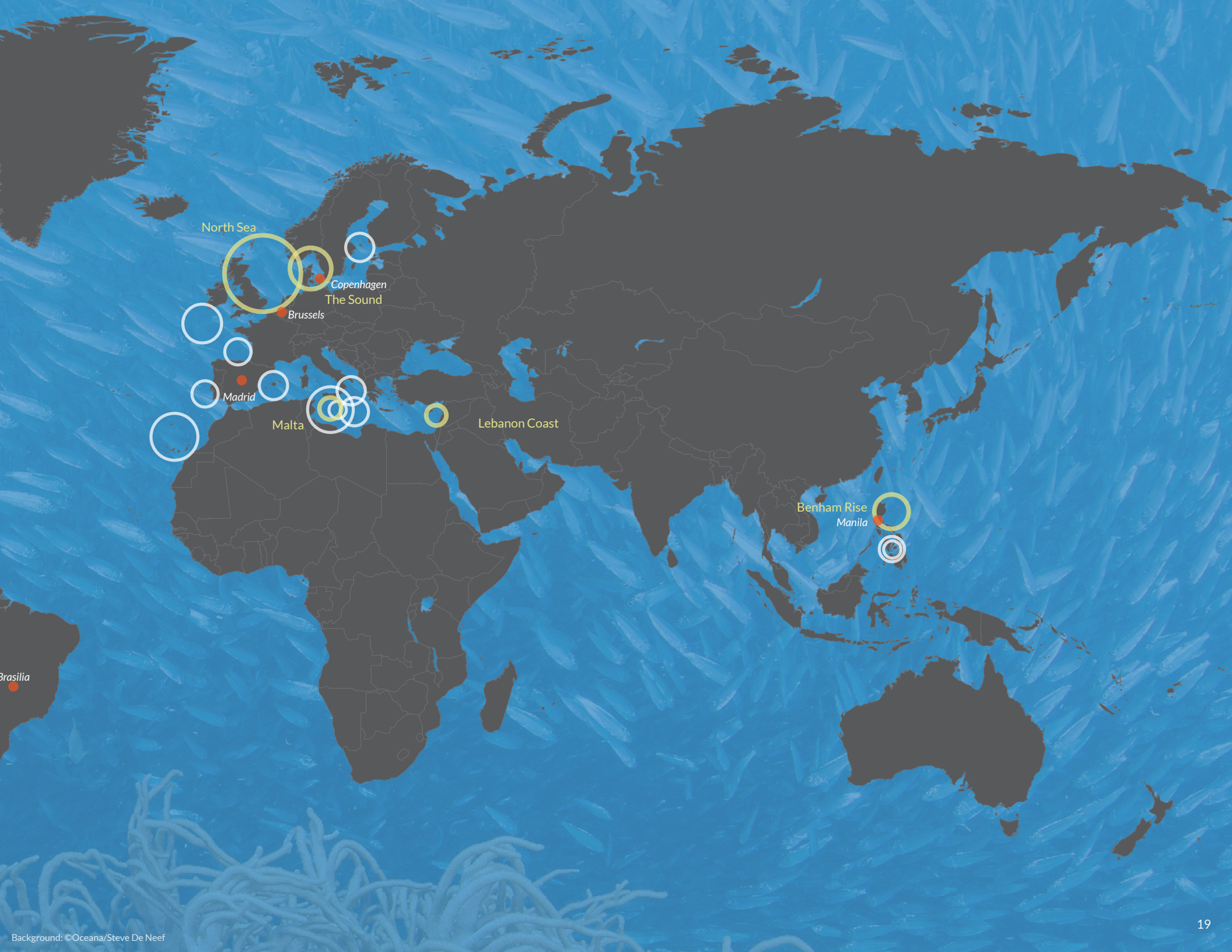
The greatest outcomes of our expeditions are critical protections for vital marine habitats secured as a direct result of our at-sea efforts. In 2005, we completed our first expedition — a transoceanic, five-month voyage on the Oceana Ranger from the U.S. West Coast to Portugal. Since then, we have embarked on a number of expeditions to secure marine protections, including a joint project with National Geographic to the Desventuradas Islands in Chile, which led to the creation of a marine park protecting over 300,000 square kilometers (115,844 square miles). Oceana expeditions have also helped secure protections and improved management for Portugal’s Gorringe Bank, the Philippines’ Tañon Strait, Spain’s Canary Islands and other vibrant marine regions around the world.

Oceana has conducted over 30 expeditions since our first voyage in 2005 — completing a record six in 2016:



- Oceana Offices
- 2016 Expeditions
- 2005-2015 Expeditions

Circle size corresponds to approximate expedition distance.



North Sea

Copenhagen
The Sound

Brussels

Madrid

Malta

Lebanon Coast

Benham Rise
Manila

Brasia



BENHAM RISE, PHILIPPINE SEA, PHILIPPINES

Benham Rise, a vast undersea plateau teeming with coral and fish, extends from the ocean floor off the coast of Luzon. In 2016, the government — in partnership with Oceana — set out to study Benham Bank, the shallowest portion of rise, and collect video and dive footage. Oceana is using the expedition's findings to establish a no-take zone around Benham Bank and assist the Philippine government's implementation of sustainable management for the remainder of Benham Rise. The rise is an important spawning area for the Pacific bluefin tuna, one of the world's most popular and expensive fish.

Oceana and its expedition partners used advanced technology to conduct dives, deploy remotely operated vehicles and collect underwater video footage. The expedition team documented more than 170 species of fish, including hawkfish and tiger sharks, and sprawling coral reefs at depths up to 140 meters (459 feet). Scientists believe these deep sea reef systems have the potential to serve as a refuge for fish as climate change degrades shallower coral habitat.

Oceana collaborated with the Philippines Bureau of Fisheries and Aquatic Resources, the University of the Philippines Marine Science Institute, the University of the Philippines Los Baños School of Environmental Science and Management and the Philippines Navy and Coast Guard to conduct the most extensive exploration of this vibrant, vital region.





THE SOUND, DANISH-SWEDISH BORDER, BALTIC AND NORTH SEAS

Between Sweden and Denmark, an area called the Sound strait joins the brackish Baltic Sea with the saltier North Sea. Oceana expeditions in 2011, 2012 and 2013 documented unique species found in this rich ecosystem. The information and images gathered on these expeditions have been used to secure habitat protections throughout the marine region.

In 2016, Oceana documented the threats of human activity's impact — pollution and litter — on the Sound. Using the information gathered on the expedition, Oceana presented a comprehensive proposal for the creation of an international (Swedish and Danish) marine protected area. Although several protected areas currently exist in the region, Oceana will use the Sound as the first step in connecting smaller and scattered MPAs and as a precedent for expanding transnational marine protected areas in the Baltic Sea.

In Europe, Oceana's two key goals are helping achieve protection for 10 percent of European waters and to end overfishing in EU seas. Expeditions like Oceana's exploration of the Sound support both goals by documenting sensitive habitats and unique species.



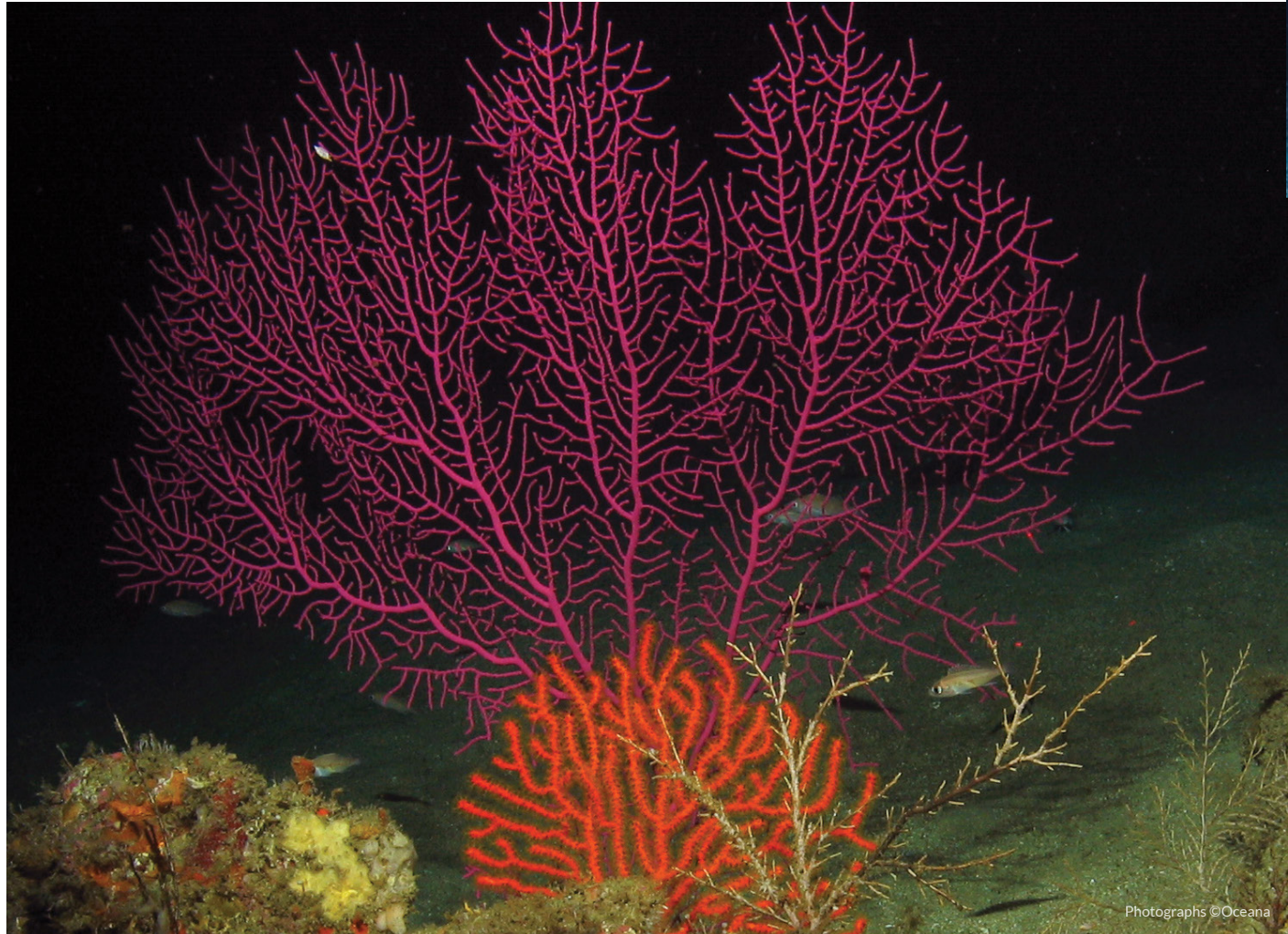
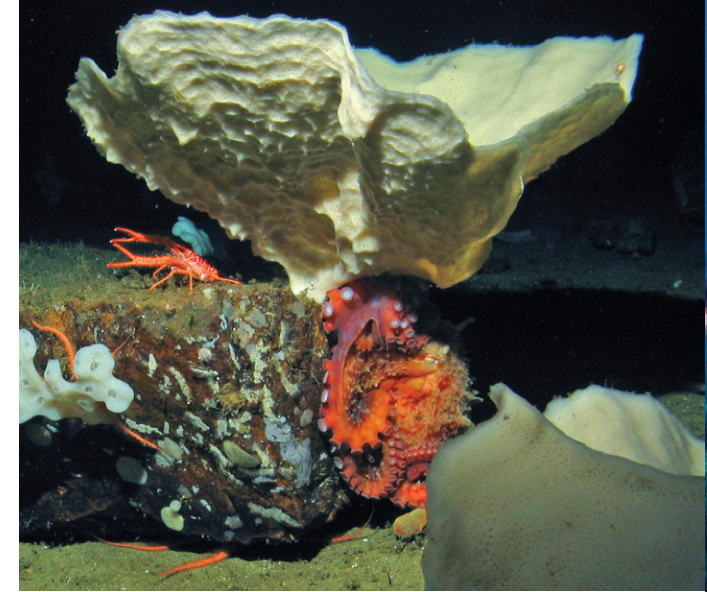
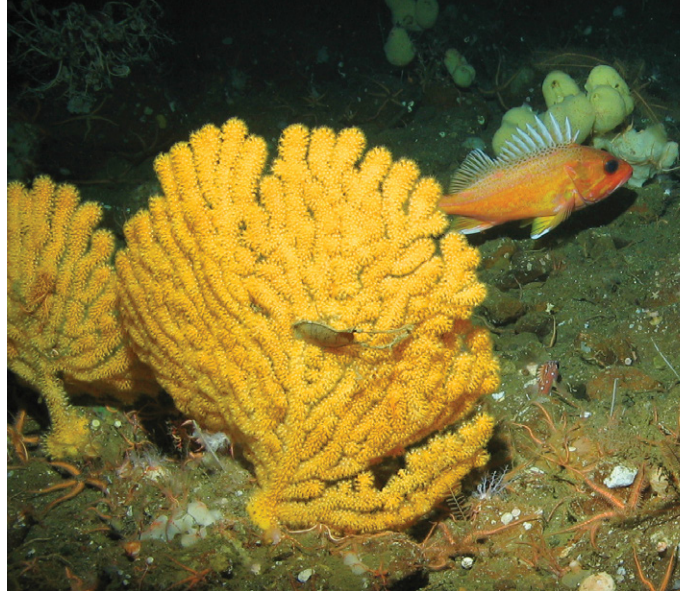


SOUTHERN CALIFORNIA, U.S. PACIFIC OCEAN

The Southern California Bight, stretching from Point Conception to San Diego, is a global highway for whales, a nursery for great white sharks and a critical feeding area for California sea lions. It is also home to exquisite living seafloor habitat, like corals and sponges, at the base of this ocean ecosystem. The biggest threat to this habitat is destructive bottom trawling.

In 2006, Oceana won a victory for the Bight by securing protections for specific areas from bottom trawling, but approximately 41,915 square kilometers (16,000 square miles) — an area the size of New Jersey, Connecticut and Delaware — remain unprotected.

Oceana teamed up with partners to use research vessels, remotely operated vehicles and other technology to capture beautiful images of coral gardens and sponge beds, immense underwater canyons, complex rocky reefs, octopus, crabs and many types of rockfish — including overfished species. This research augments the scientific groundwork Oceana has gathered and mapped to advocate for policy changes that will protect the remaining 16,000 square miles from bottom trawling.



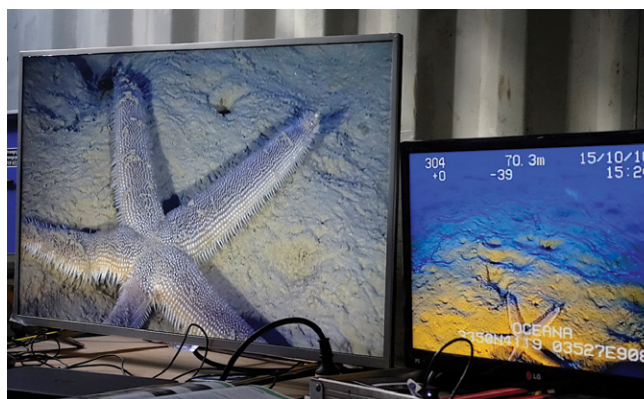


LEBANON, MEDITERRANEAN SEA

Lebanese waters are a particularly undocumented area of the Mediterranean Sea, home to many species found nowhere else in the world. Oceana's one-month expedition exploring submarine canyons and deep seafloor habitats will bolster Lebanon's efforts to establish new deep sea protected areas.

The expedition team conducted at-sea research to collect, analyze and map information about the unique species and ecosystems that exist within the region. The crew explored areas up to 1,050 meters deep and documented over 200 species. Researchers documented vibrant coral gardens at depths of 80 meters, sponges and unexpected fish species like the lantern shark — recorded for the first time in the Mediterranean. Key partners for the implementation of the expedition were the International Union for Conservation of Nature, the United Nations Environmental Programme/ Mediterranean Action Plan and the Regional Activity Centre for Specially Protected Areas. The Lebanese Ministry of Environment served as a member of the conservation project's Steering Committee.

The expedition was also supported by the Agreement on the Conservation of Cetaceans in the Black Sea, Mediterranean Sea and Contiguous Atlantic Area, the General Fisheries Commission for the Mediterranean and the National Council for Scientific Research. Funded by the MAVA Foundation, Oceana's expedition will help protect Lebanon's most vulnerable and valuable coastal and marine areas.





MALTA, MEDITERRANEAN SEA

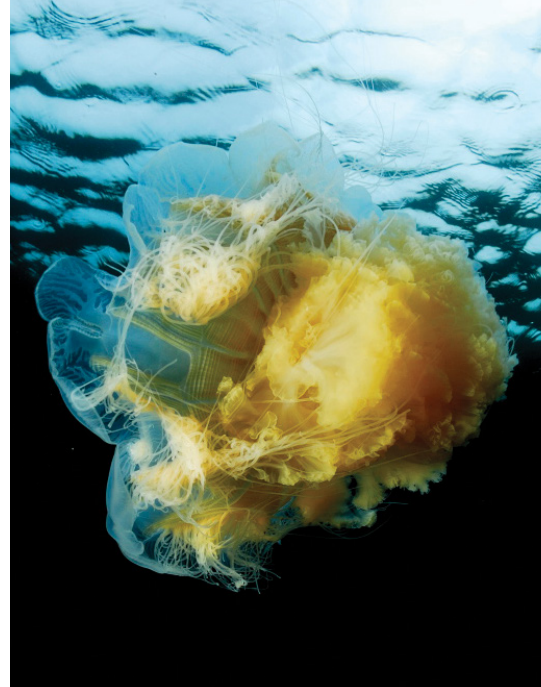
Oceana has an ambitious and attainable goal for this small archipelago lined with sand banks, underwater caves and reefs: create five new marine protected areas and protect 10 percent of Malta's coastal and marine ecosystems by 2020. Oceana and its partners are using information gathered on expeditions to aid the Maltese government in calling for marine protections under the Natura 2000 network, which unites the EU's most ecologically valuable areas.

In 2016, Oceana completed the second leg of a two-year project, documenting previously understudied areas of the Mediterranean Sea and researching unique marine wildlife. Following successful expeditions in 2015 and 2016, LIFE BaHAR for Natura 2000 is set to propose a coherent network of marine protected areas in Malta by the end of 2018.

From aboard the Oceana Ranger, a 71-foot-long catamaran, the team deployed remotely operated vehicles, divers equipped with underwater scooters and other technology to assess habitat abundance to inform MPA proposals. The expedition team discovered precious red coral (*Corallium rubrum*) growing at depths of 1,016 meters (3,333 feet) — a record depth for this species in the Mediterranean.

The project is co-financed by the EU LIFE+ Funding Programme and led by the Malta Environment and Resources Authority in collaboration with the Ministry for Sustainable Development, the Environment and Climate Change, the Department of Fisheries and Aquaculture, the University of Malta and Fundación Oceana.





THE NORTH SEA

The North Sea is one of the most biologically productive areas in the world, yet it holds the unhappy distinction of being one of the planet's most overfished and polluted seas. The current protected zones in the North Sea are not well managed, and most of them encompass only coastal waters, neglecting the abundance found in deeper habitats. Furthermore, scientific data are lacking in many areas. Oceana's expedition gathered data for proposals to establish or enlarge North Sea marine protected areas and strengthen their management.

The two-month expedition, funded by the Dutch Postcode Lottery, documented marine environments and communities in 13 selected areas of the North Sea — covering nearly 2,000 nautical miles and recording 700 species through ROV and scuba dives. Oceana identified high biodiversity and sensitive marine habitats, but also found areas disturbed by bottom trawling, discarded fishing gear and other human activities.

Oceana's findings from the expedition have indicated certain areas where protection will be important for helping fish stocks to recover. The expedition gathered information in Dutch, British, Norwegian and Danish waters. A coherent, well-managed network of North Sea MPAs will allow fish stocks to recover after decades of depletion and will foster healthy and biodiverse ecosystems.



REPORTS

Oceana wins victories for the oceans through effective campaigns based in science and research. Reports published in 2016 include:

- Where do European Vessels Fish?
- Joint NGO Statement to the “High Level Seminar on the State of Stocks in the Mediterranean and on the CFP Approach”
- Mediterranean Sea: A Key EU Fishing Region in a Bleak State of Overfishing
- The Sound: 2016 Oceana Proposal for a Marine Protected Area
- The EU IUU Regulation
- Áreas Marinas Protegidas: Recomendaciones para su Gestión y Aprovechamiento Sostenible
- 2016 Key Priorities: 18th Session of the GFCM Scientific Advisory Committee (SAC)
- Fish Stories: Success and Value in Seafood Traceability
- Global Fishing Watch Reveals a Fisheries Management Success in the Phoenix Islands
- Time for Action: Six Years After Deepwater Horizon
- TEDs for All Trawls: A Net Positive for Fishermen and Sea Turtles
- Viaje a las Profundidades de El Hierro
- 40th GFCM Session: Time for Action to Recover Stocks and Protect Juveniles
- El Niño y la Anchoqueta
- Canada’s Marine Fisheries: Status, Recovery Potential and Pathways to Success
- Agenda Azul al 2021 para la Gestión Pesquera y Conservación del Mar Peruano
- Oceana Reveals Shortfalls in Proposed Traceability Rule to Address Seafood Fraud
- Conservation Alternative to Modify U.S. West Coast EFH Conservation and Management
- Shark Fin Trade: Why it Should be Banned in the United States
- Ensuring Better Control of the EU’s External Fishing Fleet
- Here’s the Catch: How to Restore Abundance to Canada’s Oceans
- Evaluación Situación del Stock Norte-Centro de Anchoqueta Peruana
- Exploring the Use of Manned Aerial Overflight Surveys to Estimate the Spatial Distribution and Abundance of Dungeness Crab Fishing Effort in Monterey Bay
- Deceptive Dishes: Seafood Swaps Found Worldwide



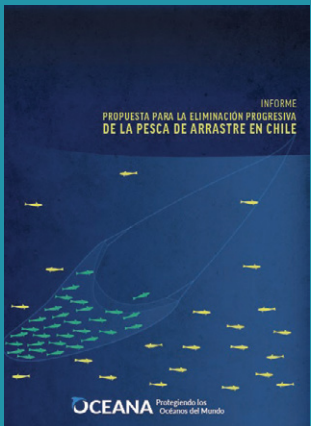
SHARK FIN TRADE: WHY IT SHOULD BE BANNED IN THE UNITED STATES

While the act of shark finning is illegal in U.S. waters, shark fins continue to be bought and sold throughout the United States. One of the greatest threats facing sharks is the demand for their fins — fins from as many as 73 million sharks end up in the global shark fin trade every year.



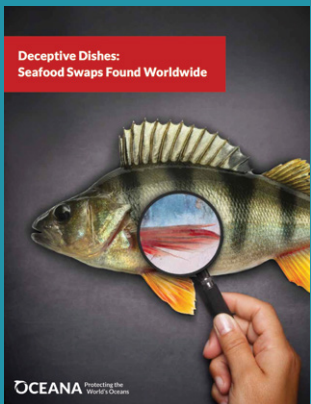
HERE'S THE CATCH: HOW TO RESTORE ABUNDANCE TO CANADA'S OCEANS

Oceana Canada's report assesses Canadian fisheries and represents the most comprehensive and up-to-date public analysis ever conducted on the state of Canada's fish.



INFORME PROPUESTA PARA LA ELIMINACIÓN PROGRESIVA DE LA PESCA DE ARRASTRE EN CHILE

Oceana's report details the priority areas for the elimination of destructive bottom trawling fishing gear based on scientific research, documentation of vulnerable habitats and marine species impacted by the gear.



DECEPTIVE DISHES: SEAFOOD SWAPS FOUND WORLDWIDE

Oceana reviewed more than 200 published studies from 55 countries to detail the global scale of seafood fraud — finding that, on average, one in five of more than 25,000 samples of seafood tested worldwide was mislabeled.

- Reflagging by EU Fishing Vessels
- Oceana Recommendations on Fishing Opportunities for 2017: Baltic Sea Stocks
- Oceana contribution to the European Commission's public consultation on the "Multiannual Plan for the Fisheries Exploiting Demersal Stocks in the Western Mediterranean Sea"
- Atong Tañon, Atong Ampingan Fisheries Challenges in the Tañon Strait Protected Seascape
- Global Fishing Watch, el Primer Mapa Global de la Pesca Comercial
- The Need for a Public Register of Information on European Union Vessels Fishing Outside EU Waters
- Mediterranean Swordfish: Recover It or Lose It
- Priorities for an Abundant Northern Cod Fishery
- What's in an Inch? The Case for Requiring Improved Turtle Excluder Devices in All U.S. Shrimp Trawls
- Oceana Recommendations on Fishing Opportunities for 2017: Northeast Atlantic Ocean Stocks 2017
- Exploitation and Status of European Stocks
- Towards the Recovery of European Fisheries
- Propuesta para la Eliminación Progresiva de la Pesca de Arrastre en Chile
- Creating Modern Safeguards in the Fisheries Act to Rebuild Fish Stocks in Canada
- Infografía Pesca Ilegal
- Segunda Temporada de Pesca de Anchoveta 2016, un Desafío para el Manejo Pesquero
- Juveniles en las Redes: Impactos del Enmallamiento en Segunda Temporada de Pesca de Anchoveta 2016
- Tecnología Satelital y Gestión Pesquera: Avances y Retos para el Perú
- Segunda Temporada de Pesca 2016: Los Retos de la Pesquería Industrial de Anchoveta

AROUND THE WORLD

In 2016, Oceana built a global supporter base of over three million supporters including 700,000 Wavemakers, 2.1 million Facebook fans, 302,000 followers on Twitter and 273,000 followers on Instagram. Oceana supporters engaged in five million actions for ocean conservation over the course of the year.

A historic science symposium in Canada, recognizing citizen Ocean Heroes in the Philippines and Belize and the opening of “Chile, heirs of the sea” photo exhibition in Santiago are just a few of the many activities Oceana took part in this year. In 2016, our work and communications efforts generated an average of 2,527 media hits a month. Take a look at some of our top moments from around the world:

SAN PEDRO, BELIZE



Oceana and its allies in Belize mobilize citizen support and lead efforts to stop seismic surveys in Belizean waters in October.

BELIZE CITY, BELIZE



Oceana Vice President for Belize Janelle Chanona recognizes biologist Janet Gibson as a 2016 Ocean Hero.

BRASÍLIA, BRAZIL



Oceana Vice President for Brazil Monica Peres hosts a roundtable for journalists to announce the launch of “Oceano Pede Ajuda” (The Ocean Asks for Help), a video promoting Oceana’s campaign for the Brazilian government to resume collecting, analyzing and publishing fishery data in order to facilitate more responsible fisheries.

BRASÍLIA, BRAZIL



Oceana Vice President Monica Peres meets with parliamentarians after Oceana presents on the status of Brazilian fisheries.

VALPARAÍSO, CHILE



Chilean President Michelle Bachelet converses with Matthias Gorny, Oceana in Chile’s science director. Oceana assisted the Chilean navy and universities in data collection and exploration of seamounts around the Desventuradas Islands.

SAN PEDRO, BELIZE



Oceana in Belize’s social media campaign, “Are We Drowning Our Future,” highlights the threat of drift gillnets in Belizean waters that can ensnare marine life.

OTTAWA, CANADA



©Oceana

From left: Oceana Canada Director of Science Robert Rangeley, Oceana Board Member Diana Thomson, Oceana Chief Science and Strategy Officer Mike Hirshfield, Oceana Board Member Dr. Daniel Pauly, Minister of Fisheries, Oceans and the Canadian Coast Guard the Honorable Dominic LeBlanc, Oceana Senior Advisor Alexandra Cousteau, Oceana Board Member Sam Waterston and Oceana Canada Executive Director Josh Laughren at Oceana Canada's science symposium, *Rebuilding Abundance: Restoring Canada's Fisheries for Long-Term Prosperity*.

LAGUNA BEACH, CALIFORNIA

OCEANA'S
SeaChange



©Tom Mickers

Actor and longtime Oceana advocate Jeff Goldblum performs at the SeaChange Summer Party with his jazz band, The Mildred Snitzer Orchestra.

OTTAWA, CANADA



POWER PLAY
SAM WATERSTON
OCEANA
CTV NEWS CHANNEL

Sam Waterston speaks with CTV News about protecting Canada's oceans and Oceana Canada's campaign to rebuild abundance.

©Oceana

OTTAWA, CANADA



©Oceana

The Honorable Dominic LeBlanc, Minister of Fisheries, Oceans and the Canadian Coast Guard, announces the release of key fisheries data as well as a new financial investment for science activities that support healthy fish populations at Oceana Canada's science symposium.

LOS ANGELES, CALIFORNIA



©Alex J. Berliner

Sting Under the Stars, an event hosted by Oceana Board President Keith Addis.

SANTIAGO, CHILE



©Oceana

Oceana President Jim Simon and Chile's Minister of Foreign Affairs Heraldo Muñoz attend the opening of the "Chile, herederos del mar" (Chile, heirs of the sea) photo exhibition.

GENEVA, SWITZERLAND



©Oceana/Miguel Bueno

Swiss writer Joël Dicker and Philippe Gouzer at an event presenting Global Fishing Watch in Geneva, Switzerland.

LONDON, ENGLAND



©Oceana

Oceana Senior Vice President and Executive Director for Europe Lasse Gustavsson addresses Oceana board members and supporters at a reception in London.

TOP PRESS COVERAGE IN 2016

“HOW DIGITAL TRACKING OF ROGUE FISHING CAN SAFEGUARD VAST OCEAN RESERVES”

- The New York Times

“OBAMA PULLS PLANS TO ALLOW OIL DRILLING OF SOUTHERN ATLANTIC COAST”

- The Washington Post

“THE HUGE ILLEGAL OPERATION OF CHINESE FISHING VESSELS IN LATIN AMERICAN WATERS”

- BBC World

“THE WORLD’S SECOND LARGEST REEF IS IN DANGER”

- Travel + Leisure

“THANKS TO TECHNOLOGY, YOU WILL KNOW THE TRUE ORIGIN OF THE SEAFOOD AT YOUR TABLE”

- Huffington Post Brasil

“FISH STOCKS STUDY AVAILABLE TO THE PUBLIC”

- Halifax Chronicle Herald

“CHILEAN COURT ORDERS GOVERNMENT TO REVEAL ANTIBIOTICS USED IN SALMON INDUSTRY”

- Reuters

“CONSERVATIONISTS: SUSTAINABILITY COULD RAISE FISH CATCHES”

- Associated Press

“STING RAISES A MILLION DOLLARS TO HELP WORLD’S OCEANS”

- Forbes

“STATE OF THE NATION — OCEANA BENHAM BANK EXPEDITION”

- GMA News TV

“OBAMA ADMINISTRATION BARS NEW OIL EXPLORATION IN ARCTIC WATERS”

- Reuters

“NEW RULES TO CURB ILLEGAL FISHING”

- Associated Press

“THINK YOU BOUGHT RED SNAPPER? DON’T BE SO SURE”

- Wall Street Journal

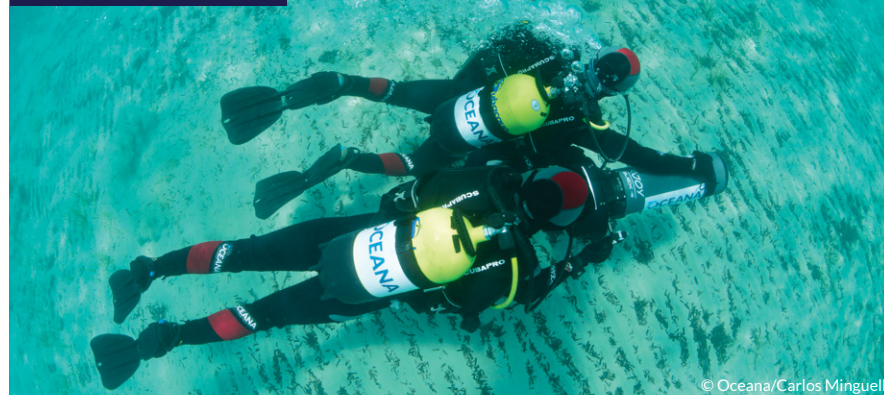
NEW YORK CITY, NEW YORK



©Patrick McMullen

From left: David Rockeller, Oceana Board Member Susan Rockefeller, Oceana Board Member Dr. Kristian Parker, Violaine Bernbach and John Bernbach attend Oceana’s New York Gala at the iconic Four Seasons Restaurant.

MEDITERRANEAN SEA, MALTA



© Oceana/Carlos Minguell

Divers use a sea scooter to explore on Oceana’s expedition in Malta.

HUMBER ESTUARY, ENGLAND



© Oceana/Juan Cuetos

Oceana GIS Analyst Jorge Bianco and Oceana Marine Scientist Helena Alvarez scan the sea on the North Sea Expedition in July.

PARACAS, PERU



Peruvian fishermen and Oceana visit marine protected areas in Paracas and Tumbes to see how the protected areas function and how local Peruvians can benefit.

©Oceana

MANILA, PHILIPPINES

AWARDS and RECOGNITION NIGHT



Oceana recognizes 2016 Ocean Heroes in the Philippines. From left to right: Oceana Vice President Gloria Ramos, DENR Biodiversity Management Bureau Director Mundita Lim, University of the Philippines' Dr. Maria Cecilia Gastardo-Conaco, Norlan Pagal (hero), BFAR Assistant Director Benjamin Tabios, Eden Dayupay (representing her late husband), Veda Raunillo (hero), former Environment Secretary Angel Alcala and Roberto Quigay (hero).

©Oceana

LIMA, PERU



In a race to support the creation of the Tropical Pacific Sea Reserve Zone in Peru, a fisherman runs on behalf of Oceana.

©Oceana

EL NIDO, PALAWAN, PHILIPPINES



Oceana Senior Advisor Alexandra Cousteau swims with yellow snappers in south Miniloc Island in El Nido, Palawan.

©Oceana/Danny Ocampo

LIMA, PERU



A panel during the Satellite Data and Fisheries Management Conference organized by Oceana in Peru and the Engineer's College of Lima. Governmental authorities, experts and industry representatives attended the conference.

©Oceana



WASHINGTON, D.C. ©Oceana/Franz Mahr
Actress and Oceana supporter Kate Walsh speaks at the Coastal Voices Summit. Kate joined 75 coastal leaders in D.C. to urge elected officials and President Obama to protect the East Coast from offshore oil drilling.



WASHINGTON, D.C. ©Grant Ellis
From left to right: Actor, ocean advocate and Oceana Board Member Ted Danson, Indonesia's Minister of Maritime Affairs and Fisheries Susi Pudjiastuti, Secretary of State John Kerry, Google Senior Program Manager Brian Sullivan, SkyTruth President and Founder John Amos and Oceana Senior Vice President Jacqueline Savitz at the Global Fishing Watch preview reception.



WASHINGTON, D.C. ©Vincent Ricardel
Actor and ocean advocate Morgan Freeman joins Oceana and members of Congress to announce the introduction of a new bill to ban the trade of shark fins in the United States.



WASHINGTON, D.C. ©Grant Ellis
Secretary Kerry speaks at the Global Fishing Watch preview reception.



SOUTHERN PACIFIC OCEAN, CALIFORNIA ©Oceana
Oceana Senior Advisor Alexandra Cousteau deploys the ROV used to document never-before-seen seafloor habitats during Oceana's Southern California Expedition.

WASHINGTON, D.C.



Oceana Senior Vice President Jacqueline Savitz speaks at the Coastal Voices Summit, which brought coastal leaders to D.C. to oppose offshore drilling and seismic airgun blasting in the Atlantic Ocean.

SAN JUAN ISLANDS, WASHINGTON



Actor and Oceana supporter Joshua Jackson kayaks around the San Juan Islands in Washington's Salish Sea. Joshua accompanied Oceana on a research trip to identify the threats facing endangered Southern Resident orcas.

TAMAULIPAS, MEXICO



Oceana released a PSA campaign featuring Lauren Conrad advocating for the protection of sea turtles in U.S. waters.

LAGUNA BEACH, CALIFORNIA



Seth MacFarlane honored as an Ocean Champion at Oceana's 9th Annual SeaChange Summer Party in Orange County, California.

WASHINGTON, D.C.



Actress Lilimar joined young ocean advocates from One More Generation and Oceana to deliver over 12,500 letters and drawings from kids across the country to the White House urging President Obama and Secretary Penny Pritzker to save threatened and endangered sea turtles in U.S. waters.

ENGAGE WITH OCEANA

DONATE TO OCEANA

Each of us has the power to help save the oceans and feed the world. Your support allows Oceana to carry out targeted campaigns to end overfishing, limit bycatch, protect habitats, curb ocean pollution and increase the transparency of governance. Oceana wins victories that restore ocean abundance and biodiversity for generations to come. Become part of a growing base of ocean advocates by joining Oceana today.

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.

MAKE A GIFT OF APPRECIATED STOCK

Stocks held for more than one year are eligible for a tax deduction for the stock's full market value, and you also save by paying no capital gains taxes. Please visit www.oceana.org/support for more information.

PLANNED GIFTS AND BEQUESTS

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>.

TAKE ACTION

Become a Wavemaker and join 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. Take action to help protect our oceans by visiting www.oceana.org/take-action.

FOLLOW OCEANA

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

MAKE EVERY DAY EARTH DAY

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.

U.S. TAX DEDUCTION FOR DONATION

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

GIVING VIA PHONE OR MAIL

Oceana
Attn: Development Department
1350 Connecticut Ave. NW, 5th Floor
Washington, D.C. 20036
(202) 833-3900
www.oceana.org/support

BY THE NUMBERS

FACEBOOK FOLLOWERS:
2.1 MILLION

TWITTER FOLLOWERS:
302,000

INSTAGRAM FOLLOWERS:
273,000

WAVEMAKERS:
700,000

\$ RAISED VIA ONLINE GIVING
\$1.4 MILLION

SUPPORTER ACTIONS
5 MILLION

FINANCIAL SUMMARY

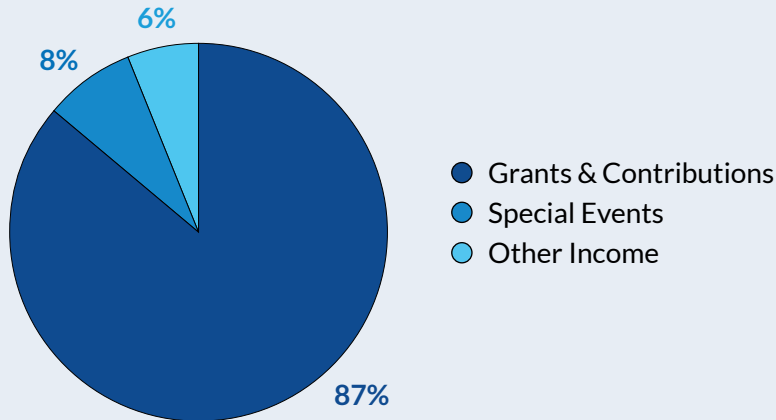
Oceana’s contributors provided the support that is essential to our campaigns to preserve and rebuild ocean life. In 2016, Oceana received cash or commitments from our generous donors totaling \$26 million, of which approximately \$17 million was time- or program-restricted support and approximately \$9 million was unrestricted. In addition, Oceana satisfied the time or program restrictions for about \$26 million in previously made donations and commitments, making those funds available to support our work in 2016.

Expenses totaled \$37 million in 2016. Of every dollar of expenses, approximately 74 cents were spent directly on Oceana’s programs. The remainder was spent on general and administrative costs (about 16 cents), and raising funds (about 10 cents). Oceana ended 2016 with \$29 million in net assets available for use in 2017 and beyond.

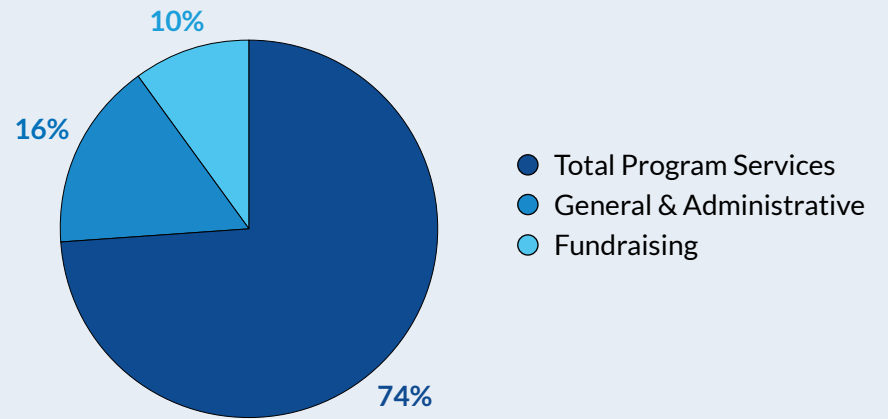
Financial data was derived from audited financial statements, copies of which are available upon request, and are posted on the websites for the following Oceana entities: Oceana, Inc.; Fundacion Oceana; Oceana Belize; Oceana Brasil; Oceana Philippines; and Oceana Canada. Donations to the various Oceana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

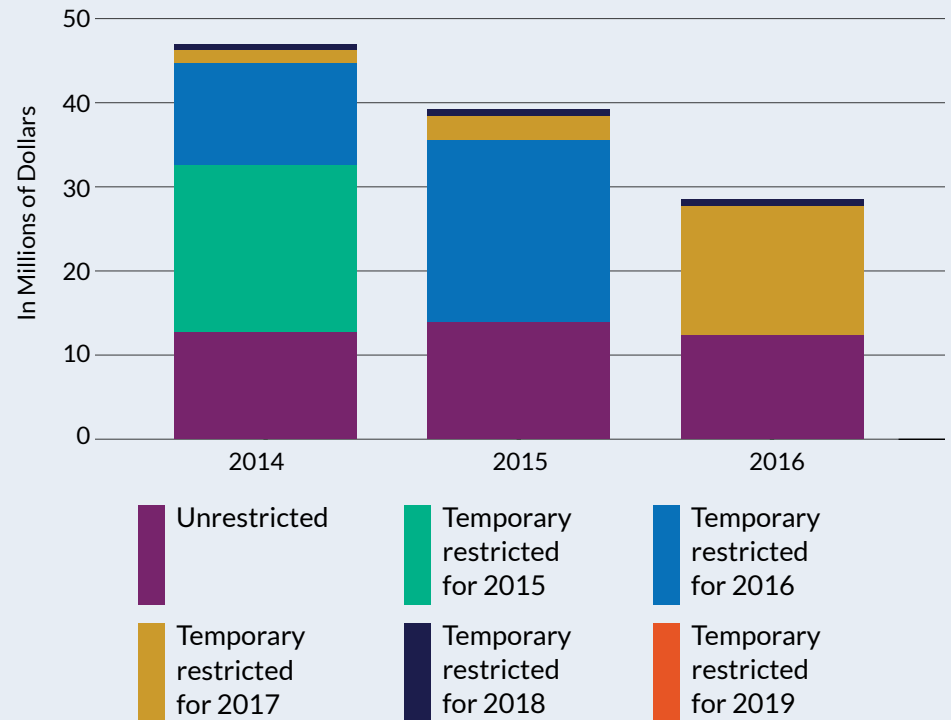
2016 REVENUE \$26,369,226



2016 EXPENSES \$37,098,866



OCEANA CONSOLIDATED NET ASSETS AS OF DECEMBER 31, 2016



Several of the largest donors provide multi-year funding, often on 2-3 year cycles. The changes in net assets above reflect that funding cycle.

2016

| | UNRESTRICTED | RESTRICTED | TOTAL |
|--|-------------------|--------------------|-------------------|
| REVENUE AND SUPPORT | | | |
| Grants and Contributions | \$6,130,286 | \$16,782,371 | \$22,912,657 |
| Special Events | 2,095,281 | - | 2,095,281 |
| Rental Income | - | - | - |
| Investment Income | 39,716 | 1,012 | 40,728 |
| In-Kind Revenue | 1,370,362 | - | 1,370,362 |
| Miscellaneous | 49,668 | 2,297 | 51,965 |
| Foreign Currency Transaction (Gains) Losses | (88,259) | (13,508) | (101,767) |
| Net Assets Released from Restrictions: | | | |
| Satisfaction of Time Restrictions | 5,458,970 | (5,458,970) | - |
| Satisfaction of Program Restrictions | 20,826,659 | (20,826,659) | - |
| TOTAL REVENUE AND SUPPORT | 35,882,683 | (9,513,457) | 26,369,226 |
| EXPENSES | | | |
| Program Services | | | |
| United States Oceans | 6,981,387 | - | 6,981,387 |
| International Activities | 15,038,469 | - | 15,038,469 |
| Communications | 2,244,866 | - | 2,244,866 |
| Law | 1,793,659 | - | 1,793,659 |
| Marine Science | 1,481,827 | - | 1,481,827 |
| Oceana Advocacy Resources | 12,850 | - | 12,850 |
| TOTAL PROGRAM SERVICES | 27,553,058 | - | 27,553,058 |
| Supporting Services | | | |
| General and Administrative | 5,762,934 | - | 5,762,934 |
| Fundraising - Cost of Direct Benefit to Donors | 172,834 | - | 172,834 |
| Fundraising - Other | 3,610,040 | - | 3,610,040 |
| TOTAL SUPPORTING SERVICES | 9,545,808 | - | 9,545,808 |
| TOTAL EXPENSES | 37,098,866 | - | 37,098,866 |
| CHANGE IN NET ASSETS | (1,216,183) | (9,513,457) | (10,729,640) |
| NET ASSETS (BEGINNING OF YEAR) | 13,539,138 | 25,782,784 | 39,321,922 |
| NET ASSETS (END OF YEAR) | \$12,322,955 | \$16,269,327 | \$28,592,282 |



**MORE THAN 200 PEOPLE CAMPAIGN FOR HEALTHY OCEANS IN OCEANA OFFICES AROUND THE GLOBE.
FOR A FULL LIST OF STAFF, PLEASE VISIT OCEANA.ORG.**

EXECUTIVE COMMITTEE

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Chief Executive Officer

JAMES SIMON
President and General Counsel

MICHAEL HIRSHFIELD, Ph.D.
Chief Scientist and Strategy Officer

CHRISTOPHER SHARKEY
Chief Financial Officer

LASSE GUSTAVSSON
Senior Vice President and
Executive Director, Europe

MATTHEW LITTLEJOHN
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Senior Vice President, Global
Development

JACQUELINE SAVITZ
Senior Vice President, U.S. Oceans
and Global Fishing Watch

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Vice President, Belize

NANCY GOLDEN
Vice President, Development

JOSHUA LAUGHREN
Executive Director, Oceana Canada

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Vice President, Peru

SUSAN MURRAY
Deputy Vice President, U.S. Pacific

MONICA BRICK PERES, Ph.D.
Vice President, Brazil

GLORIA ESTENZO RAMOS, J.D.
Vice President, Philippines

LIESBETH VAN DER MEER
Vice President, Chile

BOARD OF DIRECTORS

SIMON SIDAMON-ERISTOFF, Chair

Simon Sidamon-Eristoff leads the tax-exempt organizations group at Kalbian Hagerty LLP in Washington, D.C. 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

Valarie 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*

Keith 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*

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

MONIQUE BÄR

Monique Bär is actively engaged in the fields of social integration, sustainability, and leadership. She is founder and president of the Arcas Foundation, which focuses on work integration in Switzerland. She is co-initiator of the Swiss Circle for Responsible Leadership, is on the Board of Educa Swiss, a foundation which promotes and finances education initiatives, and a member of the Board of Forma Futura Invest AG, an independent asset manager for sustainable assets. She holds a mandate on the Board of Equimo AG, where she furthers investments in social property, and she is on the Executive Board of Swiss Foundations, an association of Swiss grant-establishing foundations that promotes philanthropy in Switzerland. Monique has been a supervisor and coach in a variety of business organizations, as well as

in the non-profit field, since the mid-nineties. She holds degrees in engineering (Dipl. Ing. ETH) and supervising and coaching (IAP, Zürich).

HERBERT M. BEDOLFE, III

Herbert 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

Sydney Davis is a jewelry designer, mother and activist. She is an advocate for numerous environmental and educational causes. Davis has worked to protect and improve the lives of children, a goal that cannot be achieved without safeguarding the world's oceans. Davis is a volunteer member of Women of Vision, through which she works to help impoverished women and children. She is also an active member of Oceana's Ocean Council.

CÉSAR GAVIRIA

César 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

Loic 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.

JENA KING

Jena King is a philanthropist who created the Jena and Michael King Foundation with her late husband. Since 1999, the institution has focused its endowments on children and the environment. She also oversees a donor advised fund through the Jewish Community Foundation.

In 2007, she was honored with Global Green's Entertainment Industry Environmental Leadership Award, given to "individuals who exhibit extraordinary leadership reflecting a deep personal commitment to the environment and encourage responsible behavior amongst the public and within the industry." Global Green's mission is to foster a global value shift toward a sustainable and secure future. With her singular devotion to creating a world in which all children may thrive, this is a mission to which King remains dedicated through the work of her Foundation.

She is also a founding member of C.O.A.C.H for Kids, an organization providing medical assistance to underserved children. She has worked closely with the Environmental Media Association, Kiss the Ground, Sense of Home and Healthy Child Healthy World. She also serves on the board of the NRDC.

STEPHEN P. MCALLISTER

Stephen 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, he donated the use of the Ranger catamaran to Oceana.

DR. KRISTIAN PARKER

Dr. Kristian Parker was a member of Oceana's founding board of directors. He is a trustee of 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

Dr. Daniel 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 cofounded 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.

JEAN WEISS

Jean Weiss grew up along the bayous of the Louisiana Gulf Coast where living off the land was truly a way of life. Although her family's livelihood came from her father working offshore for over 30 years, her connection to Oceana began the day the BP Deepwater Horizon rig blew up and practically destroyed the marine life, fishing industries and way of life in her hometown. Her business career in training and development brought her to Los Angeles to work for The American Funds, a member of The Capital Group Companies. She and her husband, Tim, have spearheaded many fundraising efforts for the arts, education, healthcare and the fight against domestic violence for over 25 years.

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Sierra Club Green Home

DANIELLE STEAKLEY

Activist

SUTTON STRACKE

Ocean Advocate

SUSAN TREES

Activist

TOBY USNIK

Ocean Advocate



Fisherman on the beach in
Bitupitá, state of Ceará, Brazil.
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OCEANA OFFICES

GLOBAL

WASHINGTON, D.C.

1350 Connecticut Ave. NW 5th Floor
Washington, D.C. 20036 USA
Phone: +1 (202) 833-3900
Fax: +1 (202) 833-2070
Email: info@oceana.org

NORTH AMERICA

JUNEAU, AK, USA

175 South Franklin Street, Suite 418
Juneau, Alaska 99801 USA
Phone: +1 (907) 586-4050
Email: northpacific@oceana.org

MONTEREY, CA, USA

99 Pacific Street, Suite 155C
Monterey, CA 93940 USA
Phone: +1 (831) 643-9266
Email: northpacific@oceana.org

NEW YORK CITY, NY, USA

845 3rd Avenue, 6th Floor
New York, NY 10022 USA
Phone: +1 (212) 371-5016

PORTLAND, OR, USA

222 NW Davis Street, Suite 200
Portland, OR 97209 USA
Phone: +1 (503) 235-0278

TORONTO, CANADA

18 King Street East, Suite 505
Toronto, Ontario, Canada M5C 1C4
Phone: +1 (416) 583-2350
Email: info@oceana.ca

CENTRAL AMERICA

BELMOPAN, BELIZE

2358 Hibiscus Street
P.O. Box 731
Belmopan, Belize
Phone: +501-822-2792
Email: info@oceana.org

SOUTH AMERICA

BRASÍLIA, BRAZIL

SIG Quadra 1, lote 985, sala 251
Centro Empresarial Parque Brasilia
CEP 70610-410
Brasilia – DF, Brasil/Brazil
Phone: +55 61 3247-1800
Email: brasil@oceana.org

LIMA, PERU

Av. del Ejército, 250 Oficina 302
Lima 15074, Peru
Phones: +51 (1) 2642656
Email: peru@oceana.org

SANTIAGO, CHILE

Avenida Suecia 0155, Of. 1001
Santiago CP 7510020 Chile
Phone: +56 2-2925-5600
Email: americadelsur@oceana.org

ASIA

MANILA, PHILIPPINES

P.O. Box 255, UP Post Office
University of the Philippines Campus
Diliman, Quezon City 1101

EUROPE

BRUSSELS, BELGIUM

Rue Montoyer 39
1000 Brussels, Belgium
Phone: +32 (0)2 513 22 42

COPENHAGEN, DENMARK

Nyhavn 16, 4 sal
1051 Copenhagen, Denmark
Phone: +45 33151160
Email: baltic@oceana.org

GENEVA, SWITZERLAND

Friends of Oceana
C/O Walder Wyss AG
Rue d'Italie 10
P.O. Box
1211 Geneva 3 Switzerland

LONDON, ENGLAND

10 Queen Street Place
London
EC4R 1BE

MADRID, SPAIN

Fundación Oceana Gran Via 59, 9th Floor
28013 Madrid, Spain
Phone: + 34 911 440 880
Email: europe@oceana.org



Humpback whale breaches in the Atlantic Ocean off the coast of Canada.

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OCEANA Protecting the World's Oceans

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 nearly 200 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.

EDITORS | Alex Armstrong & Katie Bauman
DESIGNER | Rosie Ettenheim