

HUNA TOTEM

HEADLINES

FALL
2020

SHAREHOLDER UPDATES

Letter to the Shareholders

Dear Shareholders,

While I never doubted the win, the pause after the words “and the winner is” felt like sixteen years. My mind peeled back nearly two decades of decisions and memories - shareholder meetings, board members, employees, influencers and even my father, who played a role putting Icy Strait Point into position to be recognized as the best port around the globe.

As my mind boomeranged from the past to the present, the Oracle Hospitality award presenter said the profound words, “the Port of the Year award goes to Icy Strait Point, Hoonah, Alaska.”

I do not use the word “profound” lightly. Icy Strait Point and our community of 760 people beat-out the world’s best. The Huna Totem port model went head-to-head against the largest ports and their teams of architects and designers, and toe-to-toe with government funded expansions. Our core native values propelled us to success. Our pillars of leadership - building value, respect, and community - highlights our cultural focus within the cruise industry. The award proved that honoring our history will carry us into the future.

However, the Port of the Year award requires more than a mantel for the glass trophy. It sets an expectation that Huna Totem will continue to innovate at home and throughout Alaska. Globally, other ports and tourism companies may ask for our guidance. We must continue to rise to the responsibility as stewards of the award.

Despite the economic challenges of today, I believe “now” is a bright moment for our shareholders. We must encourage our children to follow through on leadership programs at Icy Strait Point and beyond. Let the award inspire our next generations of shareholders and descendants. As we continue to grow, there will be increased demand for employees with degrees in environmental studies, business management, public relations and marketing, and engineering. We must mentor our next generation to their full potential. As we build on the international recognition from the Port of the Year award, we are confident of a safe return of the industry in 2021 and our continued growth.

Xúna Kaawu is more than a saying. It is knowing you belong to a tight knit community, existing since the beginning of time. Together, let us acknowledge the many individuals who helped bring this prestigious honor to the Huna people. And, together, honoring our community values will continue to create opportunity for our shareholders.

On behalf of Huna Totem Corporation, Gunalchéesh.



Russell Dick

RUSSELL DICK

President & CEO, Huna Totem Corporation





Another Win for Icy Strait Point

Cruise Ship Berth II (Wilderness Landing) wins national award of merit from Design-Build Institute Of America (DBIA). The National Award of Excellence and Project of the Year is expected to be announced at DBIA's Design-Build Conference and Expo Awards Ceremony, October 29th.

The project was comprised of a mooring float, two reaction dolphins, four mooring dolphins, a 300-foot long approach trestle and a 160-foot transfer bridge. In addition to pile installation, Turnagain also installed steel fabricated dolphin caps and prefabricated timber approach trestle sections to complete the structure. As an add-on, small boat floats were also installed on the shore side of the main float.

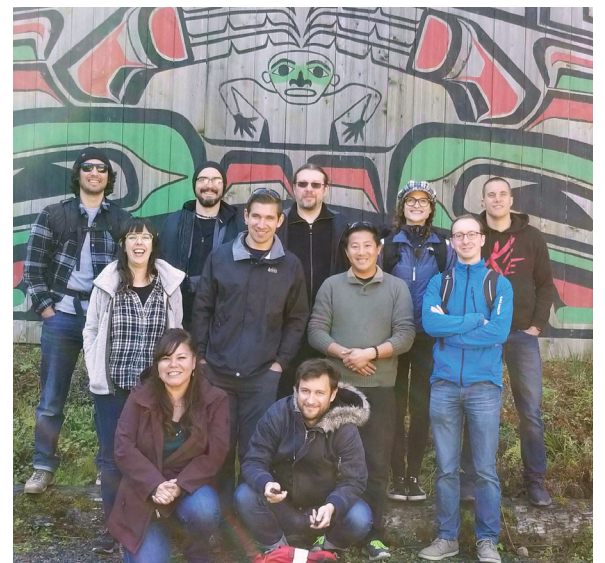
Educational Outreach and Consultation Services

Huna Heritage Foundation's educational outreach and consultation services have expanded to communities, schools, businesses, universities, programs, projects, governments and corporations. School and public education is typically provided free of charge while other entities pay for consultation with the earned revenue supporting future educational events and cultural programming.

Over the past two years, Huna Heritage Foundation provided consultation services on the development of Xbox/Microsoft game "Tell Me Why", helping to accurately depict and respectfully represent Tlingit culture in their new video game. Senior Producer for Xbox/Microsoft Dennis Cheng shared, "The consultation that Huna Heritage Foundation provided for the Tell Me Why game was incredibly impactful. As game creators, it was important to collaborate with someone like Amelia to help educate our team on the rich cultural history as well as the modern influences of the Tlingit people. Since the game's release, many fans have said this is the first time they have heard of the Tlingit community and wanted to learn more. We hope this successful collaboration between our two groups will foster future opportunities for modern media to reach out to organizations like Huna Heritage Foundation and help perpetuate the Tlingit culture."

Huna Heritage Foundation also provides educational outreach to area schools through classroom presentations in Juneau and Hoonah, in addition to school hosted community events and teaching place-based Hoonah history lessons for the HCS high school Alaska History class. As new teachers onboard with HCS, we provide cultural and historical context through interactive dialogue, films, and learning materials.

Hoonah City Schools superintendent and principal shared, "I had a teacher tell me that the school's in-service section presented by Huna Heritage Foundation was the best part of our in-service. It made me feel like I was coming to more than just a place to work but a place where I can grow and learn." Huna Heritage Foundation looks forward to additional opportunities to foster education and a deeper understanding of our culture, community and way of life.



Huna Heritage Foundation is updating the current Hoonah clan membership details and we need your feedback!

Project Coordinator Mary Erickson has compiled all existing clan member records formerly published in the Clan Workshop books and is working to update family information. Please call Mary at 907-789-8582 or email her at mjerrickson@hunaheritage.com to verify that you and your family are correctly identified in the appropriate clan and house, your Tlingit names (if known), and to update any English name changes due to marriage and to reflect new births or deaths.

In 2021, there will be both printed and digital copies available for distribution to interested shareholders.



NEW SST CALCULATION: HOW IT WORKS

2020 Distribution per POMV Trust Amendment
Distribution equals 2.0% of 5-year average of market value

As of	Market Value
12/31/2015	\$33,560,816
12/31/2016	\$35,758,169
12/31/2017	\$40,666,551
12/31/2018	\$36,655,673
12/31/2019	\$36,651,440
5-Year Average	\$36,658,530
2.0% Distributable	\$733,171
Distribution per unit	\$8.37

2020 distributions following the court approved POMV formula

August 2020	\$4.19
	+
November 2020	\$4.18
	=
2020 Total	\$8.37

Trust Distribution Information

As of March 2020, the annual distribution calculation will follow this new Percent of Market Value (POMV) formula, distributing two percent (2%) of the five (5)-year rolling average of the Trust's market value to unitholders annually in three equalized payments.

Following the annual financial audit, distributions for the full year will be announced and will occur on/ before the following dates:

March 15, August 15, and November 15.

This will ensure calculations are made on the audited financials for each year included in the distribution formula.

The next distribution will occur on Friday, November 13, 2020.

**Due to the timing in court approval of the trust amendment, the 2020 trust distribution was split in two payments. For 2021, it will be split into three equalized distributions.*

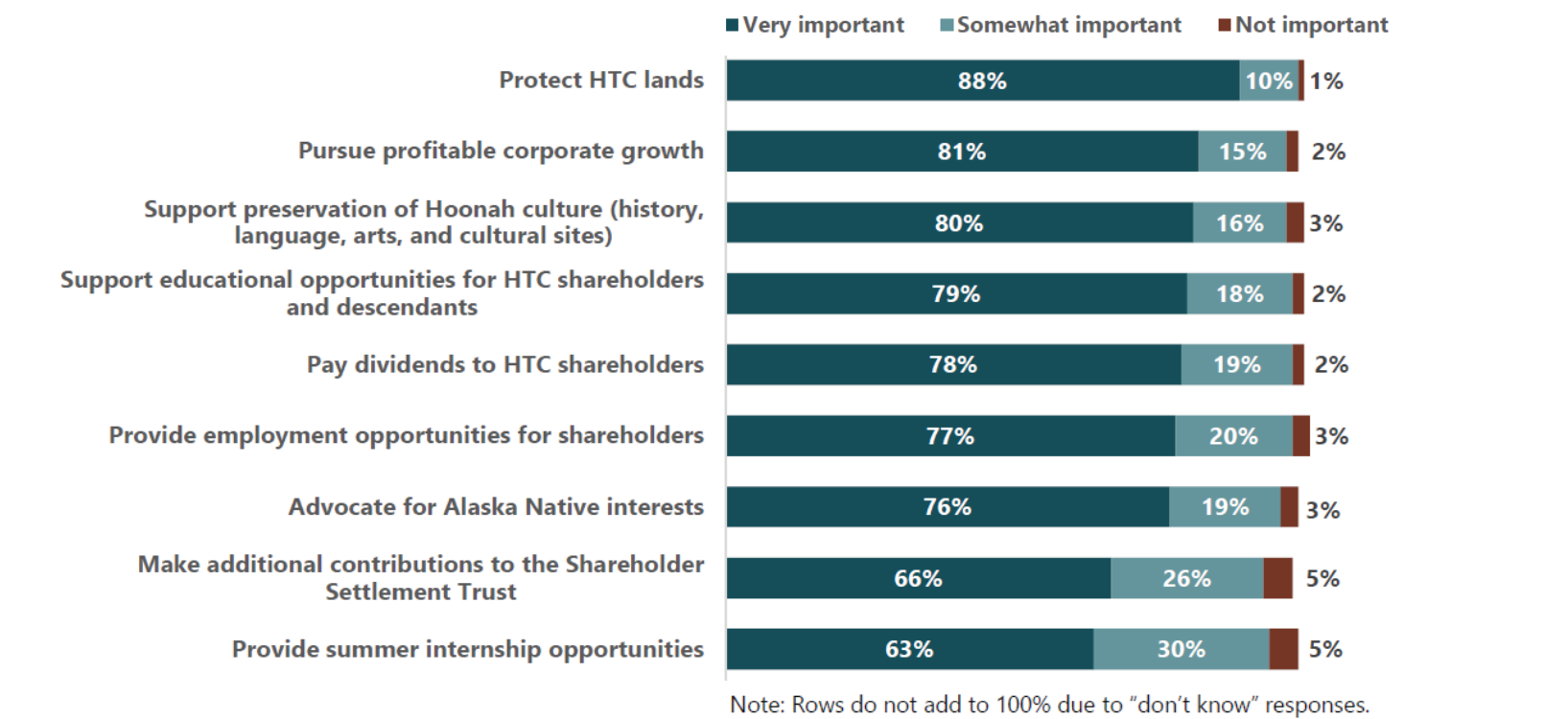
Curbside Thursdays for Shareholders

The curbside service is available to shareholders every Thursday 10:00am - 12:00pm & 2:00pm - 4:00pm until further notice. This service is used for shareholders to pick-up/drop-off documents for their shareholder file or if they may need a notary for Testamentary Dispositions, Gifting Requests, or need help with unsettled Estate Settlement paperwork. Please remember to wear your mask & stay in your car. More information will be available on MyHunaTotem.com! If you have further requests, please contact Shareholder Relations at 907-789-8500.

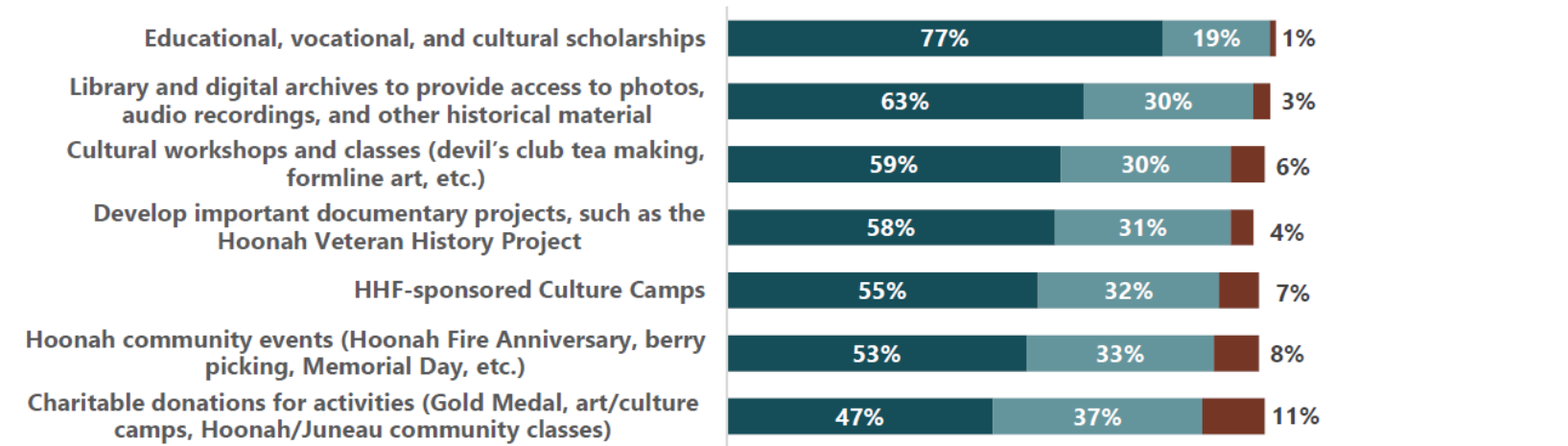
Shareholder Survey Results

Huna Totem Corporation (HTC) contracted with McDowell Group to conduct a survey of shareholders to gauge opinions on HTC priorities, initiatives, and performance, among other topics. The survey was conducted primarily by mail, with some surveys conducted online and via telephone. A total of 688 shareholders participated in the survey for a response rate of 51%. Survey participants closely resembled the total shareholder population in terms of demographics such as age, gender, and place of residence. Following are key findings from the survey.

HOW IMPORTANT DO YOU THINK IT IS FOR HTC TO DO EACH OF THE FOLLOWING?

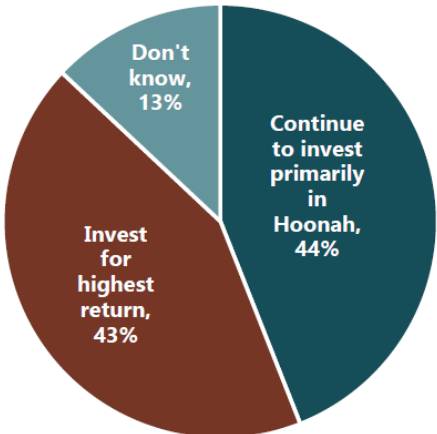


HOW IMPORTANT DO YOU THINK IT IS FOR HTC TO FINANCIALLY SUPPORT THE FOLLOWING?



SHOULD HTC CONTINUE TO INVEST PRIMARILY IN HOONAH OR DIVERSIFY ITS INVESTMENTS?

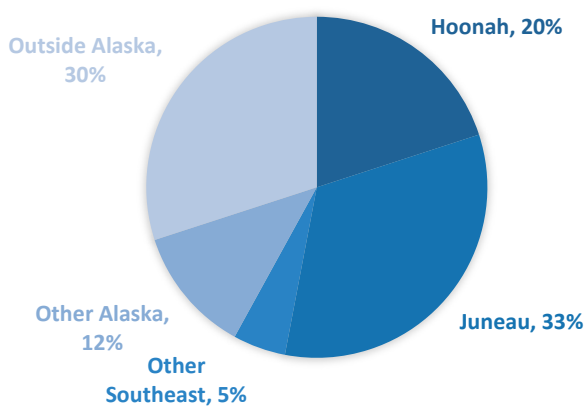
Shareholders read a statement about Icy Strait Point (ISP) including its contribution to HTC revenue, its role as the largest employer in Hoonah, and its contribution to local tax revenues. They were then asked whether HTC should continue to invest primarily in Hoonah or diversify its investments for highest return. Shareholders were evenly split between investing in Hoonah (44%) and investing for highest return (43%), with 13% unsure. A similar question garnered nearly identical results in 2012: those preferring to invest primarily in Hoonah represented 45% in 2012 and 44% in 2020, while those preferring to invest for highest return represented 45% in 2012 and 43% in 2020. "Don't know" responses were at 10% in 2012 and 13% in 2020.



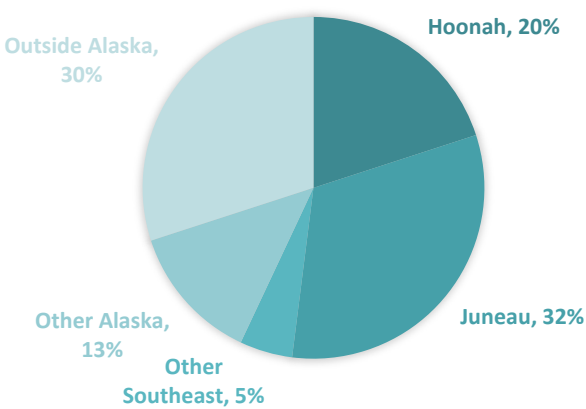
Shareholder Demographics

- One-third of respondents (33%) reside in Juneau; 30% reside outside Alaska; 20% reside in Hoonah; 12% reside elsewhere in Alaska; and 5% reside elsewhere in Southeast.

RESIDENCE OF SURVEY RESPONDENTS

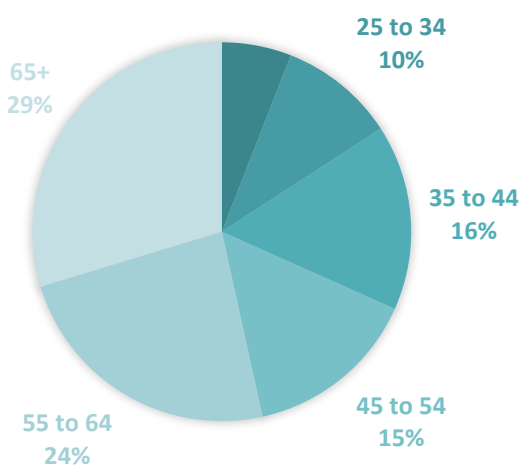


RESIDENCE OF ALL HTC SHAREHOLDERS

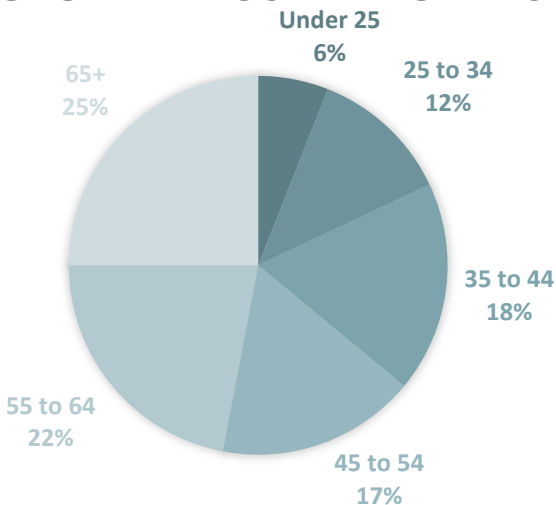


- Community of residence among survey respondents closely matched residency among all shareholders, with either zero or 1% difference between the populations.
- Those with fewer than 75 shares were less likely to live in Hoonah (14%) than either those with 75 to 100 shares (28%) or those with more than 100 shares (29%).
- Older respondents were more likely to live in Hoonah (25%) compared with middle-aged respondents (16%) and younger respondents (13%). Younger respondents were more likely to live in Juneau (44%); this compares to 33% of middle-aged respondents and 29% of older respondents.

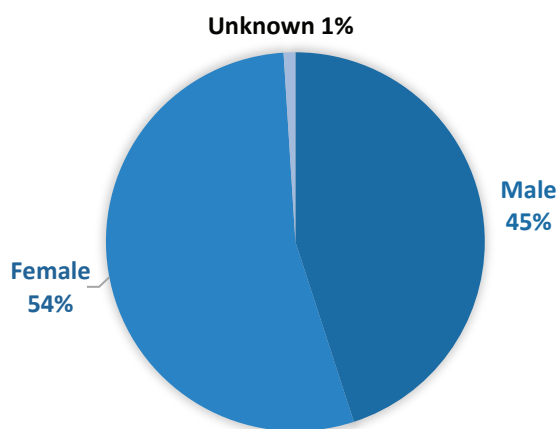
AGE OF SURVEY RESPONDENTS



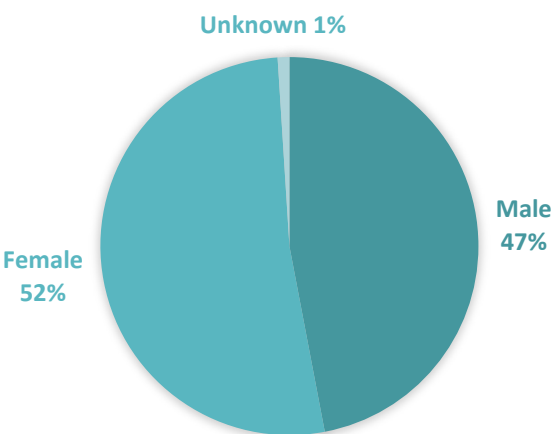
AGE OF ALL HTC SHAREHOLDERS



GENDER OF SURVEY RESPONDENTS



GENDER ALL HTC SHAREHOLDERS





HUNA TOTEM CORPORATION

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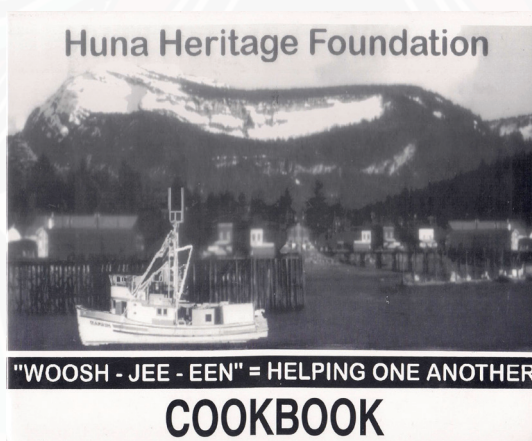
HUNA HERITAGE FOUNDATION COOKBOOK

Huna Heritage Foundation is working on a new cookbook and we want your recipes!

If at least 2 of your recipes are selected to be published, you will receive a free copy of the cookbook. This project will mark the 25th anniversary of the publication of Huna Heritage Foundation's previous cookbook, produced in 1996, and will be ready for distribution by spring 2021!

Details needed from recipe contributors:

- Name/contact info
- Name of recipe
- List of ingredients with quantity or volume
- Directions/Method (be sure to include size & type of container – time, temperature, yield) and/ or comments (optional) on the lineage of the recipe,



Please submit your recipes by email to Michael Cheslock at mcheslock@hunaheritage.com, by phone at (907) 789-8582, or in person at the Huna Heritage Foundation office. Please contact us with any questions.



To receive paperless communication, opt-in on your MyHunaTotem account.

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Please submit your shareholder news, stories and events, with an accompanying high resolution photo to ksavland@hunatotem.com