



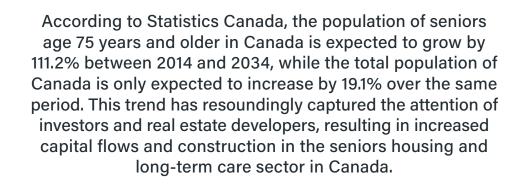




Our unique seven-storey retirement condominium is designed as a location landmark that enhances the neighbourhood with its welcoming, modern yet classic exterior/interior architectural design style. Featuring market-leading facility attributes that offer a safe, comfortable and neighbourhood accessible advantage to our residents' lifestyle.

Hamilton's post-steel-town boom is on the horizon with an ambitious billion-dollar waterfront transformation and with just minutes away, "Harbourlife" is destined to become a community-enhancing, highly desirable peace of mind investment.





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# AN INVESTMENT IN SOCIAL RESPONSIBILITY:

About HarbourLife's New and Essential Memory Care Home Developments



#### **Social and Ethical Investing**

LifeWise makes social responsibility a priority by creating conscious, community-minded investment opportunities. Attentive to both market and client demands, LifeWise focuses on constructing retirement communities specifically tailored to provide exceptional care for residents. Through their beautifully designed, functional centres such as HarbourLife, LifeWise focuses on promoting and practicing resident protection, diversity, and environmental stewardship in all endeavours.



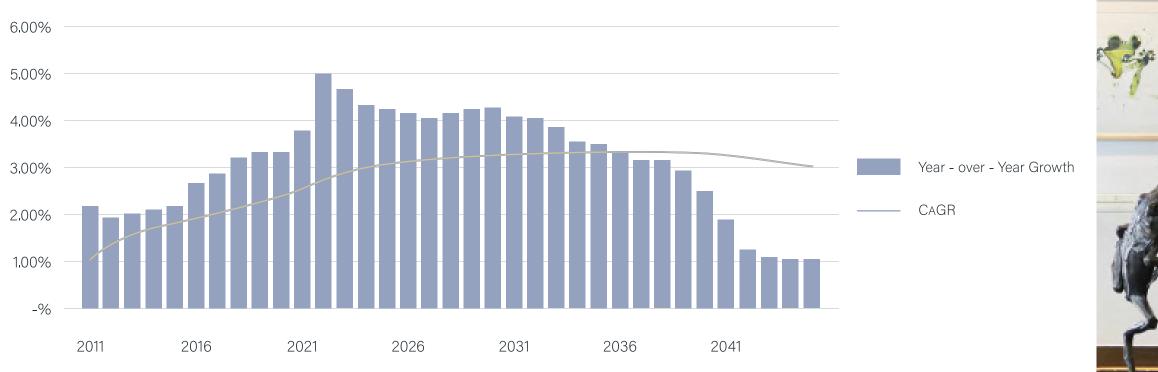
### The Growing Demand for Senior Housing

The demand for higher quality retirement homes has never been more pressing. Since 2011, the population of Canadian seniors has consistently increased as more and more baby boomers pass sixty-five. Offset by an undersupply of senior housing and long-term care facilities, families considering retirement communities are willing to pay more for better services and amenities than their predecessors were. Factoring in Canada's steady-growing life expectancy projections, prospective residents are now considering longevity when choosing a community.



# THE GROWING DEMAND FOR SENIOR HOUSING

Canadian Population Growth Projections: Seniors Aged 75 +



SOURCE: CBRE Limited and Statistics Canada, Table 052-0005 M4



## TYPES OF RETIREMENT HOMES

Overall, there are four types of retirement homes to consider from both a client and an investor perspective.



### **Privately Paid**

Privately paid, independent living homes are designed to accommodate seniors who are able to live on their own but would thrive in a more supportive setting that provides housekeeping services, medical assistance, and prepared meals. This is the sector that has the utmost demand and is where LifeWise is filling the void in the marketplace.



### Assisted Living Homes

Assisted living homes aid seniors that require assistance with one or more daily living activities like bathing, eating, grooming, dressing, and toileting. This space within our asset class is being monitored carefully and is more than likely within the scope of our growth trajectory.



#### **Government-Assisted Homes**

Government-assisted homes, however, are designed to provide the highest level of medical and support services to seniors with physical or cognitive challenges.



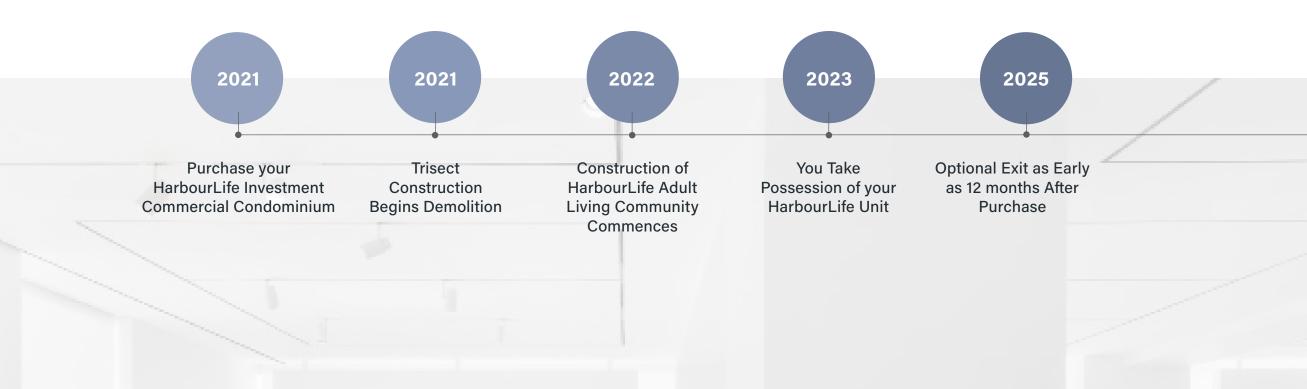
#### **Memory Homes**

A newer foray into senior housing, memory homes specialize in providing care for seniors with Alzheimer's or dementia. There is a significant and stable demand for more memory care in Canada, as over fifty percent of seniors in retirement communities have received a diagnosis of dementia.

# THE INVESTMENT TIMELINE

HarbourLife by LifeWise





# PROJECT AND CONDO INVESTOR LIFECYCLE

HarbourLife by LifeWise



#### Exit Strategy

- Within 18 mos., 90% Occupancy is achieved.
- Asset Manager commences refinance
  of Business and Asset.
- Asset Manager completes APS signed to Investor, providing the investor with their original invested capital plus the targeted lift.
- Delivers a 17% Return to its investors and moves on to the next project.

#### Lease Up Period

- · Our Operator commences filling vacancies.
- Ensures the value of the asset is recognized and validated via top of market rents.
- Operates HarbourLife with Integrity and maximizes efficiencies and profitability.
- Investors close on their Condominium, register their Condo.

Market Research & Analysis

- Current Senior Population Catalog with Statistical and Factual Projected Growth of same.
- Current Supply and Absorption of Senior Focused Housing.
- Average Income for the Targeted Demographic.

#### **Site Selection**

- High Visibility in Locations that Support a Healthy and Active Lifestyle.
- Close to Major Highways, Mass Transit and Lifestyle Amenities, making it an easy choice for the families that support the residents.
- Close Proximity to Hospitals, Retirement Homes and medical centres, that act as both a service to the resident and a referral to the our operations.
- Property Development & Construction
- Established, experienced and proven builder with a 30 year track record.
- State fo the Art HVAC assures clean and healthy air, ensuring the long term health of the residents.
- Designed with a flow, that maximizes the natural light and air flow.
- Amenities that promote the residents best life and keeps them engaged in building their community.
- Investors Purchase the Preconstruction Suites, Place their Deposits.

