



INGENIA COMMUNITIES GROUP

Sales & Marketing

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Delivering Consistent Sales Growth Year on Year

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Key to FY18 sales success

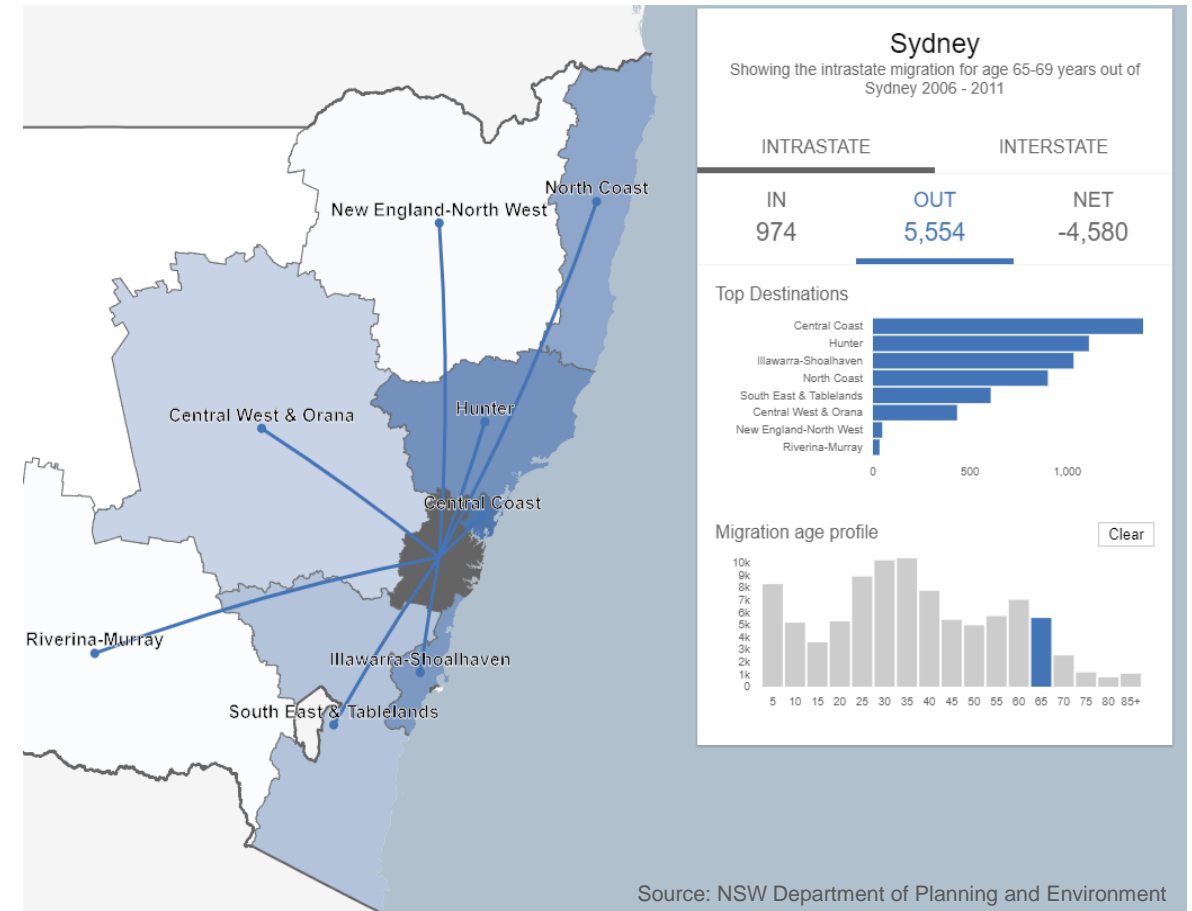
market conditions

Behind the headline data are some mid term benefits for the Lifestyle sector

- Prices will continue to fall in 2018 and into 2019
- Different markets behaving differently
- Price decline is driven by premium market and credit tightening
- Affordable end shows resilience
- Takes time for sellers to swallow the price adjustment pill
- Cooling market propels action from downsize procrastinators who have held out riding the property growth wave
- The Ripple Effect will underpin premium coastal and fringe locations as buyers ditch capital cities
- A credit shock rather than prolonged downturn
- The economic & population fundamentals look solid
- The market has cooled more than predicted in the quarter to May, creating short-term challenges for settlements

Ingenia has a geographically diversified portfolio with strong price diversity providing resilience to changing market conditions

Greater Sydney outward migration between 2006 and 2011



"Fundamentals of the economy and the housing market look solid"
- ANZ Research

Key to FY18 sales success

delivering growth

FY18



FY17



*Carry Forward equals homes contracted or deposited

Key to FY18 sales success

balanced portfolio

Geographic Diversity has delivered resilience to market conditions

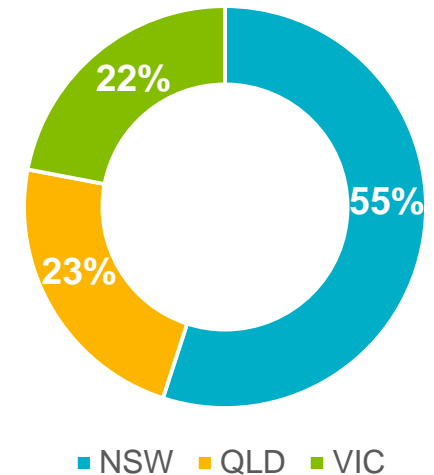


- QLD population increase – 1.7%
- Auction clearance – 45.6% (-6.6%)
- Vendor discounting – 5.3%
- Days on market up – 57 days

- NSW population increase – 1.6%
- SYD Auction clearance – 57% (-10%)
- Vendor discounting – 6.1%
- Days on market up – 43 days

- VIC population increase – 2.4%
- MEL Auction clearance – 56% (-19.8%)
- Vendor discounting - -4.9%
- Days on market up – 33 days

FY18 Settlements by region
(Forecast)

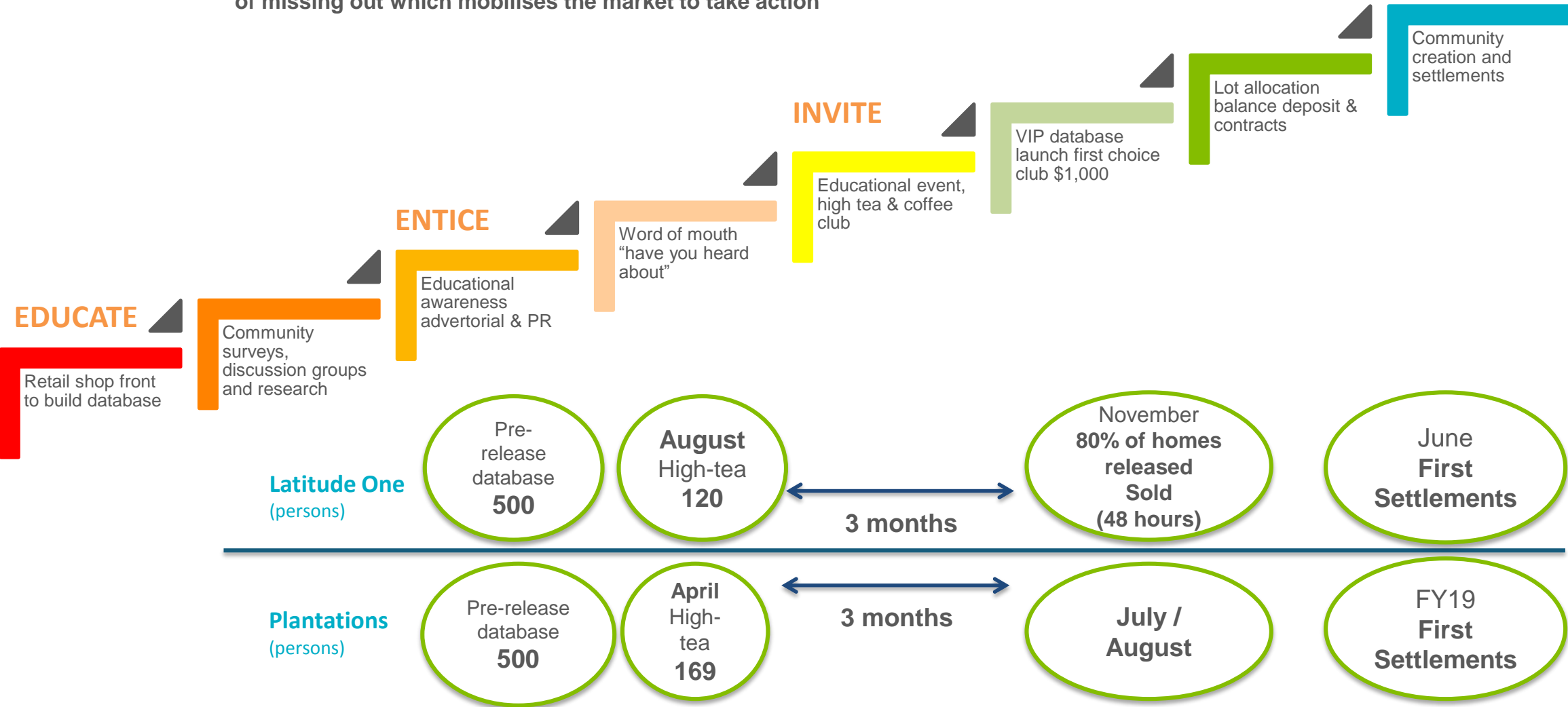


Source: CoreLogic, June 2018

Key to FY18 sales success

innovative strategic release platform

Launch strategy Build pent up demand, insulate the market from competitors and leverage word of mouth to create a sense of urgency and fear of missing out which mobilises the market to take action



Key to FY18 sales success

Latitude One project launch timeline

LATITUDE ONE RELEASE STRATEGY TIMELINE

ROAD MAP TO RETIREMENT HIGH TEA INFORMATION EVENT AUGUST 2017



INVITATION TO HANDOUT BY SALES AND MAILED TO DATABASE



PAPERLESS INVITE TO DATABASE



TACTICAL RADIO AD



COMING SOON BROCHURE



EDM



NEWSPAPER ADVERTORIALS



TACTICAL WEB PAGE



A3 POSTER

Key to FY18 sales success

Research and education

Innovative tools increase awareness & support the decision process

Want to know more?

DOWNLOAD OUR GREEN eBook ON LIFESTYLE LIVING

When you're downsizing and facing a number of decisions for the next stage of life, there's one seniors living option which is a more simple, transparent and affordable choice that just makes sense. By asking yourself some important questions, and taking into consideration the many factors in this e-book, the downsizing decision making process can become a lot easier.



DOWNLOAD NOW!

Senior Finance Expert, Rachel Lane



YouTube Video Series with Rachel Lane
Don't miss our video series with Rachel Lane offering free advice about the differences between retirement villages and lifestyle communities, freeing up equity without losing pension entitlements and the lifestyle gains and financial benefits after moving into a lifestyle community.

FIND OUT MORE

Plantations High Tea Education Event



Size down and start living Your new lease on life

Welcome to the second Size Down and Start Living e-book, an informative series helping many Australian seniors with advice on taking the first step to begin a new chapter in life.

This edition delves further into downsizing and looks at the most popular living trend for over 55s to downsize and commence a minimal, streamlined lifestyle.

Lifestyle communities, also known as residential land lease communities, are an innovative and sustainable way for downsizers to finance affordable housing and improve their wellbeing.

There are many things to consider when looking into downsizing to a lifestyle community, from budget, space and garden size to the type of lifestyle you're looking forward to enjoying. Whether it's to save money, release equity or to avoid the burden of a large family home, downsizing comes with its rewards.

By asking yourself some important questions, and taking into consideration the many factors in this e-book, the downsizing decision making process can become a lot easier.

ingenia lifestyle

Land lease communities The most popular living trend for over 55s

Many Australians see home ownership as an investment for the future and a crucial factor in enabling their continued independence as they age.

.....

Lifestyle-focused land lease communities are one of the fastest growing trends available to the downsizing market, allowing residents to own a home but lease the land.

.....

There is a popularity related to a significant trend from the two primary downsizing options. Housing decisions of Older Australians, who found one in three either Australians, who sold their property and moved to a new retirement home or a home sharing 50, and an increasing portion of the population is moving into specific housing, such as a land lease community.

They're also looking for the benefits of active seniors who have no impact on a life style in the provision of affordable housing, providing security, independence and improving well-being.

We create community

Innovative home construction the future for downsizers

The home building industry is setting new benchmarks in innovative construction techniques allowing a new design of home to be delivered under Ingenia Lifestyle's land lease ownership model with more benefits for downsizers.

.....

A striking trend behind the innovation has been the rise of a new generation of homes, looking to move away from the traditional brick and mortar construction process and embrace innovative construction techniques.

The two major benefits of the new home design is a more compact footprint and a more efficient use of space. This allows for a more compact footprint and a more efficient use of space. This allows for a more compact footprint and a more efficient use of space.

.....

All homes feature open plan living, generous outdoor spaces, a carport or storage and built-in options to all backyards and balconies.

.....

Modern underpinning allows for a more compact footprint and a more efficient use of space. This allows for a more compact footprint and a more efficient use of space.

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A range of environmental considerations, including insulation to ceiling, floor and walls, solar panels and energy efficient appliances, are included to help reduce the carbon footprint of the homes.

.....

The homes are completed with decking, landscaping and utility connections, all taking approximately 12-18 weeks to build at a price allowing residents to move into their new homes sooner and at a more affordable price.

We create community

How am I protected in a land lease community model?

Land lease communities are emerging as a strong sector in affordable seniors accommodation setting new benchmarks with quality operational strategies to keep residents safe, social and secure.

.....

Living in a land lease community means you don't own the land, and therefore you don't need to pay stamp duty. There are also no entry or exit fees.

.....

Additionally, because you're not the owner, you're not responsible for the costs of the property and the land lease community. This means you can get the best of both worlds, the security and the lifestyle of a retirement village, without the costs of ownership.

.....

Residents are covered by relevant state-based Residential Land Lease Communities legislation which governs the industry and seeks to promote fair operational trading practices.

.....

Another important factor that protects residents is the fact that the land lease community is a legal entity, which means you're not responsible for the costs of the property and the land lease community. This means you can get the best of both worlds, the security and the lifestyle of a retirement village, without the costs of ownership.

.....

The legislation also aims to encourage the growth and stability of the land lease community, ensuring the sector is a viable and sustainable option for residents.

.....

Land lease communities are a great option for residents who want to live in a retirement village, but don't want to own the land. They offer a range of benefits, including no stamp duty, no entry or exit fees, and a secure and stable living environment.

We create community

Foundations for growth

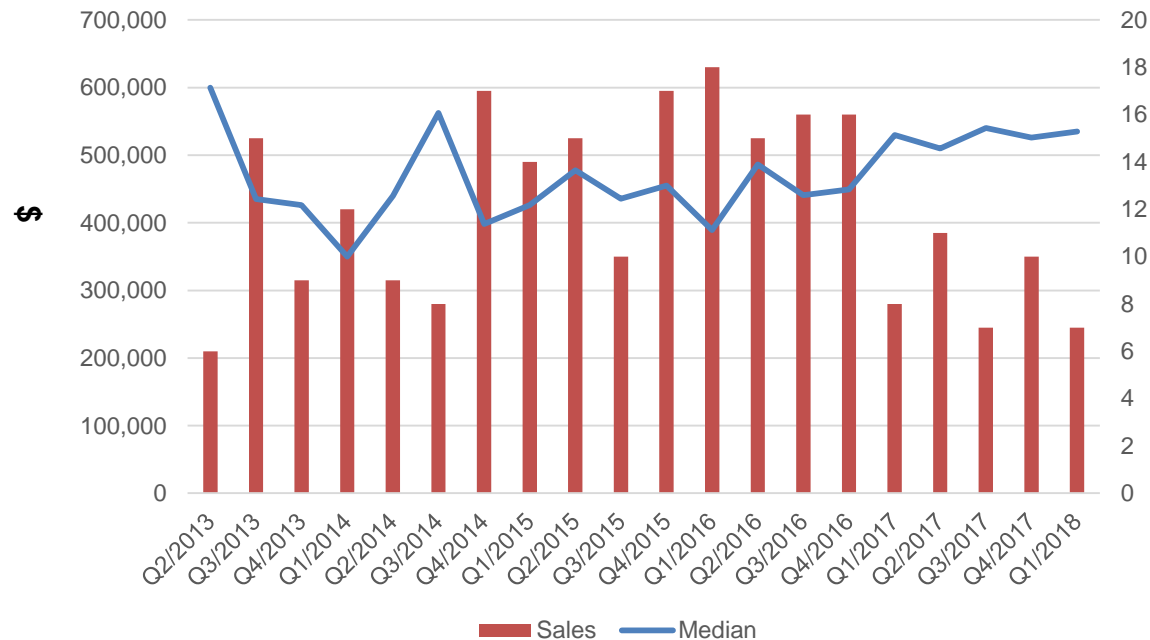


Aerial – 22 June 2018

Case studies: residential markets

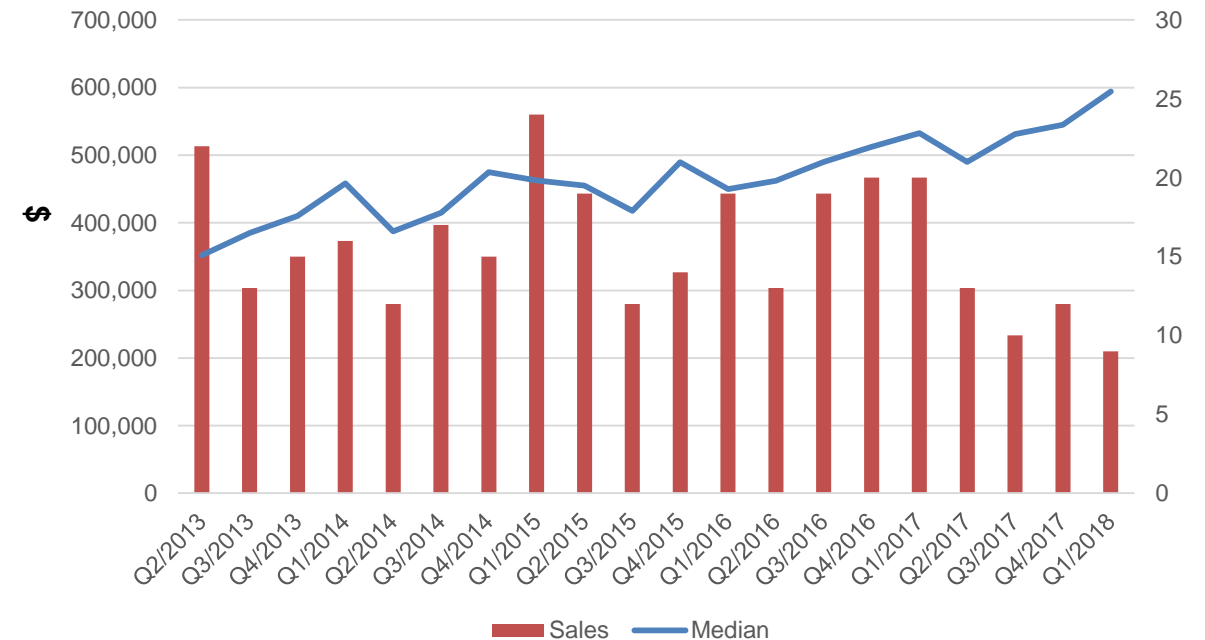
The Grange and Latitude One

Morisset, NSW - The Grange



Median price - \$535,000 (+17% FY18)
 The Grange average price - \$384,000 (72% of median)

Anna Bay, NSW - Latitude One



Median price - \$540,000 (+17% FY18)
 Latitude One average price - \$494,000 (91% of median)

Source: Property data solution (pricefinder.com.au) and INA analysis.

Case Study

Latitude One – our first greenfield site

latitude one



Case Study

Latitude One – gold class facilities



*Love the life you live.
Live the life you love.*

BOB MARLEY

GOLD CLASS ALL THE WAY

Living a longer, healthier and happier life was the inspiration for the Latitude One vision. Our gold class clubhouse, framed by a stunning Porte Cochere, takes pride of place as the social centrepiece and hub of the vibrant community life at Latitude One.

Indulge in Happy Hour with newfound friends at The Sterling sports bar or a game of croquet at Harpers Square. Watch your favourite musical at Star Cinema or borrow a book from the library to enjoy at home or curled up on a daybed by the pool. The greatest challenge will be deciding how much to fit in to each day.


Gold class
clubhouse


Alfresco
BBQ area


Library/
craft room


Bowling
green


Gym


Pool/spa


Cinema


Sports bar

Case Study

Latitude One – our first greenfield site



- > Masterplanned community with 270 new homes and quality facilities
- > Strategic launch strategy generated pent up demand
 - 89 homes deposited, contracted or settled
 - Average sales price >\$494,000 (\$359,000 - \$625,000)
 - Strong sales – First Choice Club and pre launch program

Case Study

Latitude One – gold class facilities



INGENIA CAM 04 BOWLING GREEN PRELIMINARY

Outlook



FY19 sales target is underpinned by:

- **Strong pre sales** - 46% of forecast settlements are already at deposit or contract
- **Time to Take Action** - lifestyle downsizers propelled to 'take action' after holding out for the property wave.
- **The need to 'cash out'** - they will seek a more affordable solution to maximise 'cash out' and lifestyle communities will fare well
- **The 'Ingenia Difference'** – transparent and simple model underpinned by strategic release platform and clear customer and market insights
- **Emerging stability** - downsizers defer decisions in times of instability
- **Education & awareness** will increase the potential pot of buyers
- **Geographic and price diversity** of the portfolio will provide sales resilience

* carry forward is deposits and contracts from FY18

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