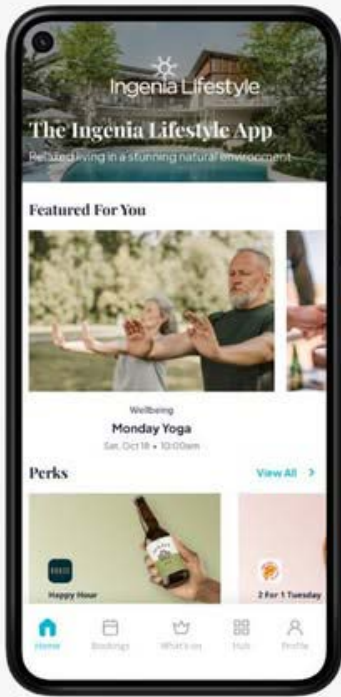


Ingenia Resident Lifestyle App

Communicating with our residents in real time



Overview

The Ingenia Resident Lifestyle App is a channel for Ingenia Lifestyle to communicate effectively with our residents, based on our key values of building a sense of belonging and connection across our communities.

The App is a multi-faceted channel used for:

- Communicating important notifications eg storm warnings, power outages, facility closures etc via short, sharp messages that come through as a notification, similar to a text message
- Sharing social notices, news, photos, events, resident perks, and other village information
- Facilitating bookings for activities, events and maintenance and repairs
- Informing residents via FAQs about their community rules and amenities, including pet applications.

The Lifestyle App was rolled out to each of our 29 Lifestyle land lease communities between November 2024 and June 2025, and to our mixed-use communities in Ulladulla and Lake Conjola in August 2025.

Key teams

The Ingenia Lifestyle Marketing team engaged resident experience platform experts Generator Tech to develop the App. Generator supports operators, developers and managers across the living sectors, to create connected, resident-focused communities via effective communication and simplified operations, facilitating engagement and offering a seamless experience for residents and teams alike.



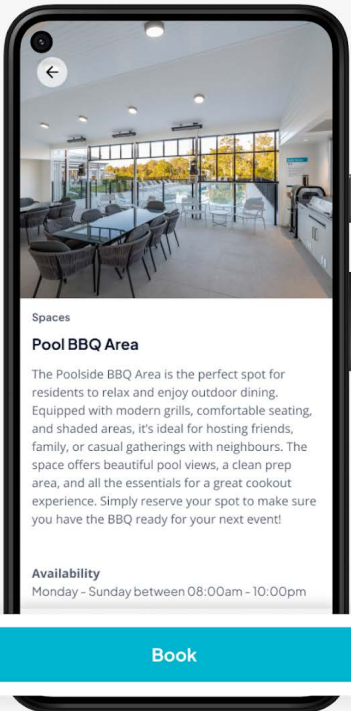
Our Objectives

We identified some time ago that we lacked a standardised, effective way to communicate with our residents in real time, particularly for important notifications eg storm warnings, power outages, facility closures etc, and social notices.

This, coupled with a strong demand from our residents for timely and relevant information, led to the creation of the App with our development partner Generator.

The App gives us a practical opportunity to fill that gap and showcase to our current and contracted residents, the benefits of living in the communities they call home. The key here was to ensure the resident app was simple and easy to use.

This project aligns with our guiding HOME principles. It also activates the clubhouses and amenities on offer.

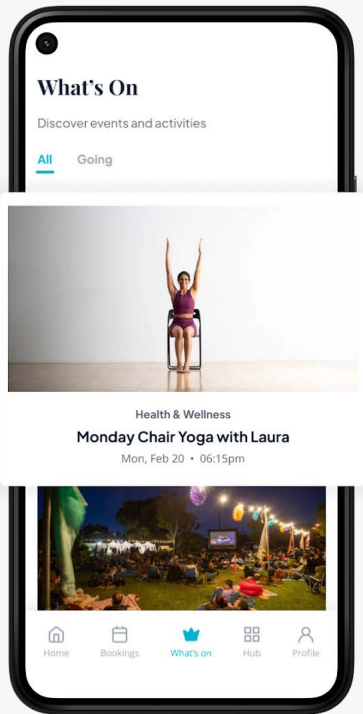


Book Services & Facilities

Find and book community facilities and services.

Join The Community Events

See the abundance of events on at the community.



The Process

Developing the Ingenia Lifestyle App – a collaborative approach

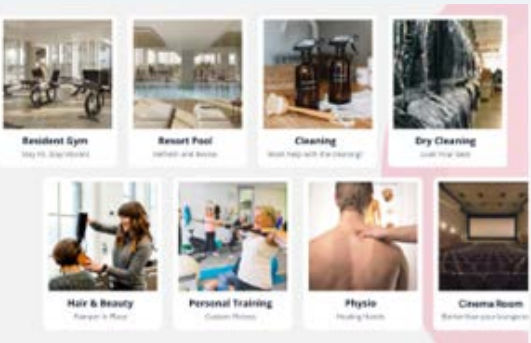
The Ingenia Lifestyle App was developed through a close, collaborative partnership between Ingenia and Generator Tech, with a shared focus on enhancing the resident experience and strengthening connection across our communities.

From the outset, the process was informed by direct feedback from residents and frontline community teams, ensuring the App was designed around real needs, easy usability and meaningful engagement.

Ingenia and Generator combined lifestyle living expertise with digital innovation to create a resident focused platform that supports day to day communication, community connection and amenity activation.

The App was piloted across a diverse mix of communities to test functionality, accessibility and relevance, before being progressively rolled out across the portfolio. This iterative approach allowed refinements to be made based on resident and team insights, ensuring the final product was intuitive, inclusive and practical for daily use.

Get future residents
excited about
Services & Spaces



At the time of this report:

- 5,526 active users on the App (75% of the Lifestyle portfolio of residents)
- Ingenia has reached 506,847 residents via notices
- Our residents have completed 1,384,459 App sessions – whether reading a news article, accessing documents, booking space (10,551 requests), lodging maintenance requests (920) or viewing the events calendar, including 32,579 RSVP's to events across the communities.

The Outcome

Benefits for Residents and Communities

The Ingenia Lifestyle App provides residents with a single, trusted digital touchpoint that keeps them informed, connected and engaged.

Residents receive timely updates and important notifications in real time, including weather events, service outages and community information, supporting safety and peace of mind. The App also makes it easier to stay involved in community life, with access to events calendars, activities, news, photos and wellbeing initiatives that foster connection and a strong sense of belonging.

The overall feedback from our residents and our teams has been very positive.

The key features of the App include:

- **Events schedule and calendar** – eg in August 2025 alone, we promoted 1,983 events , fulfilling the HOME principles. This included 1,213 Meaningful Connection events, 599 Health & Wellbeing events, 121 opportunities for discovery events, and 50 easy living events.
- **An opt-in/opt-out resident directory** to increase engagement and connection.
- **News Feed**, including weekly updates and newsletters from our Community Managers on what is happening in the communities and development updates for developing communities. Our Ingenia Connect team also publishes a fortnightly Health and Wellbeing news article across all communities.
- **A booking function** where residents can book services and spaces, and lodge maintenance requests.
- **A HUB** for residents to access FAQs on their community, including community rules, afterhours access, RAF program, parking, power outages, selling your home, amenity hours, pet applications, community maps, emergency information, social club news and updates etc.
- **Photo galleries** – photos from community events are published in photo galleries (these photos also scroll across the TV screens in the entry to clubhouses, giving a great visual of what community life is like for incoming residents).
- **Perks** – the Ingenia Gold Card and any other local perks that residents have access to, are promoted eg discounts at stores/cafes etc.



Next Steps

The app is now being rolled out to incoming residents so we can engage with new residents early, and to provide them with a glimpse of community life prior to moving in.

We are committed to continually improving the App in line with our HOME principles, and seeking regular feedback from our residents and teams around what functionality they would like to see – to ensure this key resource meets the information needs of our residents and enhances their experience in our communities.

We are continually working with Generator to deliver enhancements and upgrades based on the feedback we receive. Planned enhancements include:

- A resales function, publishing homes for sale in our communities
- Fillable forms and short surveys.

