

Ingenia Lifestyle

Chambers Pines

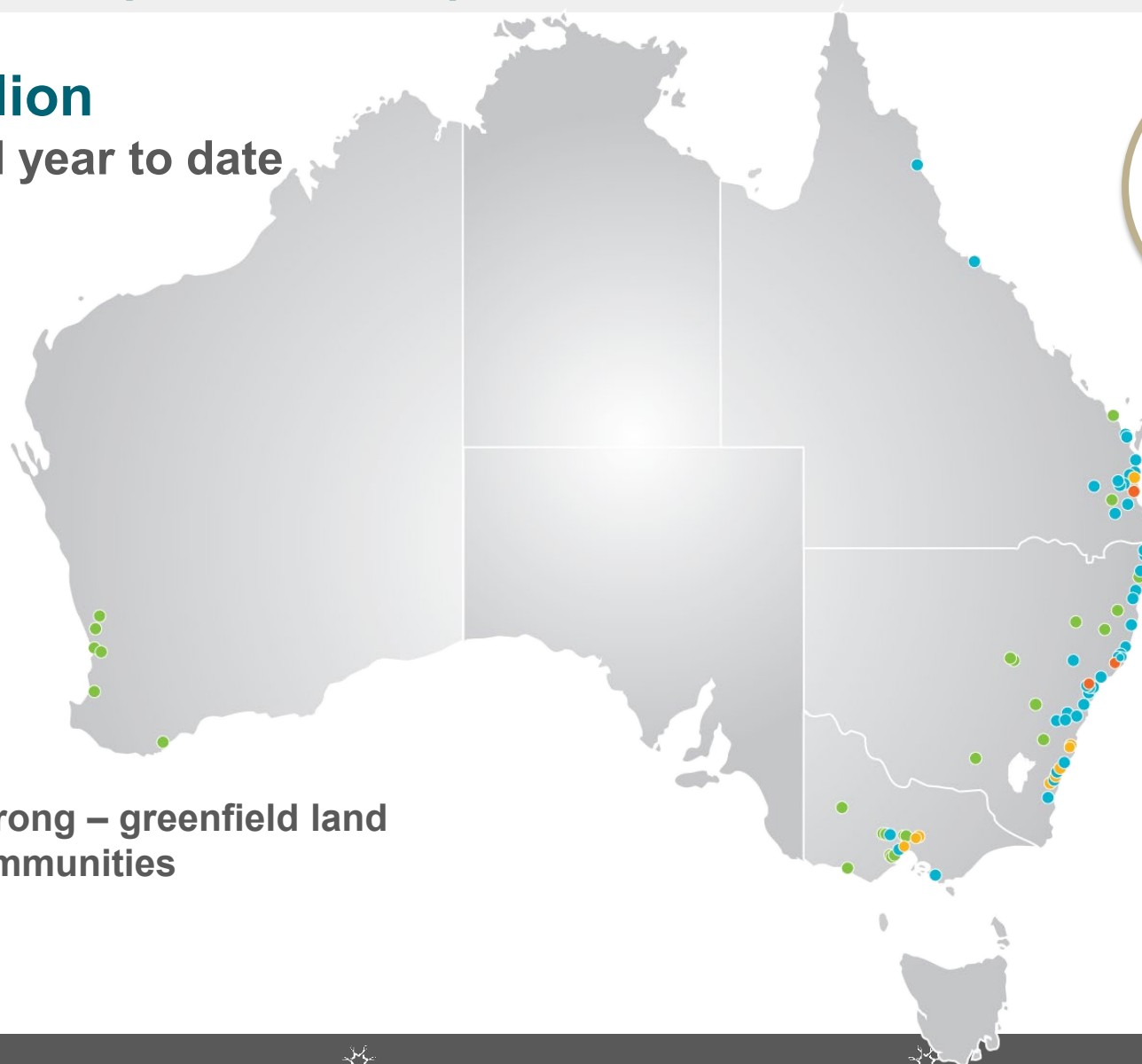


INGENIA COMMUNITIES GROUP
VIRTUAL INVESTOR BRIEFING

Portfolio overview

Continuing to grow operations and portfolio scale

Over **\$170 million**
assets acquired year to date



80
Communities

\$1.3B
Property Portfolio

Pipeline remains strong – greenfield land
and established communities

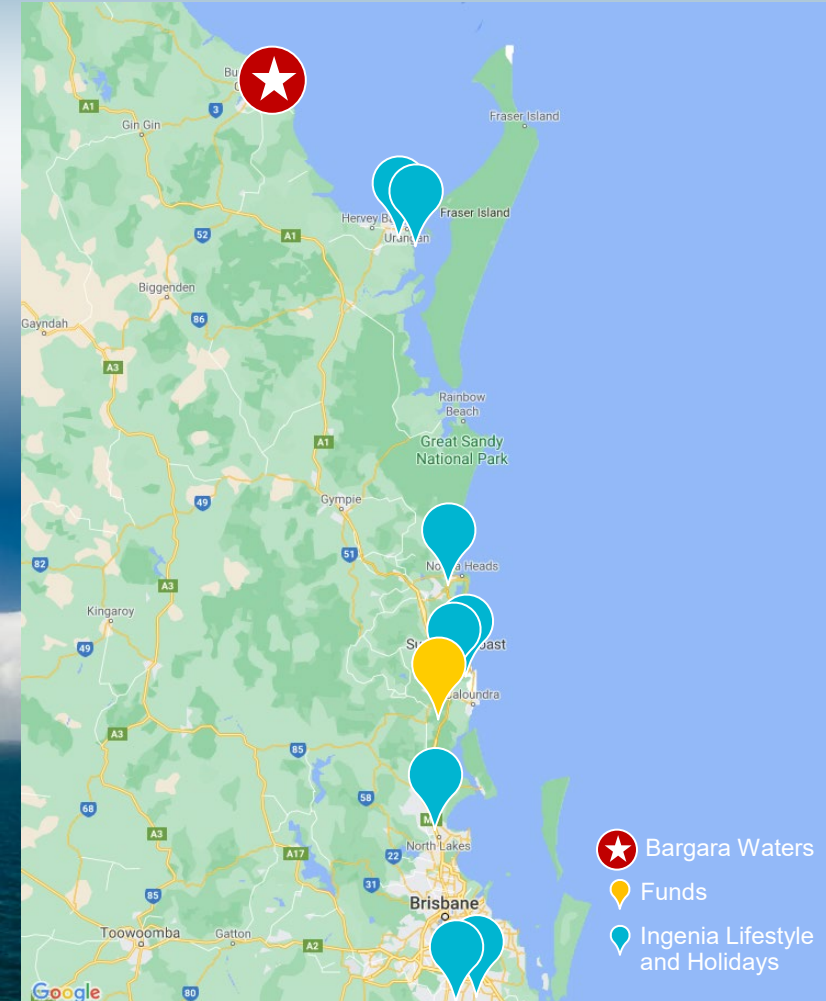
- 42** Lifestyle and Holiday Communities
- 26** Ingenia Gardens Communities
- 9** Funds
- 3** Joint Venture (greenfield)

Expanding presence in Queensland

Greenfield site at Bargara expands balance sheet pipeline

Bargara Waters Lifestyle Resort

- Extends presence on Queensland coast
- Ingenia Lifestyle Hervey Bay is located approximately 1.5 hours away
- Bargara is a popular tourist town which is well serviced by amenities and has benefitted from substantial investment
- Both Bundaberg and Bargara are popular with retirees and the development is anticipated to appeal to locals and downsizers from city locations seeking a sea change
 - Median house in Bargara was \$400,000 in FY20



Bargara Beach, QLD

Expanding presence in Queensland

Greenfield site at Bargara expands balance sheet pipeline

Bargara Waters Lifestyle Resort

- Attractive 16.2 hectare ocean front greenfield site with approval for a 344 home land lease community and associated community facilities
- The development will be undertaken on Ingenia's balance sheet, boosting the Group's fully owned development pipeline

Works are anticipated to commence in FY22, with first settlements targeted for FY23



Expanding presence in Queensland

Premium lifestyle community on Sunshine Coast acquired March 2021

Nature's Edge, Buderim, Queensland

- Unique, premium community located on the Sunshine Coast, one hour north of Brisbane
- Newly developed community with 181 homes, facilities in place and a further 68 approved development sites
- Mature adjoining community, The Village Forest Glen, of 51 homes
- Development site includes 21 quality tourist cabins which will be deployed elsewhere across the Group



Quality, architect designed homes, manicured gardens and premium facilities at Nature's Edge

Expanding presence in Queensland

Holiday and rental community in Townsville acquired March 2021

BIG4 Townsville Woodlands, Townsville, Queensland

- Mixed-use resort located in Townsville, along popular drive route to Cairns with a high portion of local and interstate guests
- Well presented resort, with a mix of holiday accommodation, long-term rentals and attractive facilities
 - Long-term rentals provide stable rental stream
- Ability to enhance returns through the addition of five new tourism cabins (approvals in place), refurbishment of existing cabin stock and integration into Ingenia platform
- Ingoing yield >8% with significant upside identified
- Adds 103 cabins/sites plus 55 long-term rentals



Family friendly facilities at BIG4 Townsville Woodlands Holiday Park

Ingenia Holidays



An aerial photograph of the Ingenia Holidays Soldiers Point resort. The resort is situated on a coastal strip, featuring a large central green lawn, numerous small yellow buildings with blue roofs, and a large parking area. The resort is surrounded by lush greenery and palm trees. In the background, the turquoise ocean stretches to the horizon, with several islands visible in the distance. The sky is clear and blue.


Ingenia Holidays
SOLDIERS POINT

Acquisition of unique portfolio of holiday parks to complete July 2021

Attractive assets delivering immediate accretion

Portfolio of five leasehold holiday parks located in key markets

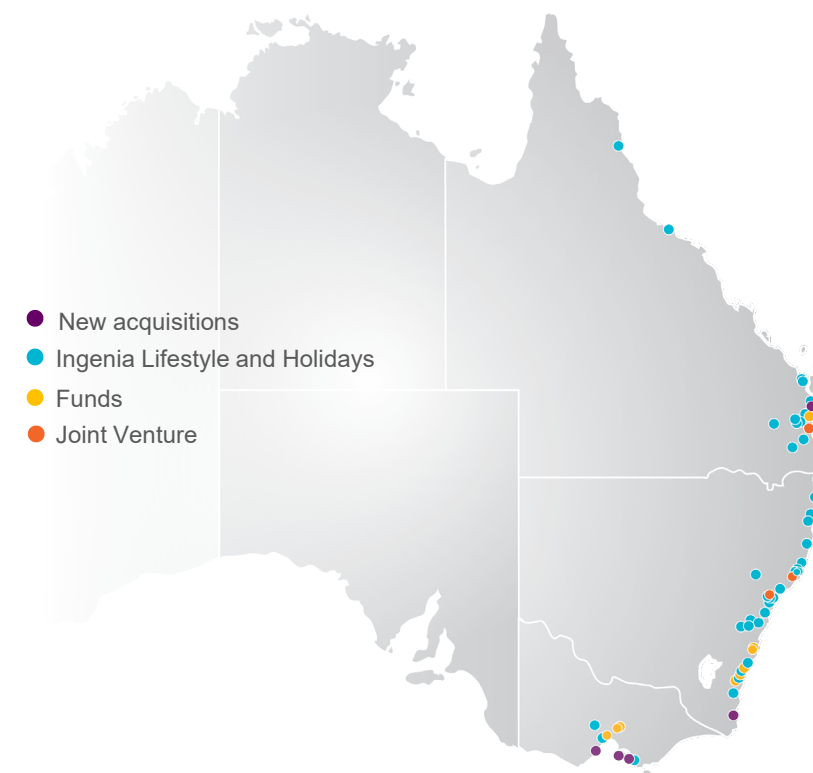
- Three parks in Victoria, complementing BIG4 Inverloch and providing immediate scale
- Two parks within existing east coast clusters, providing additional scale and efficiencies in target markets

Mix of stable cashflows and holiday revenue supporting attractive yield

- Ingoing yield of over 10%
- Potential upside through identified asset management strategies

Adds 844 income producing sites to holidays business, increasing holidays portfolio by over 20%

- Annual and permanent sites provide circa 30% of revenue
- Strong market conditions for domestic travel and revenue management expected to enhance tourism returns
- One of the largest networks of holiday parks on the East Coast



| Asset configuration | No. sites |
|---------------------|-----------|
| Cabins | 170 |
| Powered sites | 384 |
| Unpowered sites | 40 |
| Annuals | 250 |
| Total | 844 |

Merry Beach Caravan Park expands NSW South Coast presence

Acquisition scheduled to complete 4 May 2021

- Adds 540 income producing sites through an established park with identified upside
- Located in a prime beachfront location on over 13 hectares of perpetual leasehold and licensed land
- Includes over 350 annuals providing a stable revenue base
- The park enjoys easy access to the beach and the Murramarang National Park
- Opportunities to enhance performance include remixing the accommodation offer and selected investment to upgrade facilities



Quality portfolio with expanding east coast presence

Recent acquisitions enhance footprint and leverage established platform

>1,100
Cabins

>2,500
Sites

>1.1m
Room nights

>1,300
Annuals



Prime holiday locations

Ingenia is a leading owner and operator of a growing number of holiday communities.

QUEENSLAND

- ★ 1. Cairns Coconut
- ★ 2. Townsville
- 3. Hervey Bay
- 4. Noosa
- 5. New Acquisition
- ★ 6. Rivershore
- 7. Landsborough

PORT STEPHENS

- ★ 13. Soldiers Point
- ★ 14. Middle Rock
- ★ 15. One Mile Beach

NEWCASTLE & HUNTER

- 16. Hunter Valley
- 17. Lake Macquarie

NORTH COAST

- 8. Kingscliff
- 9. Byron Bay

OUTER SYDNEY

- ◇ 18. Sydney Hills
- 19. Avina
- ◇ 20. Nepean River

MID NORTH COAST

- ★ 10. White Albatross
- 11. South West Rocks
- ★ 12. Bonny Hills

SOUTH COAST

- 21. Shoalhaven Heads
- ★ 22. Lake Conjola
- 23. Wairo Beach
- 24. Merry Beach
- 25. Tomakin
- 26. Broulee
- 27. Moruya
- 28. Ocean Lake
- 29. New Acquisition

VICTORIA

- 30. New Acquisition
- 31. New Acquisition
- ★ 32. Inverloch
- 32. Inverloch Foreshore
- 33. New Acquisition

On completion of announced acquisitions the portfolio will consist of 33 holiday parks along Australia's East Coast, from Victoria to Cairns

Outlook for domestic travel is positive

‘Holidaying at home’ has driven growth in demand

Market conditions for caravanning and camping remain buoyant

- Market demonstrating resilience post COVID
 - Adjusting to ‘lock downs’; providing flexible terms’
- Growing awareness supporting future demand
 - Recent NSW Caravan and Camping Supershow had unprecedented attendance – up 15% on 2019 at over 60,000 people
 - Strong interest from ‘grey nomads’
- Ingenia adapting model to cater to diverse guests and needs
- Focus on converting first time guests to repeat customers
 - Addressing challenges for first time visitors
 - Contactless check in
 - Pre arrival communications



Booking.com

★★★★★

Property: Ingenia Holidays Avina
Posted: October 11, 2020

tripadvisor

★★★★★

REVINATE
This review was published from Revinate Surveys.
[View the Survey.](#)

Property: Ingenia Holidays Broulee
Posted: October 30, 2020

Our families first time here at we loved it recommend it

Kerri-ann, Australia (10/11/20)
Good: Everything

We will be back!

mtOct2020 (10/29/20)

Fantastic park - staff simply amazing! Facilities clean and well maintained - pool a great size! Easy beach access and smooth check in. Friendly family atmosphere and very knowledgeable about the local area. Kids and I had a fantastic stay! Thank you so much.

Ingenia Holidays business has rebounded strongly

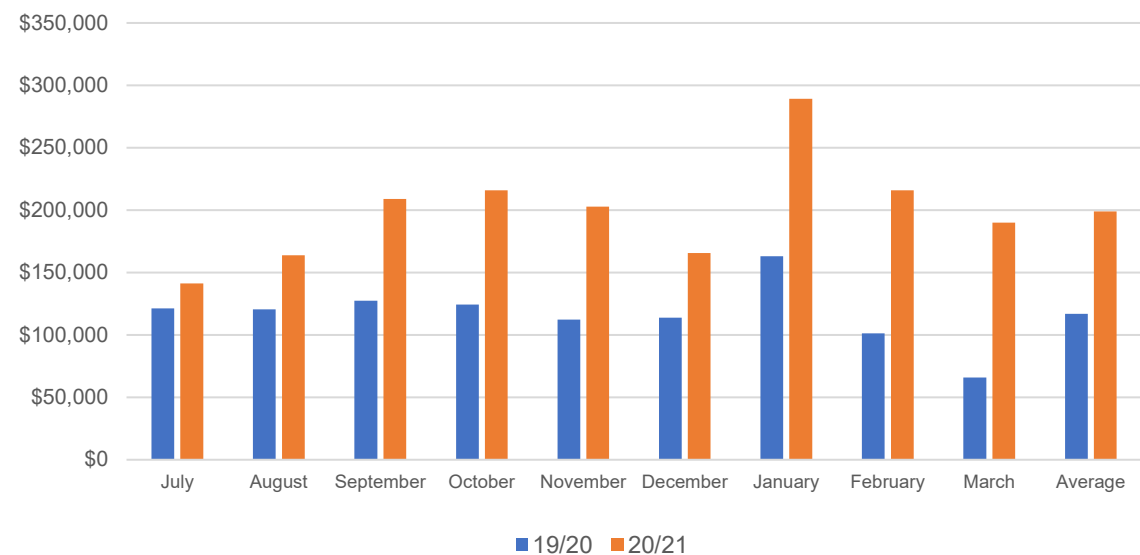
Year to date the portfolio has delivered strong growth across key metrics

- Year to date revenue to end March up circa 20% on prior corresponding period (based on like for like portfolio)
 - Occupancy at 60% (up 5% on prior year like for like)
 - REVPAR of \$57 up 18% and REVPOR of \$95 up 12% – like for like
- Opening of intrastate borders strengthened demand with average daily booking revenue increasing
 - Daily bookings have continued to grow

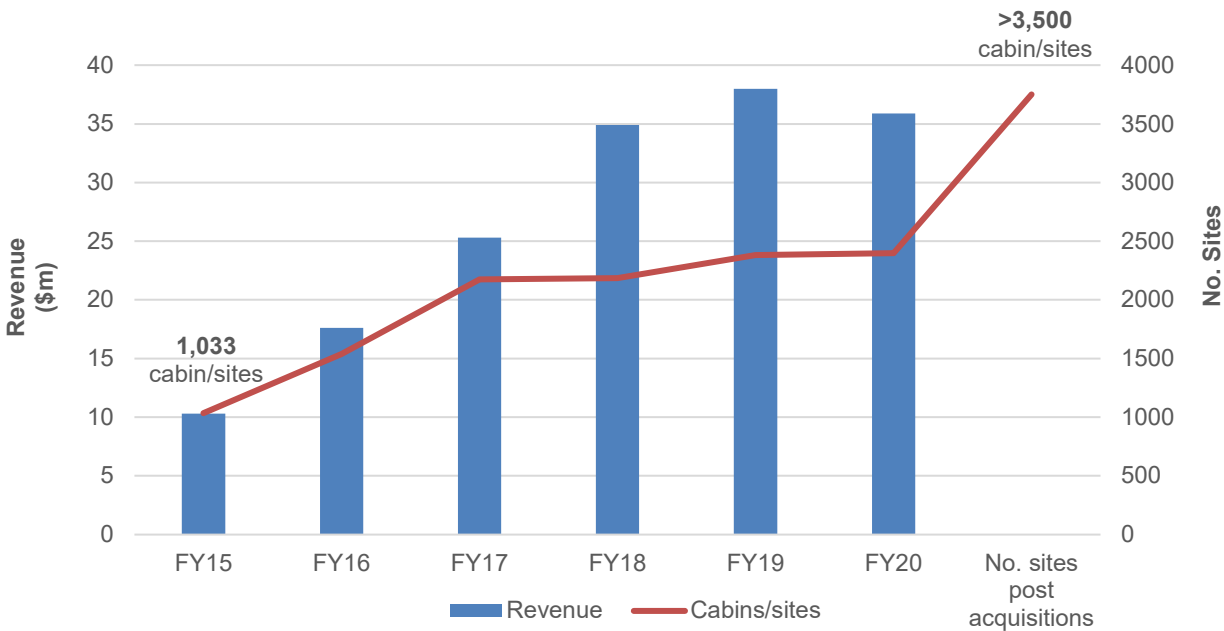
- Acquisition strategy has increased exposure to recovering market and upside as restrictions have eased
 - Portfolio now providing over 1.1 million room nights per annum

Expect revenue growth and margin expansion for FY21 supported by strong holdings through to June and increased portfolio scale

Average Per Day Booking Revenue



Increasing scale supporting revenue growth



Recent trends and performance

Digital presence supporting growth – key assets performing well

- Driving significant growth in traffic through ingeniaholidays.com.au
 - Online bookings up materially – more than 47% of bookings via website YTD March 2021
 - Lower use of Online Travel Agents (OTAs), providing cost savings and greater engagement
- Expect improved trading outside traditional 'peak'
- Parks within drive distance of cities continuing to exhibit strongest demand as customers travel closer to home and take shorter breaks
 - Weekends remain strong
 - Opening of borders and domestic airline capacity benefitting Cairns Coconut leading into peak winter trading period
 - Sydney parks servicing CBD mid-week demand and sporting groups showing signs of recovery (represent only 5% of portfolio 'room nights')

Snapshot – Ingenia Holidays Cairns Coconut

- Availability of domestic travel improving accessibility
- Strong bookings in place for peak winter trading periods - local 'drive' market and interstate guests
- Winter bookings ahead of 2019
- Evolving in park offer with addition of new playground and lagoon bar
- Expect strong winter trading



New playground planned for Cairns Coconut

Current Initiatives

Capitalising on increased demand

Evolving guest experience and product to respond to emerging needs

- Increasing capacity and evolving accommodation offer
 - Addition of new cabins at supply constrained parks (60+ planned FY22)
 - Refining cabin design in response to guest feedback
- Selectively investing in new facilities and in park amenities



Current Initiatives

Capitalising on increased demand

Evolving guest experience and product to respond to emerging needs

- New website with increased functionality – plan your itinerary through our parks
- Digital marketing to 225,000+ database
- Broadening customer base
 - Increasing presence in broader tourism market
 - Partnership with South Sydney 'Rabbitohs' rugby league team



GET SHUCKED ALONG THE SAPPHIRE COAST

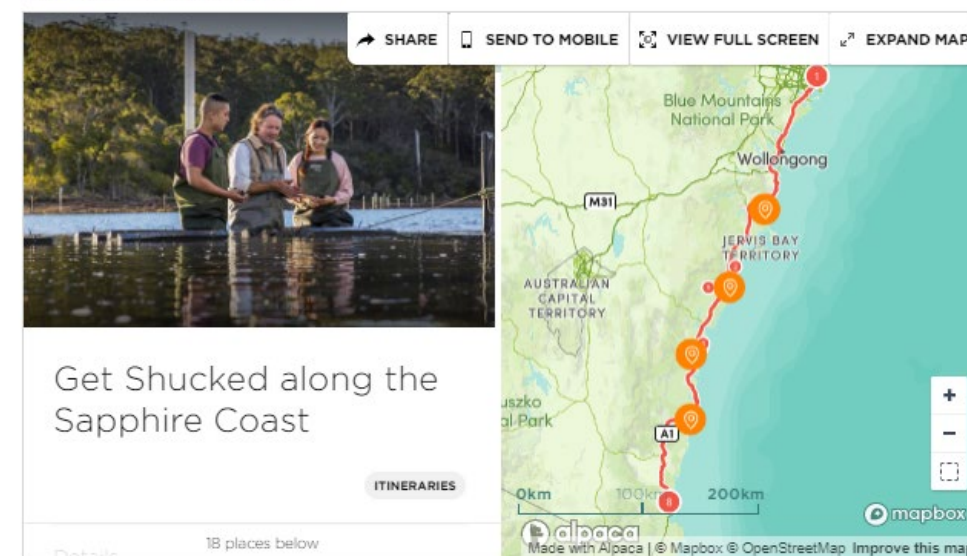
17 November, 2020

If you've ever ordered oysters from one of Sydney's top restaurants – think Bennelong, Rockpool or Quay – there's a good chance it was a Sydney rock oyster.

Grown along a 1,500-kilometre section of New South Wales and Victorian coastline aka the Sapphire Coast, there's plenty of opportunities to sample these delicious morsels fresh from the farm, just a few hours south of Sydney's CBD.

Forget the Sydney Harbour views and put this Sapphire Coast road trip on your agenda to sample award-winning oysters a stone's throw from where they were farmed.

Get ready to shuck, sip and slurp your way through your next long weekend road trip with this guide to the Sapphire Coast.



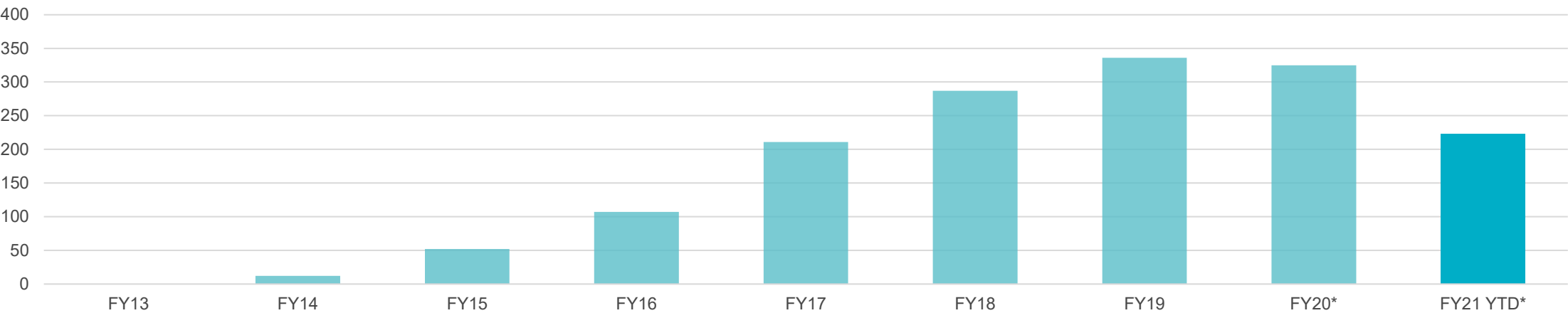
Residential Markets



Post COVID sales rebound supported by market conditions

- Growing sales enquiry and increasing settlements
 - February a record month for sales
 - Settled 223 homes to 31 March 2021 (Ingenia and JV)
 - Additional 324 deposits and contracts in place at 31 March 2021
- Average above ground per home development profit remains stable
- Despite impact on sales and settlements timing due to COVID, mid-term settlements outlook remains positive
- Demand underpinned by longer term demographic trends and more recent catalysts
 - Ageing population and low penetration rate
 - Increasing market awareness
 - Attractiveness of community living post COVID isolation
 - Attractiveness of regional and coastal markets

New Home Settlements

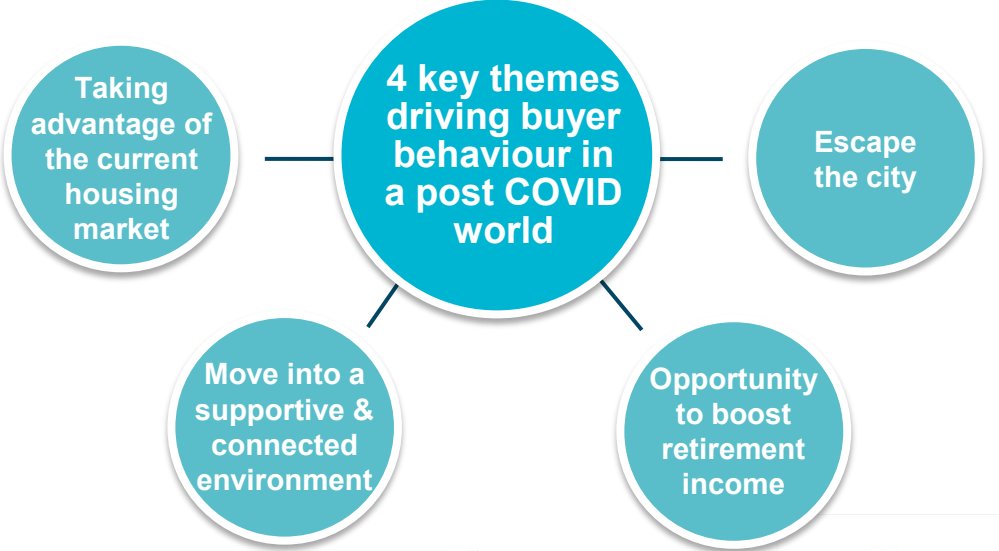


* Includes Joint Venture Settlements. FY21 YTD to 31 March 2021.

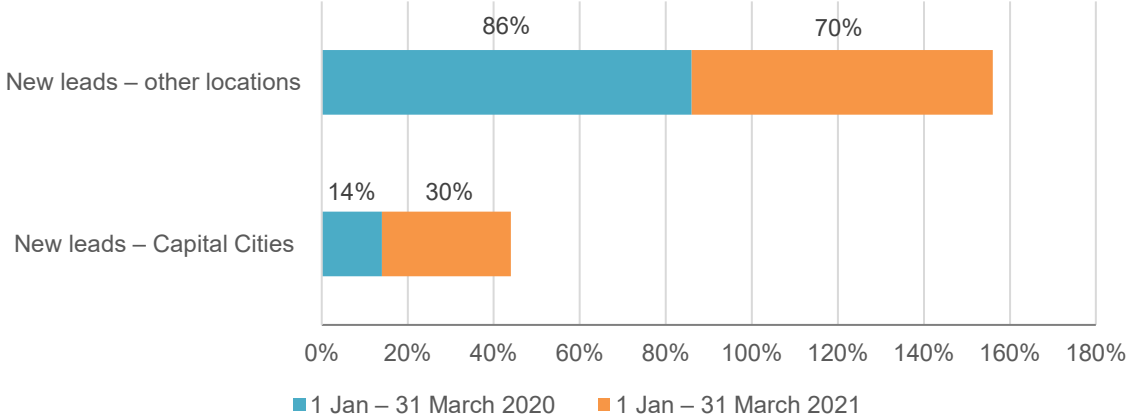
Growing customer awareness of the sector

Increasing consumer demand for community living post COVID

- Demand for sea and tree change locations from capital city markets
- Increased capacity to pay
- A more educated buyer emerging
- Growing awareness of the sector
- Appeal to pensioners and self-funded retirees
- Increasing price diversity to meet market demand



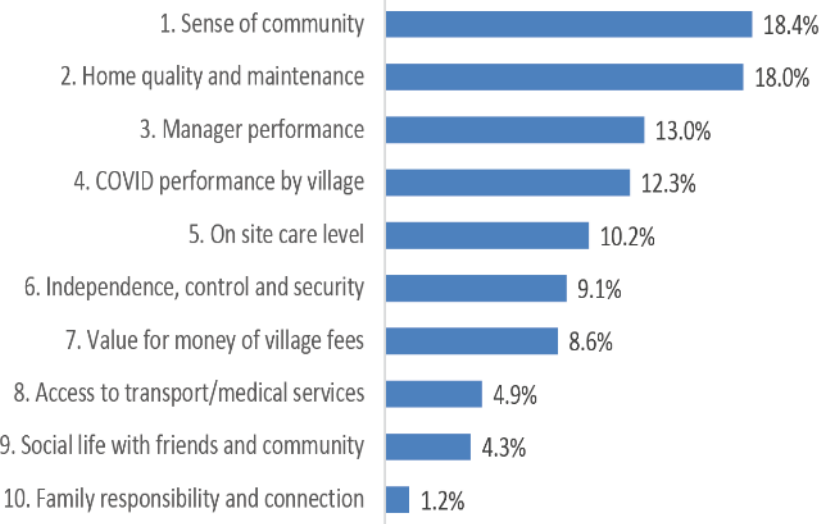
Emerging Lead enquiry from Capital Cities



Ingenia performing strongly in light of customer insight from industry research

Industry research post-COVID confirmed there are **10 Key factors that drive customer satisfaction and advocacy**

Drivers of Differences in Satisfaction
– Relative Importance Overall



The result of research into 4,500 surveys of retirement and lifestyle living residents; 2,270 prospective residents and 40 in depth interviews.

THE DCM | **NATIONAL RESIDENT SURVEY**
2020 | **Summary Report**



The pillars that underpin Ingenia’s strong value proposition

COVID has driven an increased priority on ageing support, location and a safe environment when choosing a community.

Post covid, as more Baby Boomers look to downsize, home design, upkeep and maintaining an active social life will come into greater focus for new prospects.

Source: page14 DCM National Resident Survey Report

First greenfield project established new benchmarks – now sold out

- 270 homes SOLD OUT
- Launch record
- Strong price escalation
- Platinum Home innovation
- First solar installation
- Established new benchmark for lifestyle living

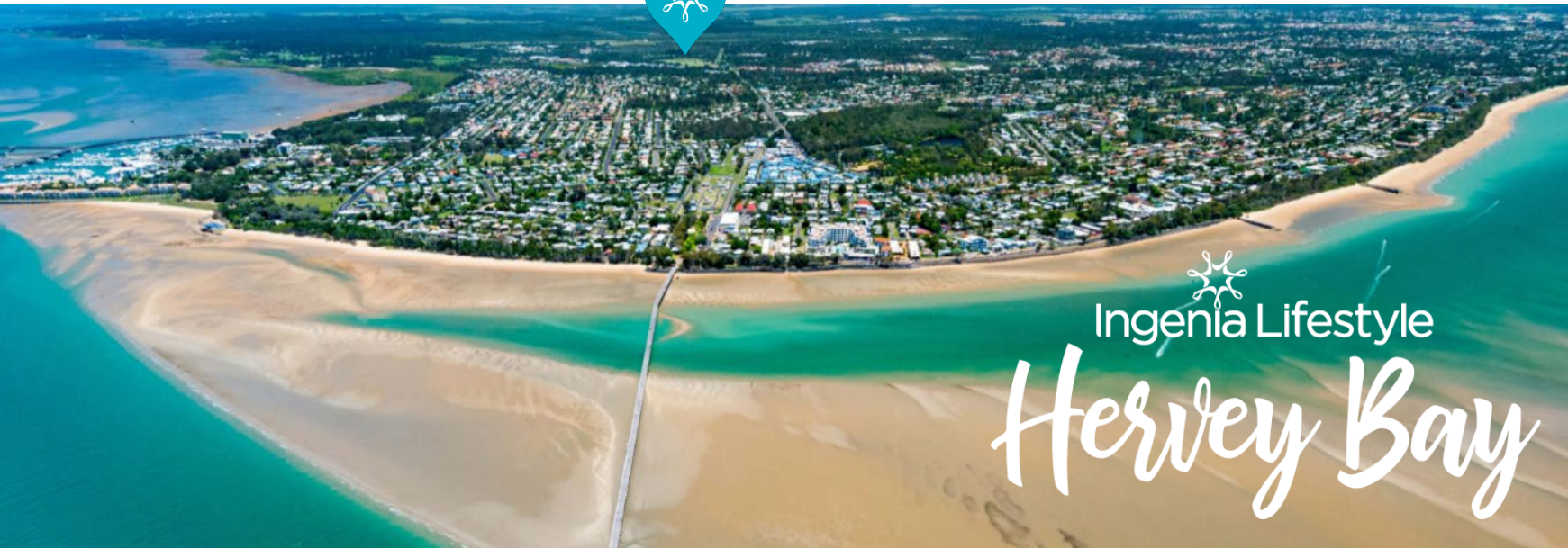
latitude one

Winner

**National Marketing Excellence Award 2018
Retirement Living Awards**



Affordable lifestyle & sea-change proposition drives sales volumes at Hervey Bay



Ingenia Lifestyle



Ingenia Holidays



Ingenia Gardens

Ingenia Rental

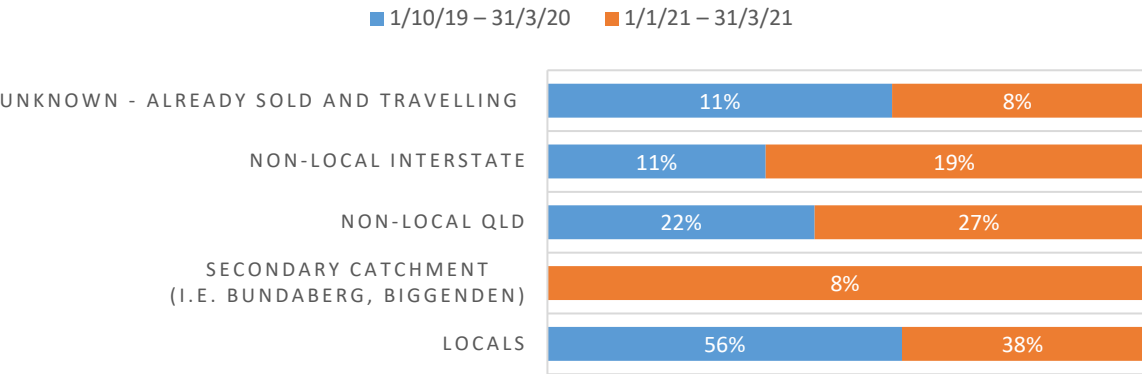
Ingenia Lifestyle Hervey Bay

Sea change lifestyle and affordability

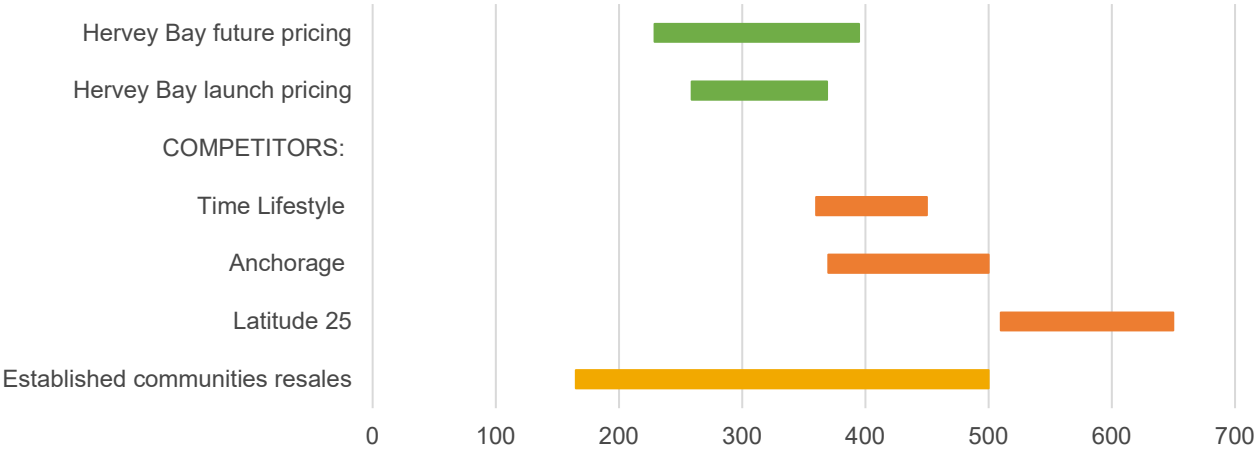
- Project pre-launch early 2019
- First homes settled December 2019
- 100+ residents now in place
- Current deposits and contracts are exceeding expectations
 - Settlements outperforming
- Clubhouse nearing completion – early FY22
 - Will further stimulate sales volume and price and rent uplift opportunities
- Launch price - \$259,000 to \$369,000
- Further increased diversity of product mix at top and bottom end of the price band to increase sales velocity
- Future price - <\$239,000 to \$385,000+



Location origin change pre and post covid



Hervey Bay Launch and Current Pricing v. competitors (New Home Sales) GST Inclusive



Questions




Ingenia Holidays
BONNY HILLS

Thank You



Ingenia Lifestyle
Nature's Edge

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