

#### **Forward Looking Statements**

This presentation contains statements that are forward thinking.

Forward-looking statements are disclosures regarding possible events, conditions, or results of operations that are based on assumptions about future economic conditions, courses of action and include future oriented financial information.

These statements represent Genesis's intentions, plans, expectations, and beliefs and are based on our experience and our assessment of historical and future trends, and the application of key assumptions relating to future events and circumstances. Future-looking statements may involve, but are not limited to, comments with respect to our strategic initiatives for 2013 and beyond, future development plans and objectives, targets, expectations of the real estate, financing and economic environments, our financial condition or the results of or outlook of our operations.

By their nature, forward-looking statements require assumptions and involve risks and uncertainties related to the business and general economic environment, many beyond our control. There is significant risk that the predictions, forecasts, valuations, conclusions or projections we make will not prove to be accurate and that our actual results will be materially different from targets, exceptions, estimates or intentions expressed in forward-looking statements. Assumptions about the performance of the Canadian and US economies and how this performance will affect Genesis's business are material risks and assumptions.

Investors and others should carefully consider these factors, as well as other uncertainties and potential events, and the inherent uncertainty of forward-looking statement, whether written or oral, made by Genesis on its behalf.





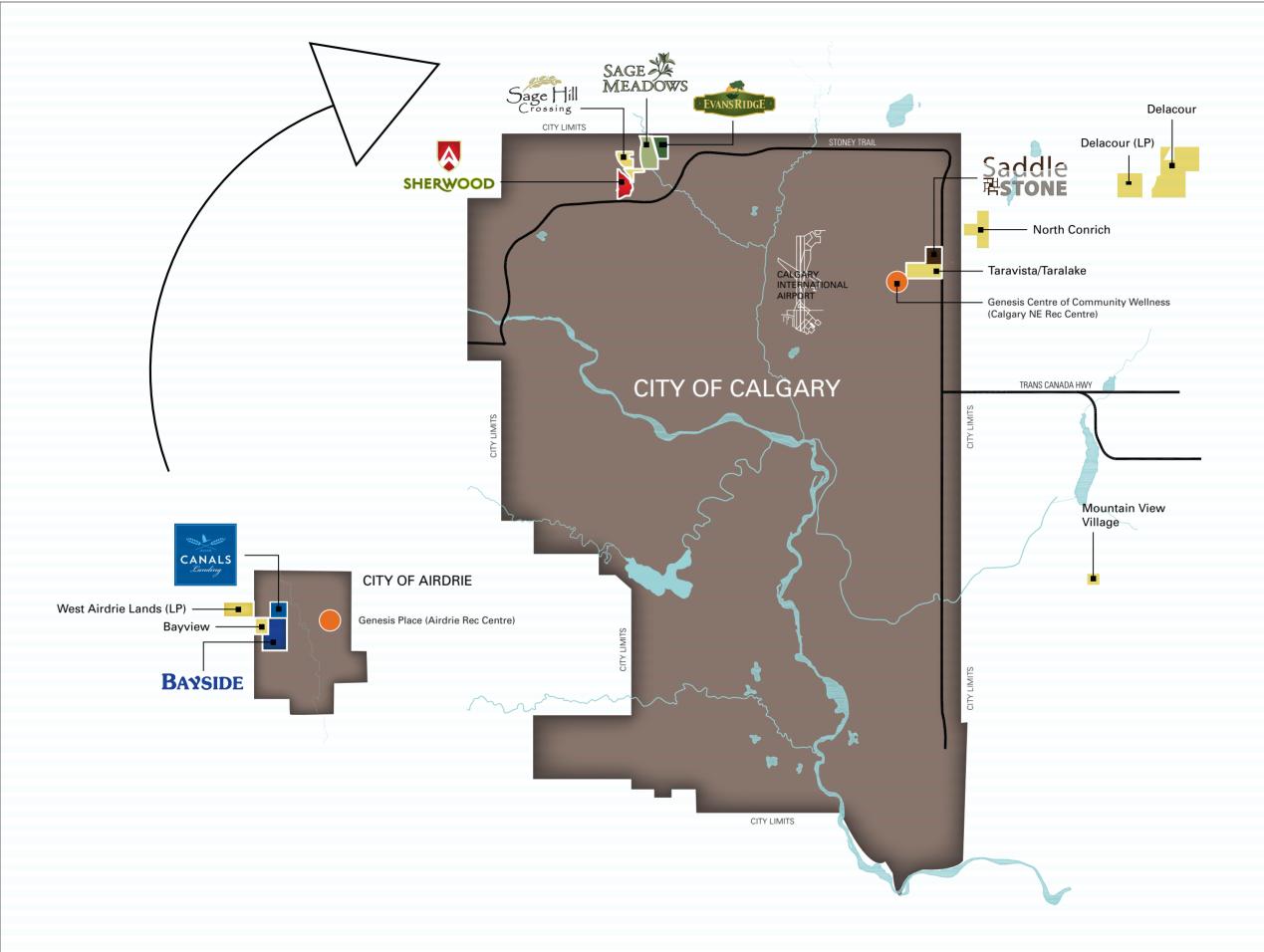
## WHO ARE WE?

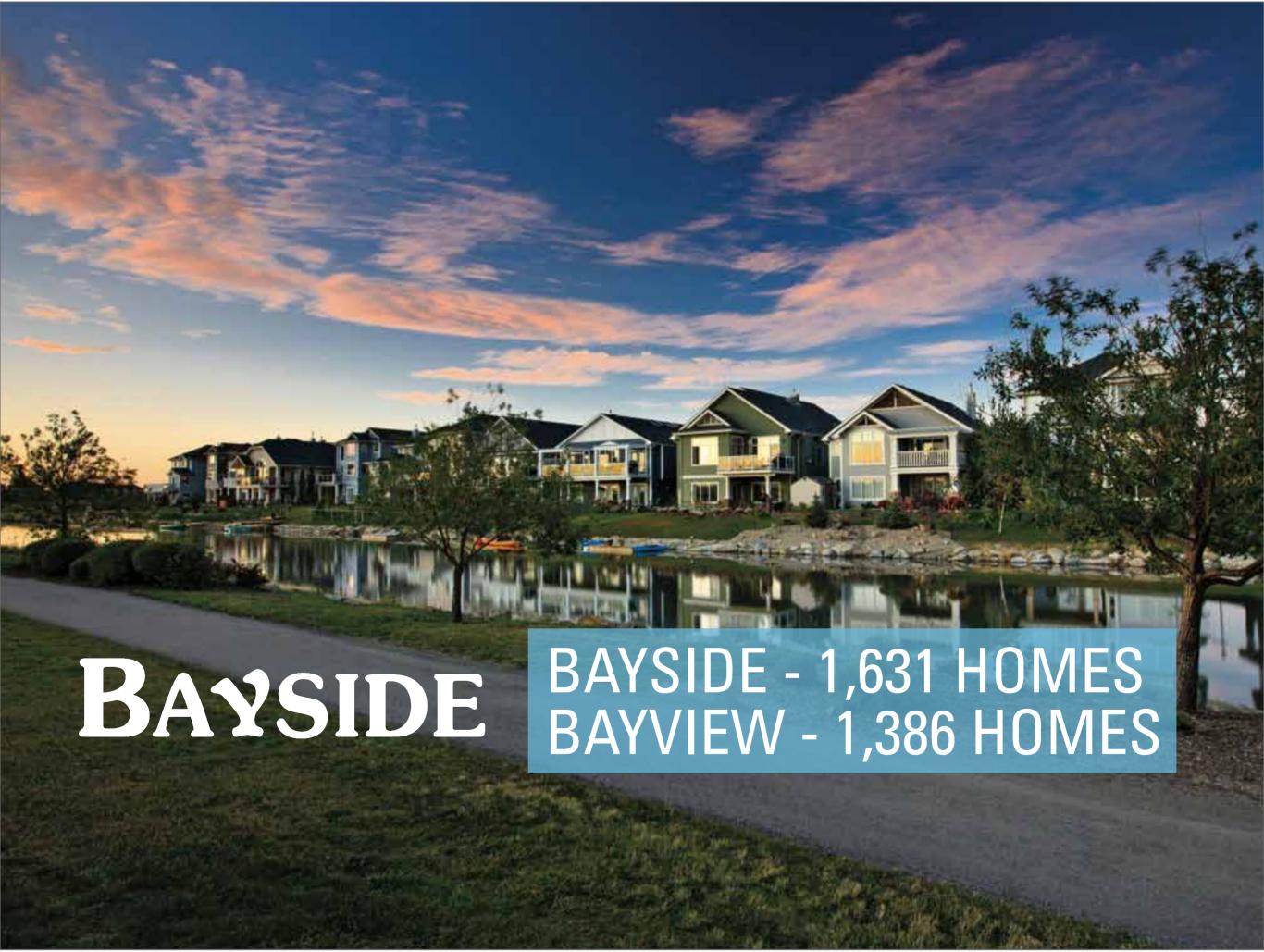
20 YEARS IN BUSINESS INTEGRATED
REAL ESTATE
DEVELOPMENT
CORPORATION

PORTFOLIO
OF LAND IN
WESTERN
CANADA

PRIMARY FOCUS
ON CALGARY
METROPOLITAN
AREA ("CMA") &
AIRDRIE

3



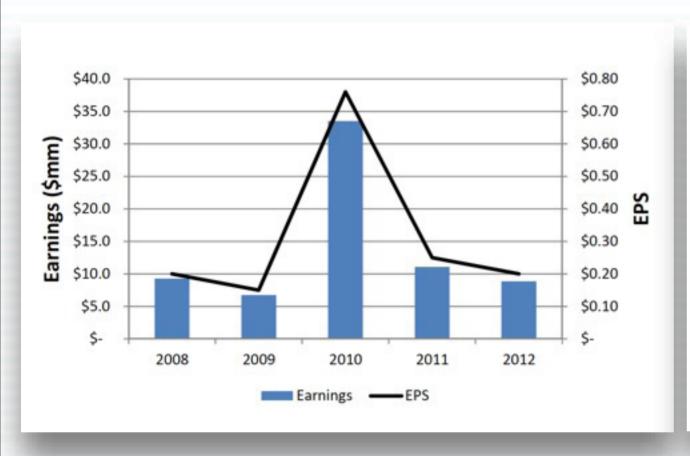


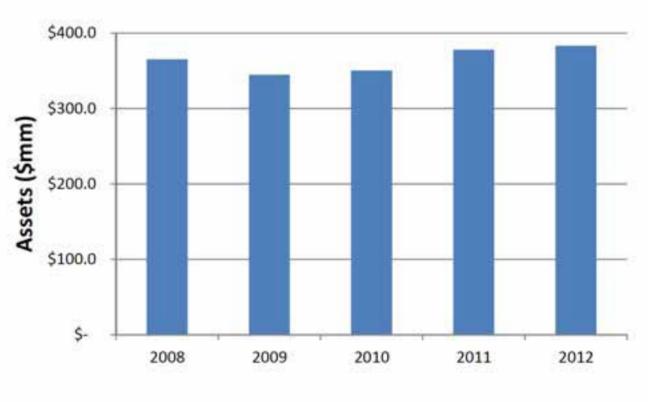






#### OUR RESULTS



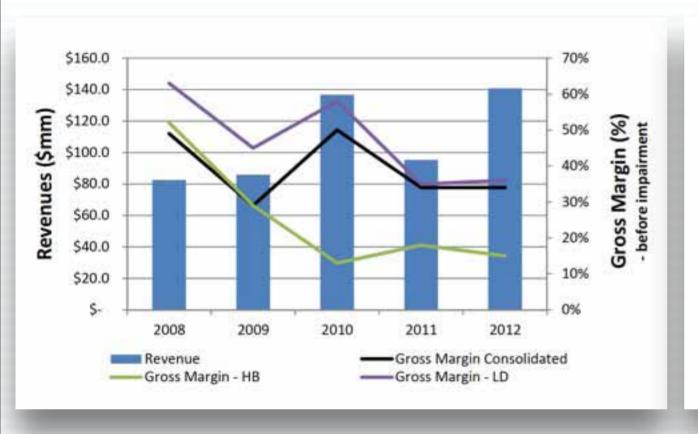


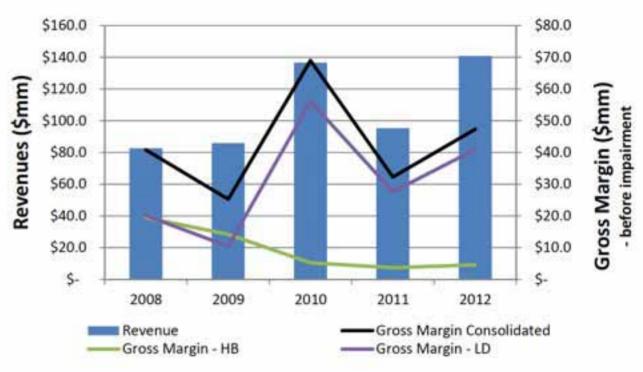
- 12TH CONSECUTIVE YEAR OF POSITIVE EARNINGS -
- SOLID ASSET BASE FOR FUTURE DEVELOPMENTS -

9

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#### OUR RESULTS





- STRONG REVENUES - FAVOURABLE GROSS MARGINS - LAND DEVELOPMENT ESPECIALLY STRONG -

10

# WHO ARE WE TODAY?

- FRESH PERSPECTIVE WITH IN-DEPTH BUSINESS REVIEW
- MULTI-YEAR STRATEGIC PLAN BEING FINALIZED:
  - EFFICIENTLY MANAGE AND MAXIMIZE LAND VALUE
  - PROFITABLY EXPAND THE HOMEBUILDING BUSINESS
  - MAXIMIZE NET CASH FLOW
  - IMPROVE SHAREHOLDER RETURNS

### OUR MARKET

Statistics*	Growth	Region	Time Period	Above (+) / Below (-) National Average
Economy	2.9%	Alberta	2017	+
Employment	1.6% — 2.1%	Alberta	2017	+
Population	44%	Calgary	2036	
Housing starts	10,000 annual	Calgary	2017	

<sup>\*2013</sup> Altus market study on Alberta economy & Calgary region residential market

## EXPECT STRONG, STABLE ECONOMY & HOUSING MARKET – LAND SUPPLY EXPECTED TO TIGHTEN IN THE CMA –

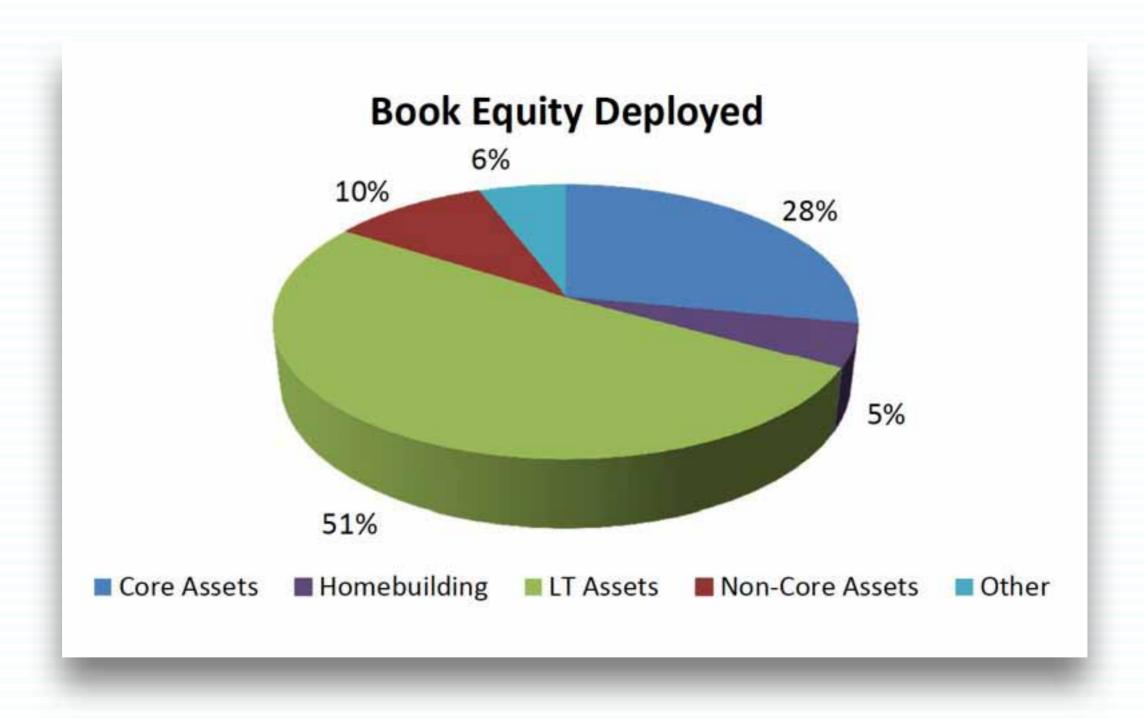
### OUR STRATEGY

#### **EXECUTE MULTI-POINT BUSINESS PLAN**

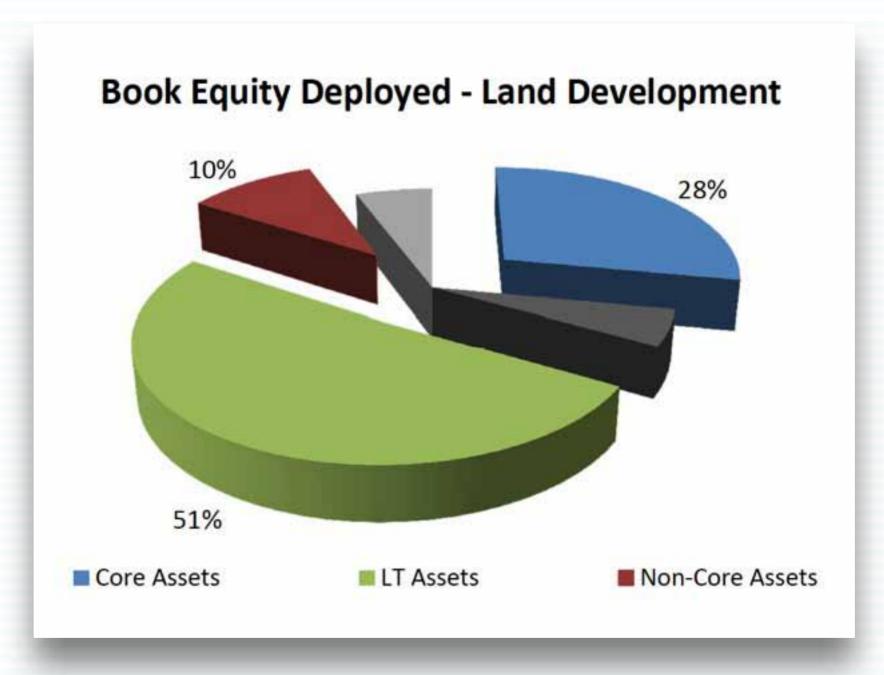
- BUILD PROFITABLE HOMEBUILDING BUSINESS
- DETERMINE DEVELOPMENT OF MULTI-FAMILY HOMEBUILDING & COMMERCIAL ASSETS
- SELL NON-CORE ASSETS
- SIMPLIFY & STREAMLINE ORGANIZATION
- EVALUATE BALANCE SHEET
- CREATE A "PEOPLE PLAN"
- BUILD INSPIRING & ENGAGING CULTURE



#### **OUR ASSETS**



## DEVELOPING OUR LAND



## ESTIMATED APPROVED LAND SUPPLY

#### **SINGLE FAMILY**

Area	Market Land	Genesis Land	Genesis % of Approved Land Supply	Market Supply Years	Genesis Supply Years
Calgary	26,450	768	3%	6	6
Airdrie	8,349	1,957	23%	9	7

#### **MULTI-FAMILY**

Area	Market Land	<b>Genesis Land</b>	Genesis % of Approved Land Supply	Market Supply Years	Genesis Supply Years
Calgary	46,860	6,929	15%	10	20
Airdrie	7,088	1,759	25%	40	8

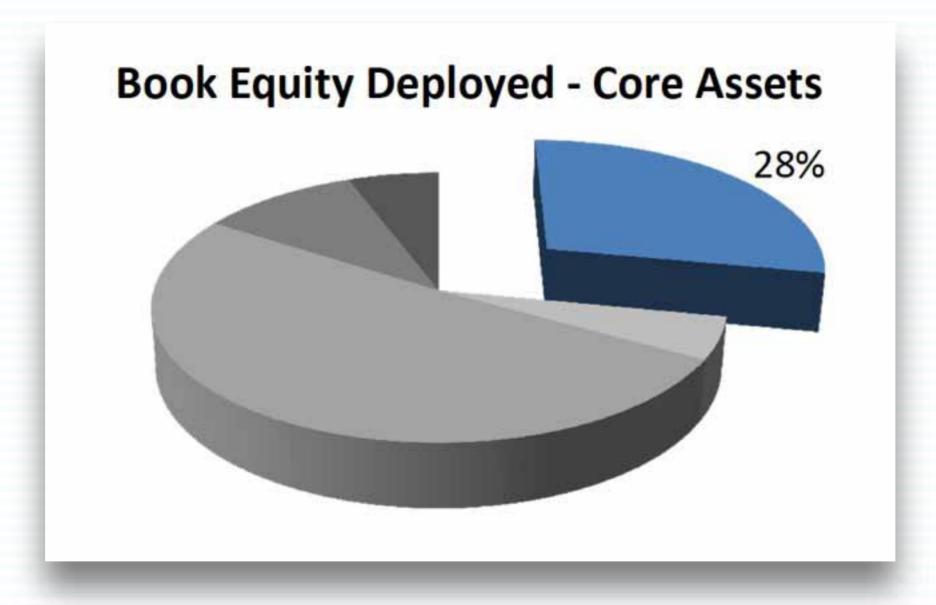
<sup>\*</sup>as at June 2013 \*\*as per 2013 Altus market study on Alberta economy & Calgary region residential

### LAND DEVELOPMENT STRATEGY

"Strategy: harvest & generate significant net cash flows."

- INCREASE DEVELOPMENT OF CORE ASSETS
- ACQUIRE APPROPRIATE LAND SITES
- ACCELERATE APPROVALS ON LONG-TERM ASSETS
- SELL NON-CORE ASSETS

### DEVELOPING OUR CORE ASSETS

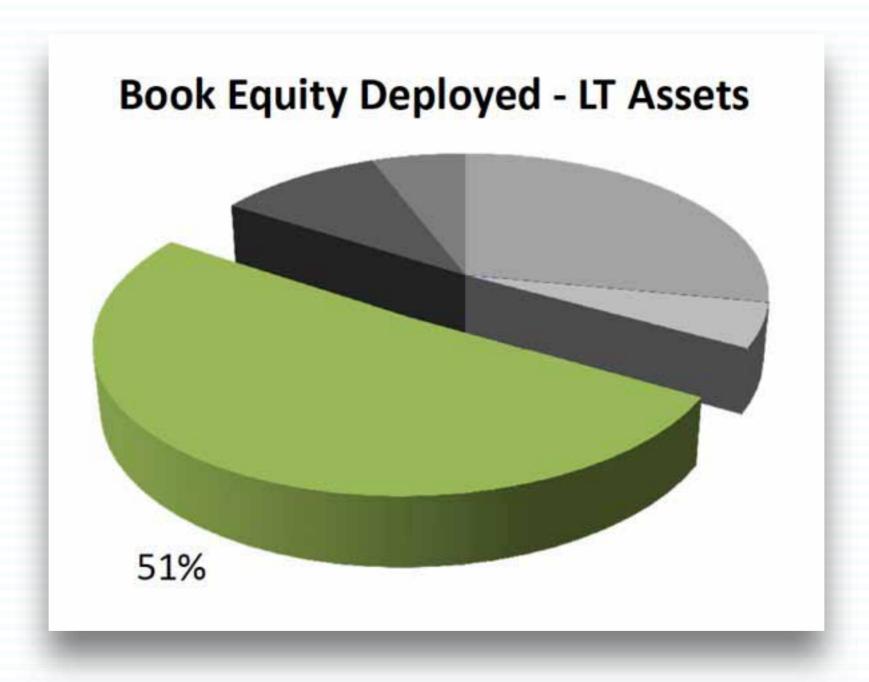


#### 2013 CORE ASSETS STRATEGY

- INCREASE # OF LOTS SERVICED & SOLD
- IDENTIFY & INITIATE ACQUISITION OPPORTUNITIES
- IMPROVE COMMUNITY DEVELOPMENT & AMENITIES

20

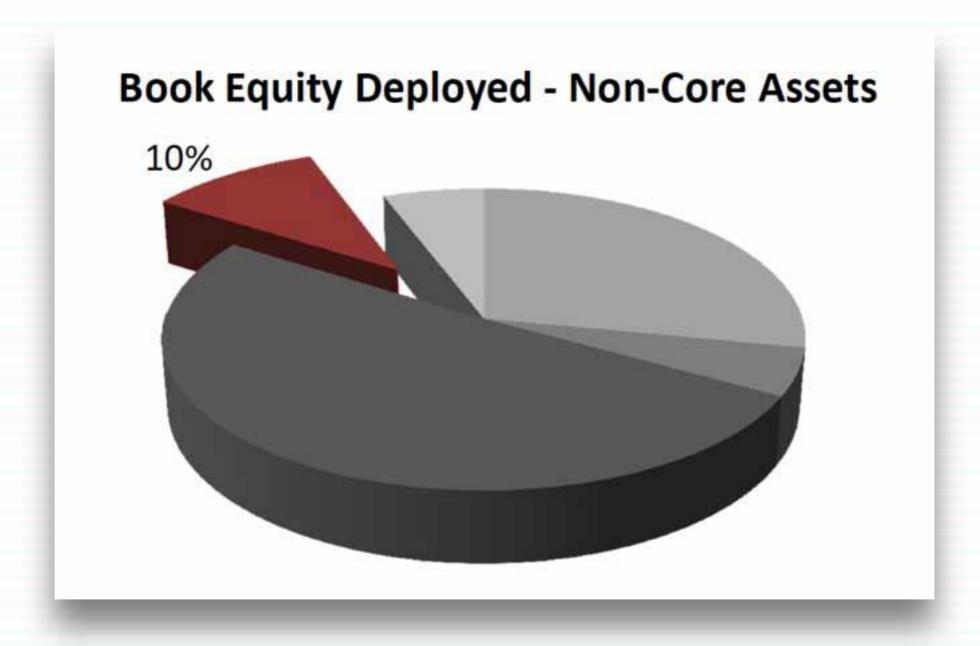
# LONG-TERM ASSETS STRATEGY



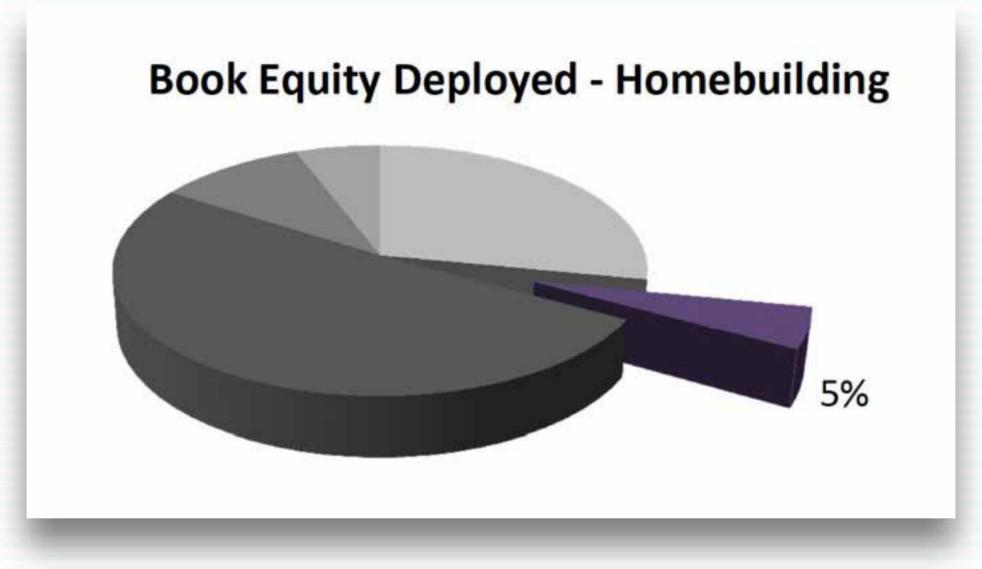
### LONG-TERM ASSETS STRATEGY

- SAGE HILL: EVALUATE EXISTING CONCEPT PLAN TO MAXIMIZE VALUE
- NORTH CONRICH: CREATE CONCEPT PLAN AND GAIN APPROVALS
- AIRDRIE: CREATE CONCEPT PLAN AND GAIN APPROVALS

### NON-CORE ASSETS STRATEGY



# BUILDING HOMES & COMMUNITIES



NATURAL EXTENSION OF LAND DEVELOPMENT –
 BENEFITS FROM VERTICAL INTEGRATION –

24

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## HOMEBUILDING STRATEGY

"Strategy: to build a sustainable & highly profitable home building business."

#### **KEY 2013 GOALS:**

- INCREASE SALES TO 150 HOMES
- IMPROVE COST STRUCTURE TO MEET INDUSTRY AVERAGE BY 2014
- IMPROVE CUSTOMER EXPERIENCE
- INVESTIGATE MULTI-FAMILY BUSINESS

## OTHER ASPECTS OF THE PLAN

#### SIMPLIFY & STREAMLINE

"Strategy: to improve information systems & reporting quality, manage costs and simplify organizational structure"

#### **KEY 2013 GOALS:**

- REVISE EXTERNAL REPORTING DOCUMENTS & WEBSITE
- IMPLEMENT & INTEGRATE SYSTEMS
- IDENTIFY AREAS OF COST IMPROVEMENT
- PURSUE MONETIZATION OF PARTNERSHIPS WHERE POSSIBLE

## **EVALUATE BALANCE SHEET**

"Review our balance sheet and determine the best use of our capital"

#### **KEY 2013 GOALS:**

- EVALUATE BALANCE SHEET & FINANCIAL STRENGTH
- DETERMINE STRATEGIES TO IMPROVE USE OF CAPITAL

28

#### CREATE A "PEOPLE PLAN"

"Strategy: to attract & retain top talent, creating a culture aligned with value creation"

#### **KEY 2013 GOALS:**

- RESTRUCTURE & REALIGN STAFF FUNCTIONS AS REQUIRED
- DEVELOP COMPENSATION SYSTEM ALIGNED WITH VALUE CREATION

29

#### **BUILD THE CULTURE**

"Goal: to build an inspiring and engaging culture to the benefit of employees, customers, suppliers & shareholders"

- CLEAR UNDERSTANDING OF CULTURE & VALUES KEY TO SUCCESS
- CONTINUE TO REFLECT AS COMPANY IS DEVELOPED

## FUTURE & VALUE CREATION

### **2013 FOCUS**

- LAND DEVELOPMENT
  - INCREASE NUMBER OF LOTS SERVICED & SOLD
  - PROGRESS APPROVALS OF EXISTING LONG-TERM LANDS
  - FINALIZE VALUATION & AWARD LISTINGS FOR NON-CORE LANDS
- HOMEBUILDING
  - IMPROVE SALES, MARGIN & CUSTOMER EXPERIENCE
- SIMPLIFY & STREAMLINE ORGANIZATION
- CREATE A "PEOPLE PLAN"





- EXTENSIVE LAND BASE WITH YEARS OF SUPPLY
- STRONG FINANCIAL RESOURCES
- POSITIVE MARKET ECONOMIC FUNDAMENTALS
- PROVEN INDUSTRY EXPERIENCE & TRACK RECORD
- DEDICATED MANAGEMENT TEAM



Friday, 20 September, 13



### GENESIS

TSX: GDC

7315 - 8 Street NE Calgary, Alberta T2E 8X2 403-265-8079

genesisland.com