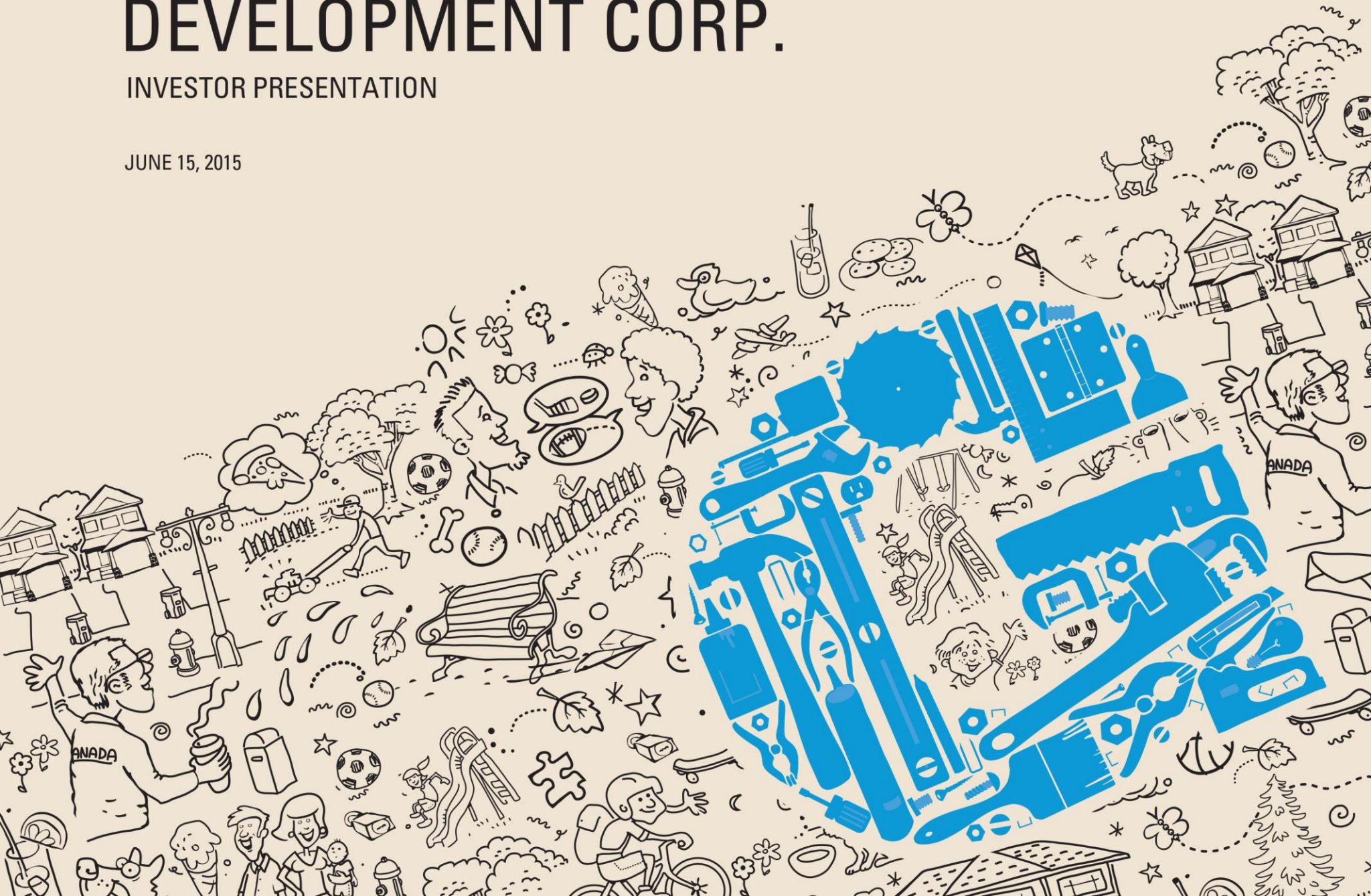


GENESIS LAND DEVELOPMENT CORP.

INVESTOR PRESENTATION

JUNE 15, 2015



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' 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 2014 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 statements, whether written or oral, made by Genesis or on its behalf.

ENRICHING LIVES THROUGH INSPIRED COMMUNITIES



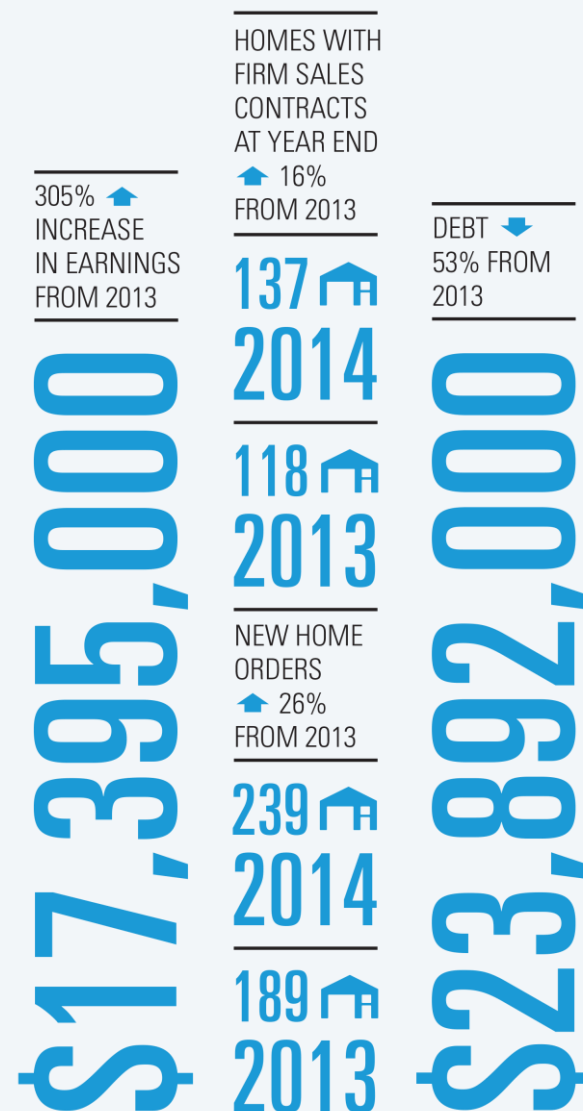
GENESIS

Solid Company with Upside Potential

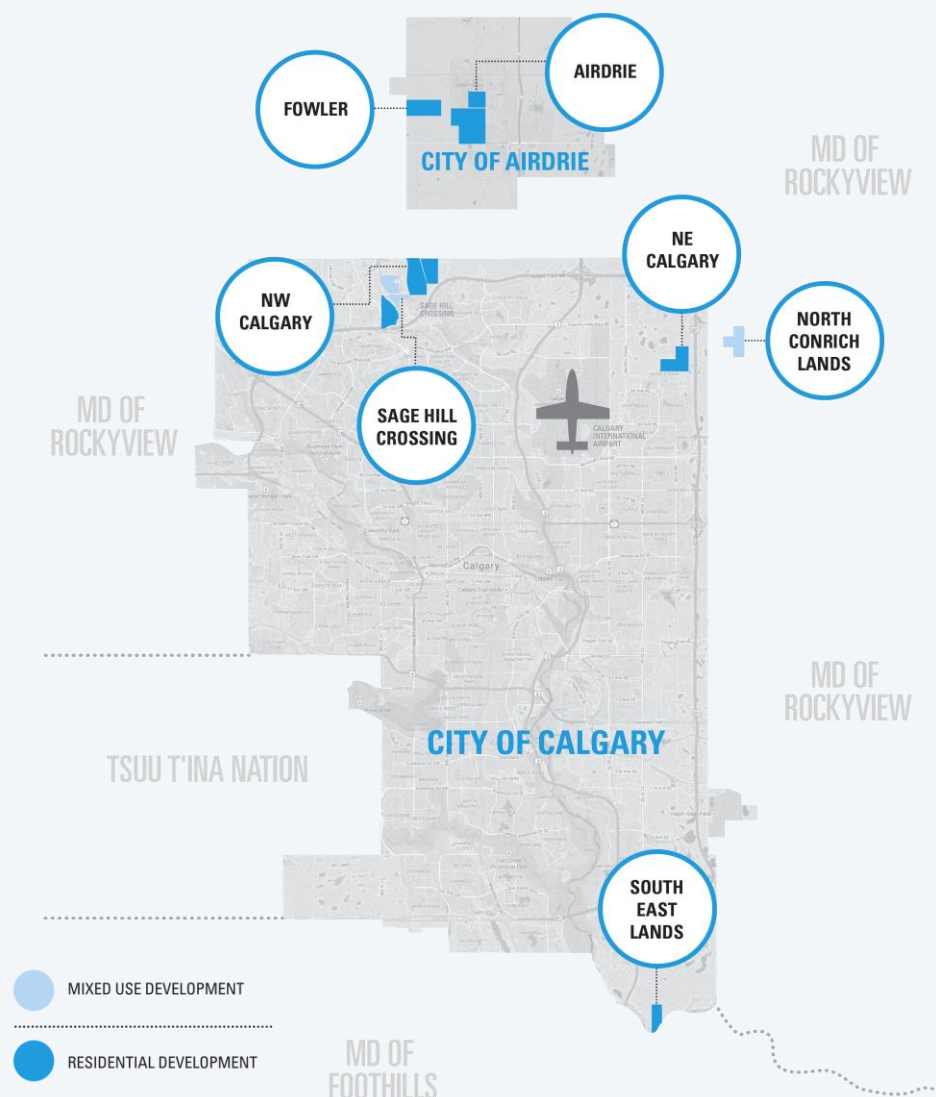
- Integrated real estate developer and home builder
- Focused on the Calgary Metropolitan Area ('CMA')
- Large portfolio of entitled residential and mixed-use lands
- Strong balance sheet
- Led by an experienced board and a talented team
- Pre-tax net asset value of \$8.69 per share (December 31, 2014)

A Turnaround Year

- ✓ Built profitable home building business
- ✓ Strengthened financial position
- ✓ Completed major acquisition of land in SE Calgary
- ✓ Completed sale of majority of non-core lands by value
- ✓ Paid first ever dividend
- ✓ Rolled out investor relations plan
- ✓ One of the top performing Canadian public real estate companies in 2014



GENESIS CMA LANDS



Development	LUD ¹ Lots	LUD Acres	LHFD ² Acres	Value (M) ³	Value (/share) ³
Airdrie	166	213	90	\$128.5	\$2.86
Northeast Calgary	184	4	46	\$49.3	\$1.10
Northwest Calgary	27	44	-	\$39.1	\$0.87
Mixed Use Lands	-	71	312	\$90.2	\$2.01
Core Properties				\$307.1	\$6.84
Other Assets	14	114	3,466	\$25.4	\$0.57
Total	391	446	3,914	\$332.5	\$7.41
Home Building Work in Place				\$35.6	\$0.79
Other Assets and Liabilities				\$22.2	\$0.49
Company NAV				\$390.3	\$8.69

¹ Land Under Development

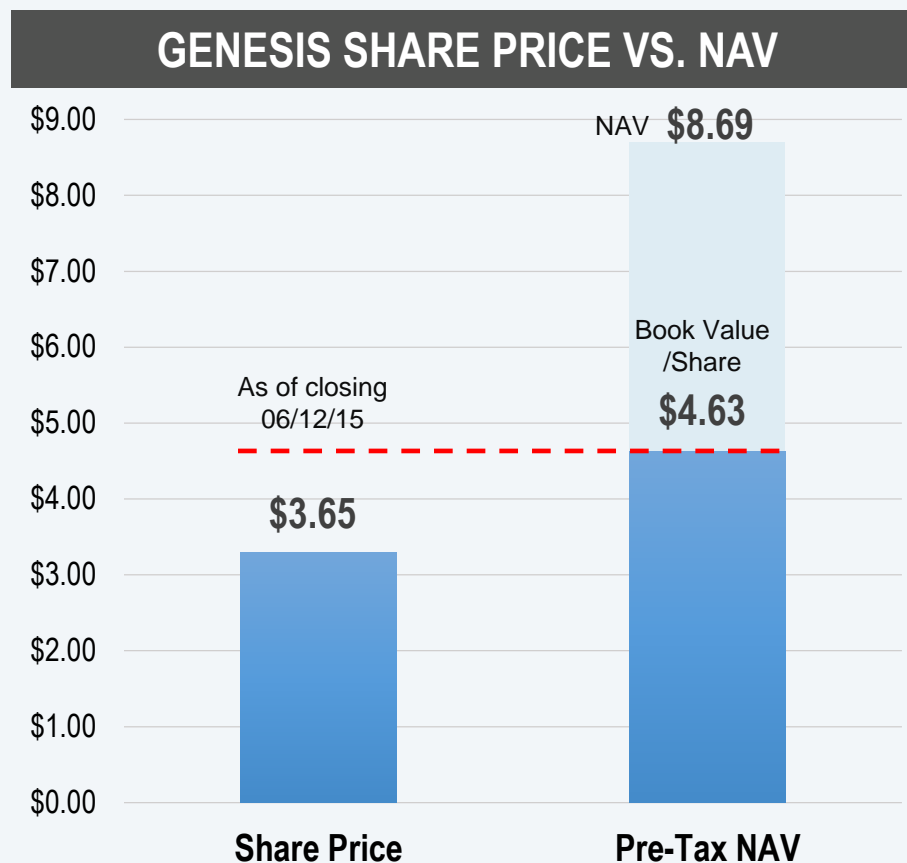
² Land Held for Future Development

³ Values based on independent appraisals as at December 31, 2014

NET ASSET VALUE PER SHARE

Net Asset Value (“NAV”) is a measure of the corporation’s value based on pre-tax appraisals for all properties and fair value of other net assets as of December 31, 2014.

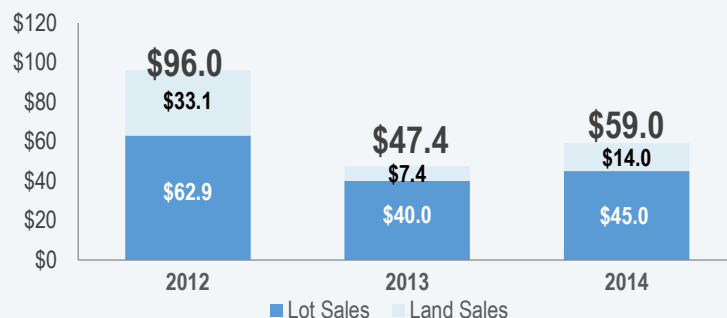
Summary NAV	Dec. 31, 2014 <i>(\$ millions, except per share data)</i>
Value of real estate assets	\$368.1
Other assets and liabilities	22.2
Pre-Tax NAV	\$390.3
Total market capitalization	\$164.0
Pre-Tax NAV/Share	\$8.69
Share Price (June 12, 2015)	\$3.65



STRONG OPERATING RESULTS

LAND DEVELOPMENT

Sales Revenue (\$millions)



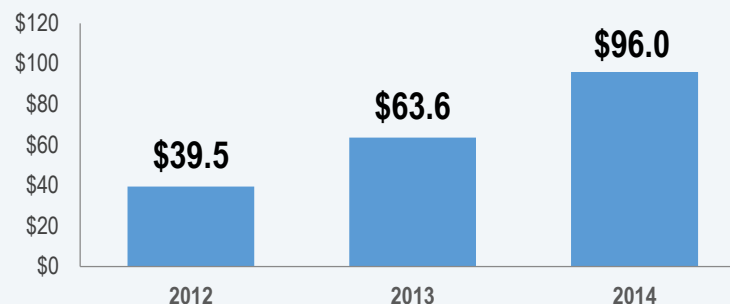
Sales Summary

	2012	2013	2014
Acres Sold	49.37	11.28	121.91
Revenue/Acre	921,000	591,000	115,000
Lots Sold	294	260	271
Revenue/Lot	188,000	155,000	166,000

Future Outlook

- Consistent and sustainable lot sales volume in excess of 300 lots per year
- Augmented by opportunistic sales of commercial and multi-family sites

HOME BUILDING



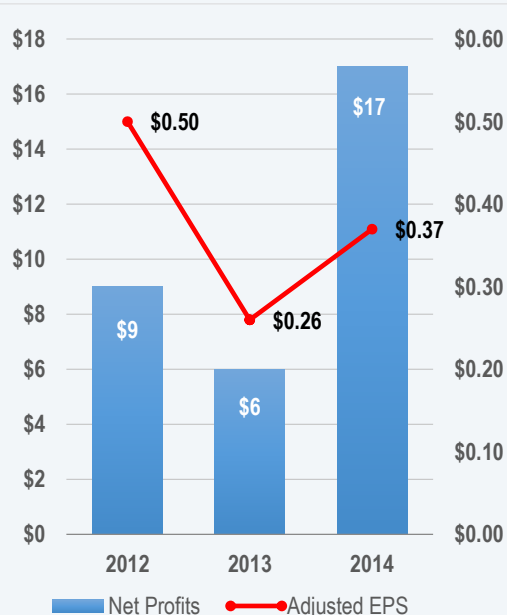
	2012	2013	2014
SF Home Possessions	90	164	220
Average Revenue/Home	437,000	387,000	436,000
Gross margin (%)	11.8%	14.2	16.7%
New Home Orders	152	189	239

- Goal of 300 or more single family home sales per year with sales of \$100 million per year
- Augment with multi-family units over the longer term
- Consistent improvement in year over year operating performance metrics

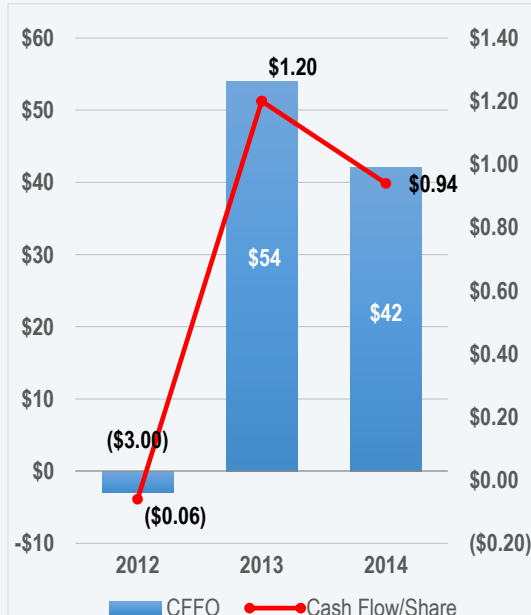
IMPROVING CASH FLOW AND LOWERING DEBT

\$millions
(except per
share data)

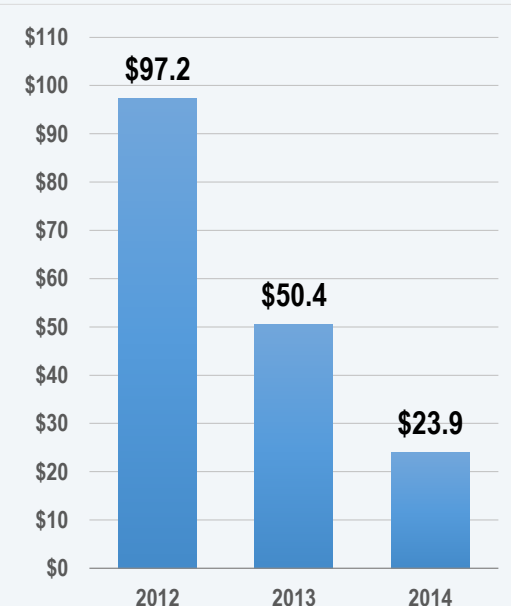
ADJUSTED NET PROFITS



CASH FLOW FROM OPERATIONS



DEBT



Future Outlook

- Deferred income as a result of assigning lots towards housing operations
- Stable core earnings as profitability of home building operations increases
- Net profits to remain cyclical as a result of large land sales
- A significant portion of the required offsite servicing (storm ponds, etc.) has been completed for land under development; the remaining phases will generate strong cash flows
- Free cash flow available for shareholder distributions, subject to market conditions
- Debt on long-term lands eliminated
- Leverage maintained by periodic borrowing in excess of servicing costs to offset repayment of debt from collection of lot receivables
- Consolidated debt is \$51M as at Q1 2015, including a \$33M vendor take-back mortgage

CMA MARKET: TRENDS & IMPACTS

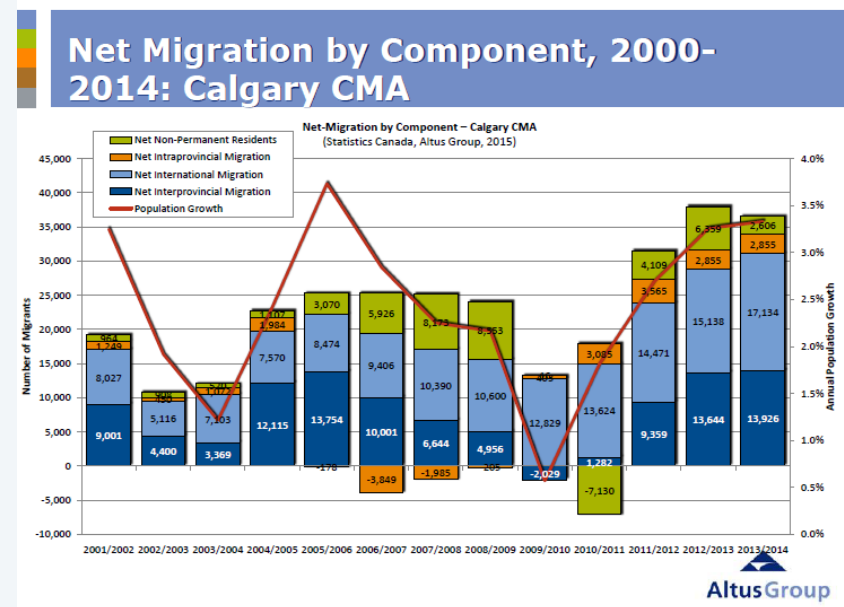
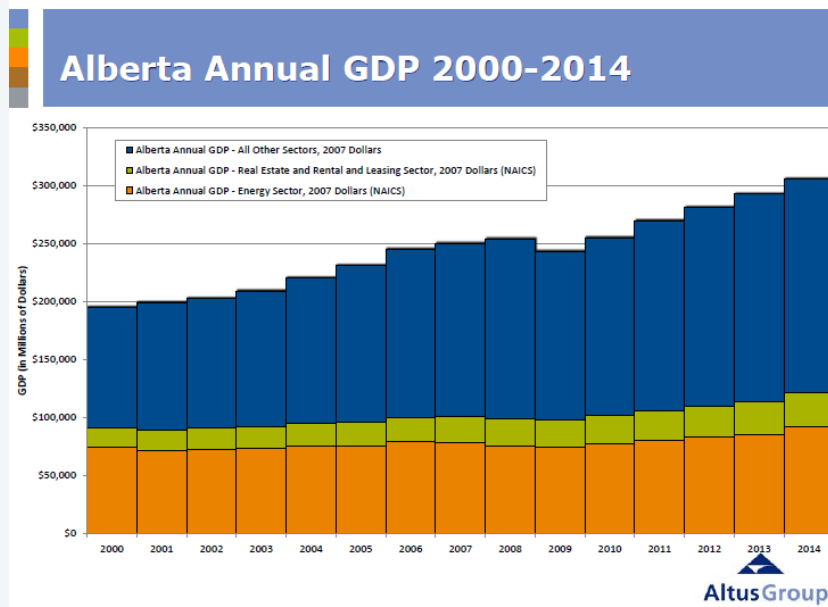


What Drives our Market?

- Macro level: Canada, Alberta
 - General economy – Calgary Economic Region expected to contract by 1% in 2015
 - Population growth – net migration to Alberta was 55,000 in last 12 months, 7,723 in Q1 2015
 - Cyclical nature of the energy industry – WTI Crude Oil at \$60 barrel
- Micro level: Real Estate
 - Lot supply – single family lots in Calgary at all time low (6,000 subdivided plus 14,000 in ASPs)
 - Resale prices – National Bank house price index down just 1.35% since May 2014
 - New home starts and home prices – 4,823 new home starts in CMA in last 12 months
- Impact to Genesis

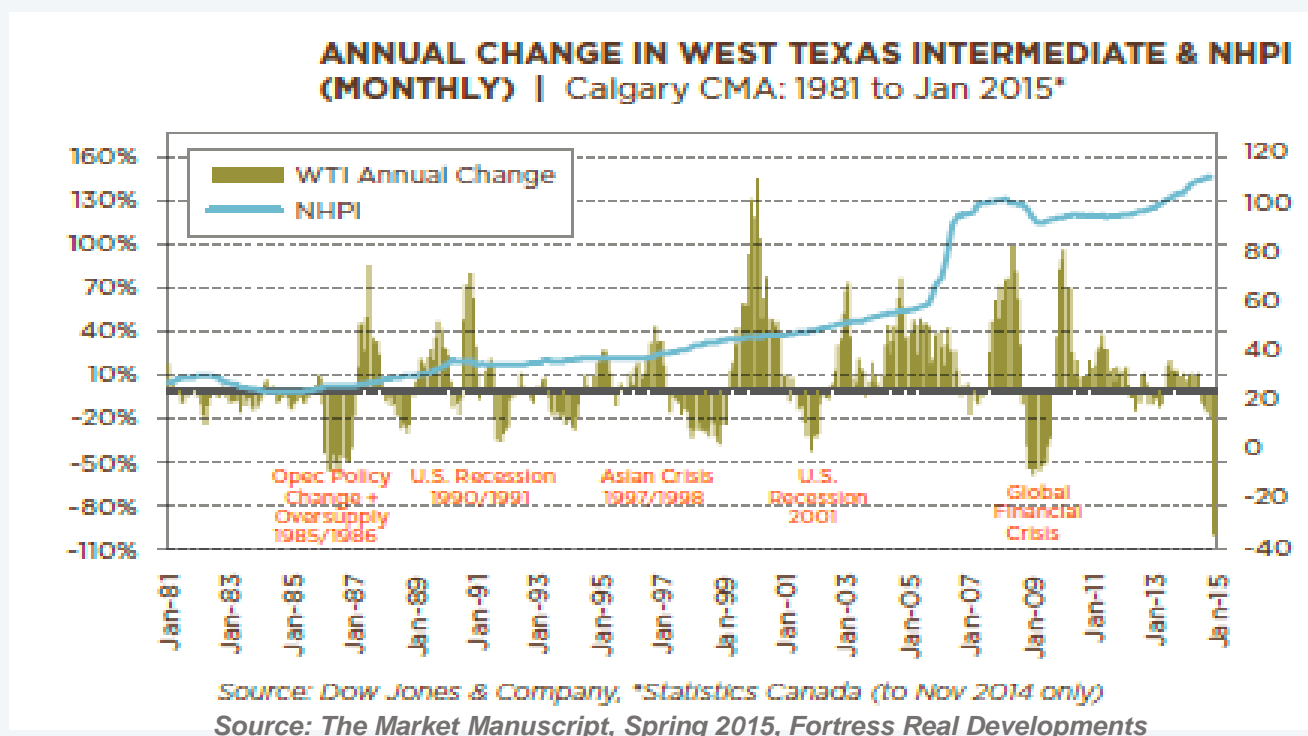
MARKET – ALBERTA ECONOMY

- Consistent growth in annual GDP (excepting 2009)
- Shift in importance of energy industry to Alberta (58% of GDP in 1988; 35% of GDP today)
- Positive CMA net in-migration and population growth



MARKET – OIL PRICE & CMA CORRELATION?

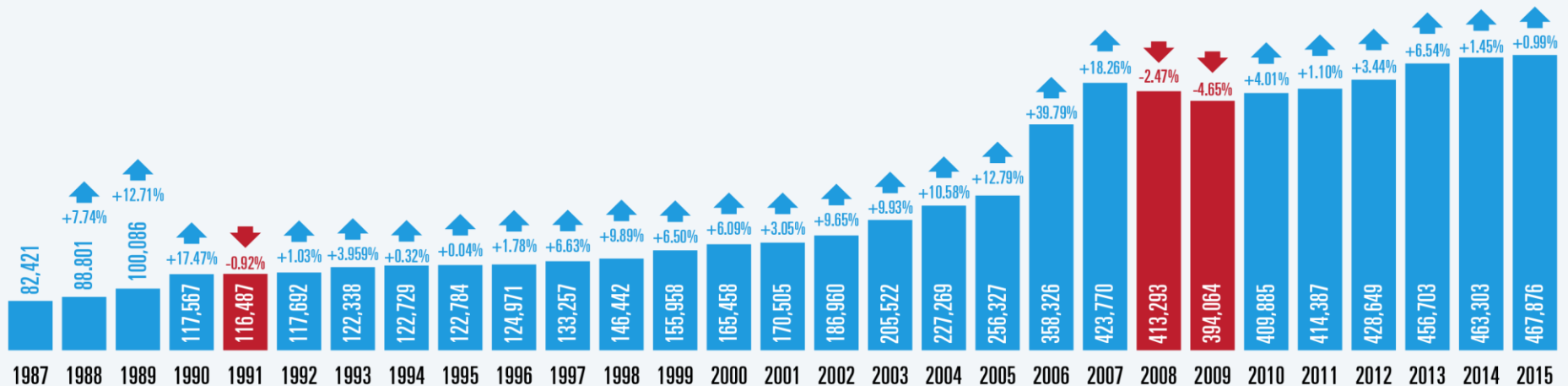
- Five major episodes where oil prices dropped by 30% per cent or more over a six-month period
- New house prices (in Calgary) only declined in 1991 and 2008/2009



MARKET – CMA RESALE HOME PRICES

Years – Residential Average Price

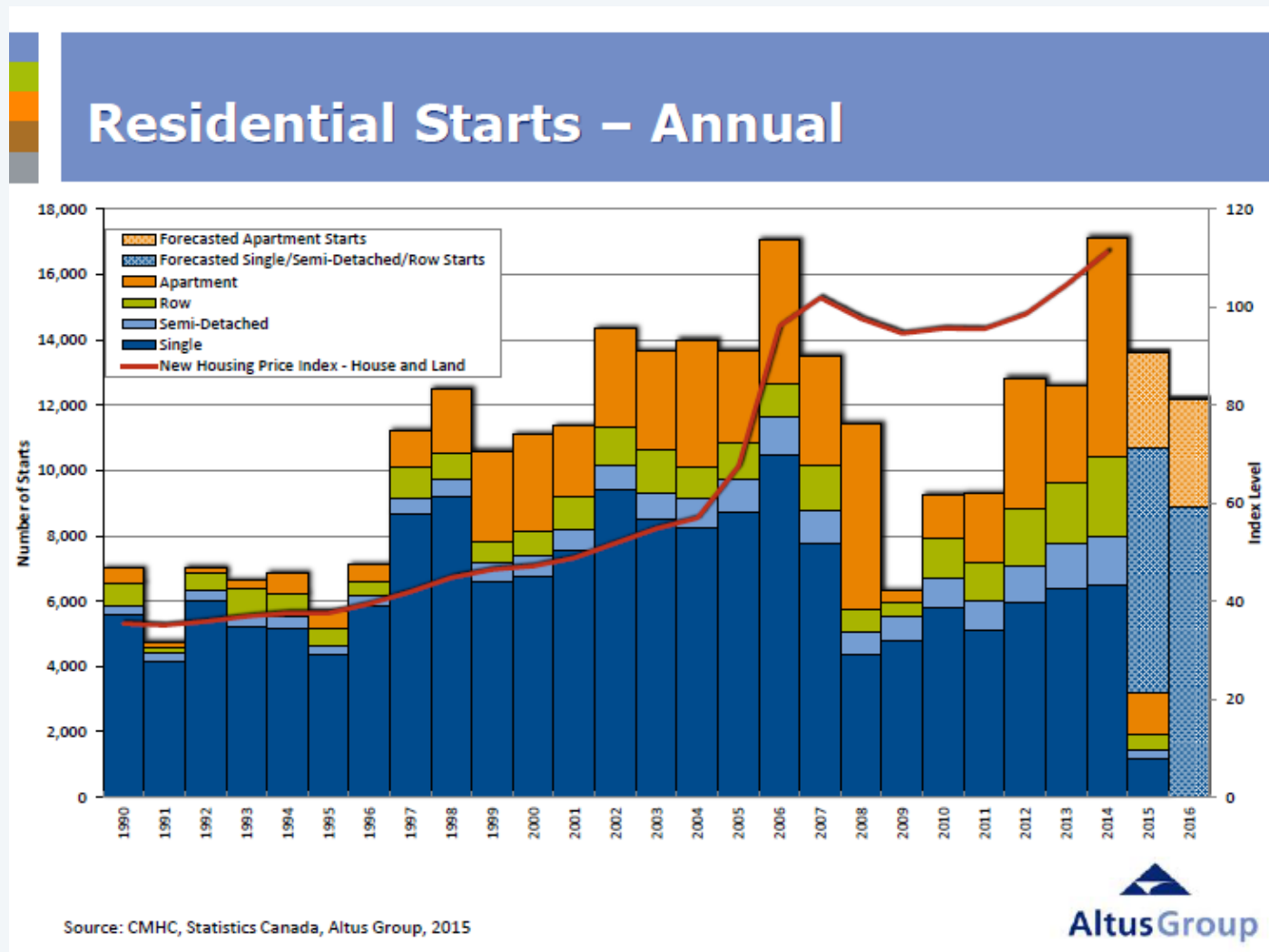
Prices in \$ and Price movement in percentage



Source: CREB

29 years average of price increase for City of Calgary is 6.73%

MARKET – CMA ANNUAL NEW HOME PRICES & VOLUMES



Impact to New Home Building

- Alberta economic situation caused uncertainty with consumers
- Extremely slow early 2015 for real estate industry (January/February)
 - First quarter usually slow but further impacted by energy prices
- Decline in crude oil prices may have halted/stabilized (April-June)
 - Return to near-normal market sales
- 2015 expected to be a more competitive market

OUR STRATEGY AND FUTURE



Continue Execution of Strategic Plan

- Build a sustainable and highly profitable home building business
- Grow land development operations
- Sales program for non-core assets
- Simplify and streamline organization
- Focus on financing strategies
- Create liquidity for shareholders
- Capitalize on new opportunities

Strategic Principles

Genesis:

- ...is a sustainable and growing long-term business
- ...focuses its investments in residential lands in clearly aligned ownership structures
- ...operates and structures itself to withstand and profit from the volatility in the CMA market
- ...balances the allocation of capital between distributions to shareholders and sustaining and growing the business
- ...will consider shareholder liquidity options at the appropriate time

Year of Possibility

- More competitive and challenging market
- Operate in market segment believed to be more resilient in a downturn
- Strength of firm home sales contracts at start of 2015 (137 of 200 target for 2015)
- Strong balance sheet
- Look for sale or joint venture opportunities
- Plan for expansion into four storey multi-family market
- Flexibility to adjust for a variety of changes in the economic environment

Well-Positioned for the Future

- Solid financial position
- Core businesses running more efficiently
- Large portfolio of entitled residential and mixed-use lands, capable of supporting business for years to come
- Experienced and knowledgeable team capable of translating actions into results
- Well situated to withstand market fluctuations and changes in the economic environment

GENESIS LAND DEVELOPMENT CORP. (GDC:TSX)

Key Statistics (as at June 15, 2015)

\$3.65

CURRENT
PRICE

\$3.00 - \$5.10

52-WEEK
RANGE

44,931,200

SHARES
OUTSTANDING

43,983

AVERAGE DAILY
TRADING VOLUME

\$164M

MARKET
CAPITALIZATION

\$208M

BOOK
VALUE ¹

\$390M

NET ASSET
VALUE ²

\$43M

NET DEBT ¹

Notes:

1 - Book value and net debt as at March 31, 2015

2 – Net Asset Value as at December 31, 2014 (updated semi-annually)

\$128.5 M – 303 gross acres; 16 future phases



NE CALGARY (SADDLESTONE)

\$49.3 M – 50 gross acres; 3 phases remaining



NW CALGARY (SAGE MEADOWS)

\$39.1 M – 44 saleable acres; 3 future phases



SE CALGARY

\$44.3 M – 349 gross acres acquired in January 2015



SAGE HILL CROSSING

\$79.9 M – 71 saleable acres; 5 sites



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