

GENESIS

CORPORATE UPDATE

SEPTEMBER 30, 2022

**GENESIS LAND DEVELOPMENT
CORP.**



ADVISORIES

FORWARD-LOOKING STATEMENTS

This presentation may contain certain statements which constitute forward-looking statements or information within the meaning of applicable securities laws concerning the business, operations and financial performance and condition of Genesis. Generally, these forward-looking statements can be identified by the use of forward-looking terminology such as “plans”, “expects”, “estimates”, “forecasts”, “anticipates” or “believes”, or statements that certain actions, events or results “may”, “could”, “would”, “might” or “will be taken”, “occur” or “be achieved”.

In particular, forward-looking statements contained in this presentation may include, but are not limited to, statements relating to our strategic initiatives for 2020 and beyond, future development plans and objectives, targets, future growth, anticipated financial performance, expectations of the real estate, demographic, financing and economic environments, our financial condition, our business strategy (including, without limitation, execution thereof) or the results of or outlook of our operations.

Forward-looking statements are based on certain assumptions and analysis made by us about future economic conditions and courses of action. Although Genesis believes that these assumptions and analysis (including as set out in its most recent Management Discussion & Analysis (“MD&A”) under the heading “Advisories – Forward-Looking Statements”) are reasonable, a reader should not place undue reliance on forward-looking statements because they involve assumptions, known and unknown risks, uncertainties and other factors many of which are beyond Genesis’ control and which may cause the actual results, performance or achievements of Genesis to differ materially from anticipated future results, performance or achievement expressed or implied by such forward-looking statements. Accordingly, Genesis cannot give any assurance that its expectations will in fact occur and cautions that actual results may differ materially from those in the forward-looking statements.


Factors that could cause actual results to differ materially from those set forth in the forward-looking statements include, but are not limited to: the impact of contractual arrangements and incurred obligations on future operations and liquidity; local real estate conditions, including the development of properties in close proximity to Genesis’ properties; the uncertainties of real estate development and acquisition activity; the requirement for governmental approvals and the timing thereof; fluctuations in interest rates; ability to access and raise capital on favourable terms; not realizing on the anticipated benefits from transactions or not realizing on such anticipated benefits within the expected time frame; labour matters, governmental regulations, stock market volatility and other risks and factors described from time to time in the documents filed by Genesis with the securities regulators in Canada available at www.sedar.com, including Genesis’ MD&A under the heading “Risks and Uncertainties” and its Annual Information Form under the heading “Risk Factors”.

The forward-looking information contained in this presentation is expressly qualified by the foregoing cautionary statements. Furthermore, the forward-looking information contained in this presentation is made as of the date of this presentation and, except as required by applicable law, Genesis does not undertake any obligation to publicly update or to revise any of the forward-looking statements, whether as a result of new information, future events or otherwise.



GENESIS

A proven record of acquiring raw land in the Calgary area and, utilizing an integrated value added land development and home building approach, transforming it into inspired communities that enrich lives.



GENESIS DREAM. DESIGN. BUILD

BIG SKY LIVING
BAYVIEW

ATDRIE

3

OVERVIEW

GENESIS

GENESIS

DREAM . DESIGN . BUILD



GENESIS

ONE OF WESTERN CANADA'S
PREEMINENT INTEGRATED DEVELOPMENT
COMPANIES

- Genesis Land Development Corp. (TSX: GDC) has been developing lands and building homes in the Calgary Metropolitan Area (CMA) since 1991
- Significant portfolio of well-located, entitled and unentitled residential, commercial and mixed-use lands and a strong home building team
- Well-positioned to take advantage of all market conditions and add value
- Experienced management team that delivers
- Strong shareholder support - \$30 million Rights Issue December 2021
- Disciplined acquisition approach





A STRONG FOUNDATION

- Proven record of adding value and developing raw land into thriving communities
- Focus on Calgary region
- Public company with strong supportive shareholders
- 21 years of consecutive profits
- Conservative balance sheet and ready access to financing
- Building partnerships



GENESIS AT-A-GLANCE

\$282M

in real
estate assets
• \$89M acquired since 2019

**30
YEARS**

of land development
experience (1991)

**15+
YEARS**

of home building
experience (2005)

**10,000
FAMILIES +**

Over 1,300 acres
developed in 9
residential communities

**1,796
ACRES**

land holdings

\$22M

net debt
\$18M cash
-\$40M debt

**21
YEARS OF**

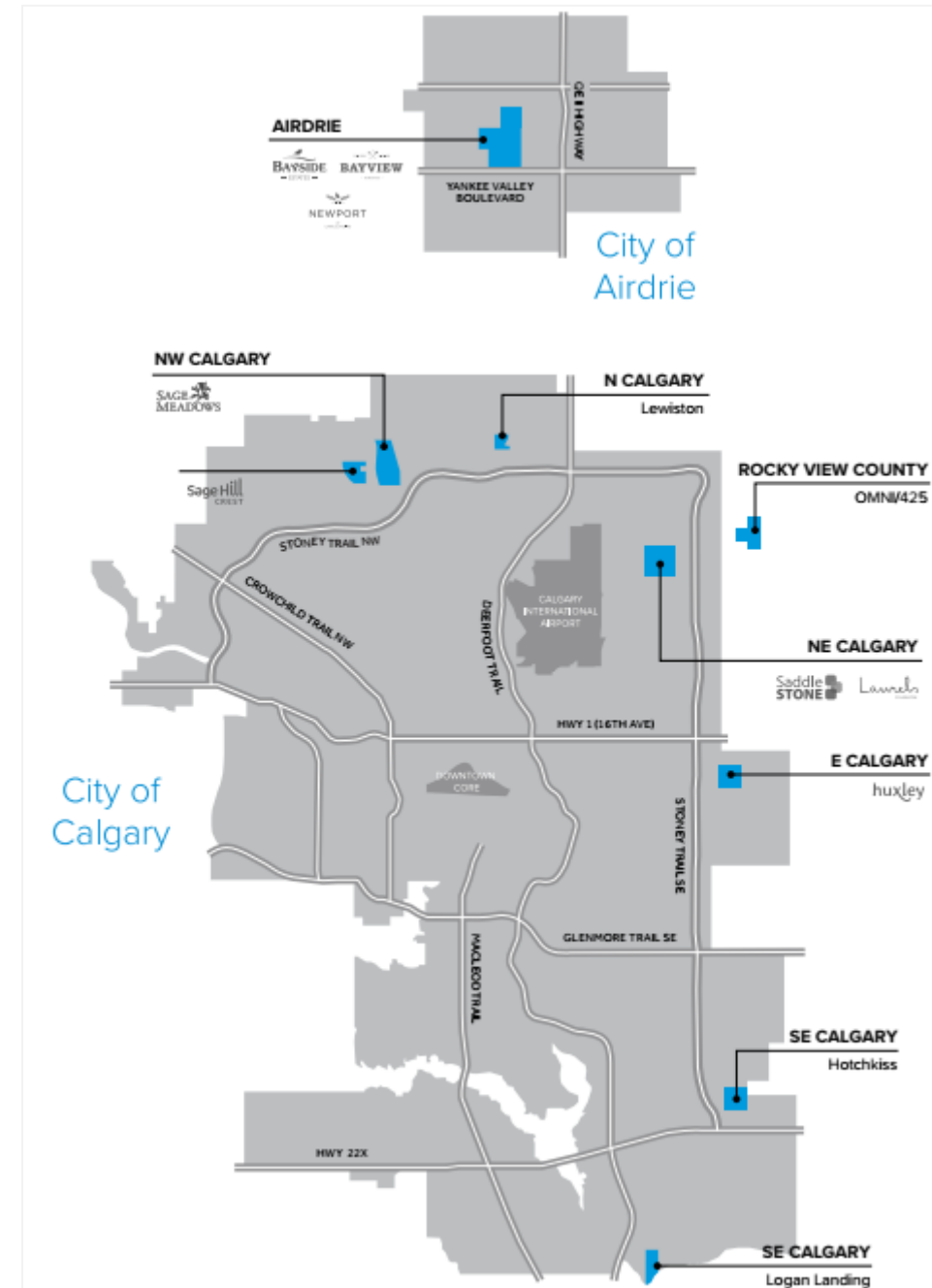
consecutive positive
earnings

\$71M

returned to
shareholders
since 2014

LAND SUMMARY

	SERVICED SF LOTS	FUTURE SF LOTS	LAND PARCELS (ACRES)	TOTAL ACREAGE
AIRDRIE				
Bayside, Bayview	54	1,112	11	186
CALGARY NW				
Sage Meadows	-	-	5	
Sage Hill Crest	84	60	23	28
CALGARY N				
Lewiston	-	915	7	134
CALGARY NE				
Saddlestone	8	-	-	-
Huxley (Belvedere)	-	1,433	-	157
CALGARY SE				
Logan Landing	-	1,587	10	354
Hotchkiss	-	849	8	159
ROCKYVIEW COUNTY				
OMNI/425	-	-	610	610
	146	5,956	680	1,631



HOME BUILDING DIVISION ACTIVE IN TEN COMMUNITIES

Genesis Communities

- Airdrie
- Bayside
- Canals – Newport
- Bayview

Calgary

- Sage Hill Crest

Third-Party Communities

Calgary

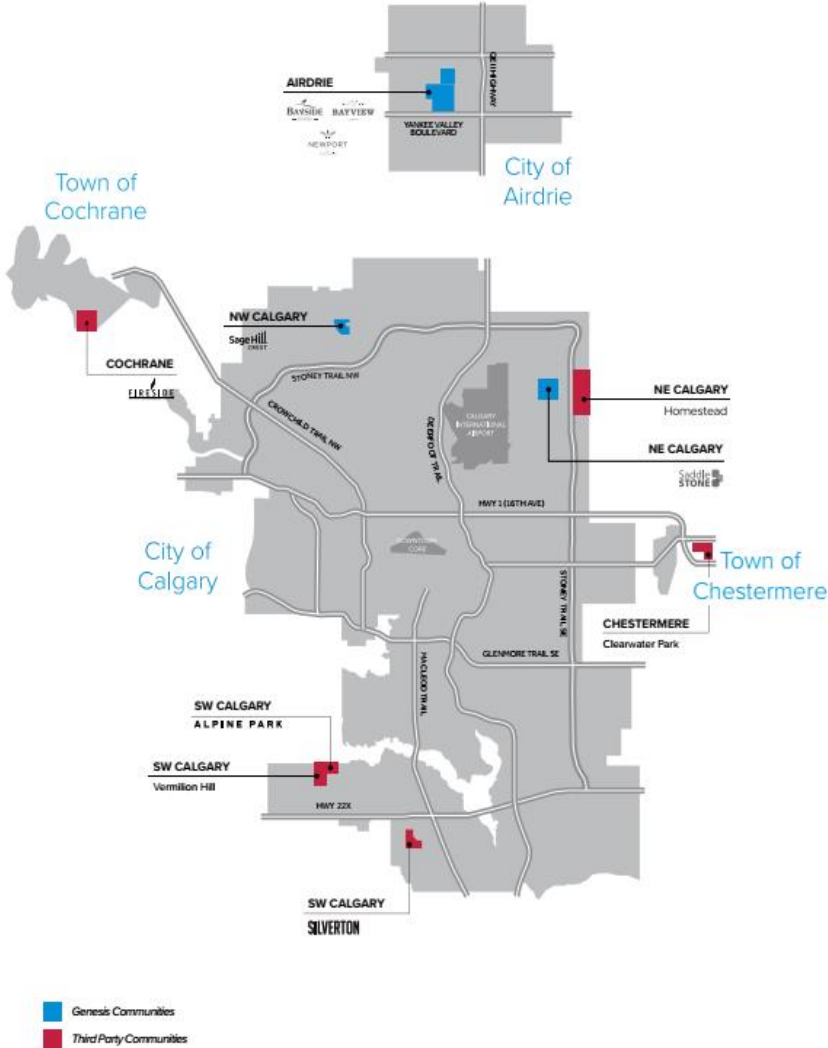
- Homestead
- Alpine Park
- Vermilion Hill
- Silverton

Chestermere

- Clearwater Park

Cochrane

- Fireside





STRATEGY/ TEAM

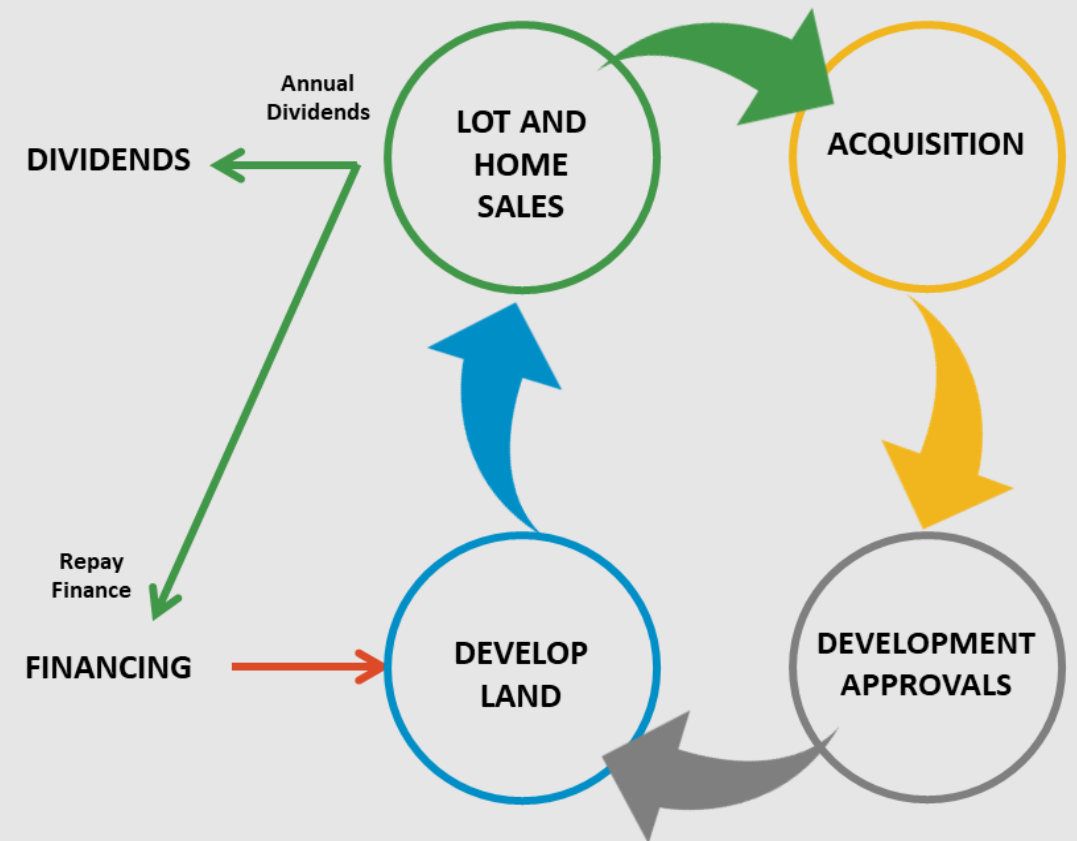


STRATEGY & BUSINESS PLAN

SIMPLE BUSINESS MODEL - HIGHLY FOCUSED APPROACH

Genesis' strategy is carefully and thoughtfully designed to maximize shareholder value while leveraging opportunities for future growth.

AT-A-GLANCE OVERVIEW





FOCUSED ON THE CALGARY METROPOLITAN AREA (CMA)

GENESIS ADVANTAGE:

- Market knowledge and awareness
- First in-the-know about acquisition opportunities
- Experienced in navigating the complex approval process
- Builds quality production homes
- Attracts and works with quality home building partners and premier trades



EXECUTIVE TEAM



IAIN STEWART

President and CEO

Over 30 years of real estate experience.

“Our experienced team, solid track record, strong balance sheet, and excellent development plays have positioned Genesis for sustained growth in the market.”



WAYNE KING

Chief Financial Officer

25 years of experience as a CFO

“We recognize that cash flow management and generation are critical in a capital-intensive industry. We work hard to deliver shareholder value in all market conditions.”



ARNIE STEFANIUK

Vice President,
Regional Planning

25 years residential land development experience

“Genesis Land takes great pride in building communities that are integrated into the natural environment, while providing access to all the urban amenities.”



BRENDAN MCCASHIN

Vice President,
Land Development

15+ years real estate experience

“There is nothing more rewarding than seeing families bring our communities to life. Genesis is set up to be an industry leader and partner of choice in our holistic approach to building new communities.”



PS SIDHU

Sr. Vice President,
Home Building

15+ years housing experience

“Genesis has the advantage of sharing expertise from both land and housing to collectively design efficient communities that fit today’s housing demand.”



BRIAN WHITWELL

Sr. Vice President,
Asset Management

20 years real estate experience

“Vertical integration allows Genesis to have efficient planning and design, leverage economies of scale and capture all margins.”

BOARD OF DIRECTORS

Stephen J. Griggs
Chair

Steven Glover
Lead Director

Mark W. Mitchell
Director

Loudon Owen
Director

Iain Stewart
Director & CEO



GROWTH



GENESIS

DREAM . DESIGN . BUILD



GROWTH MODEL

LAND

- Reinvest cash surfaced from operations
- Strict adherence to predetermined acquisition parameters
- Acquire well positioned land
 - Preferably with Area Structure Plan in place
- Finalize approvals
- Bring in builder partners
- Develop, sell – realize cash





GROWTH MODEL

HOUSING

- Participate in all Genesis communities
- Participate in third party communities
- Continue to increase volumes
- Focus – production builder in CMA





GROWTH

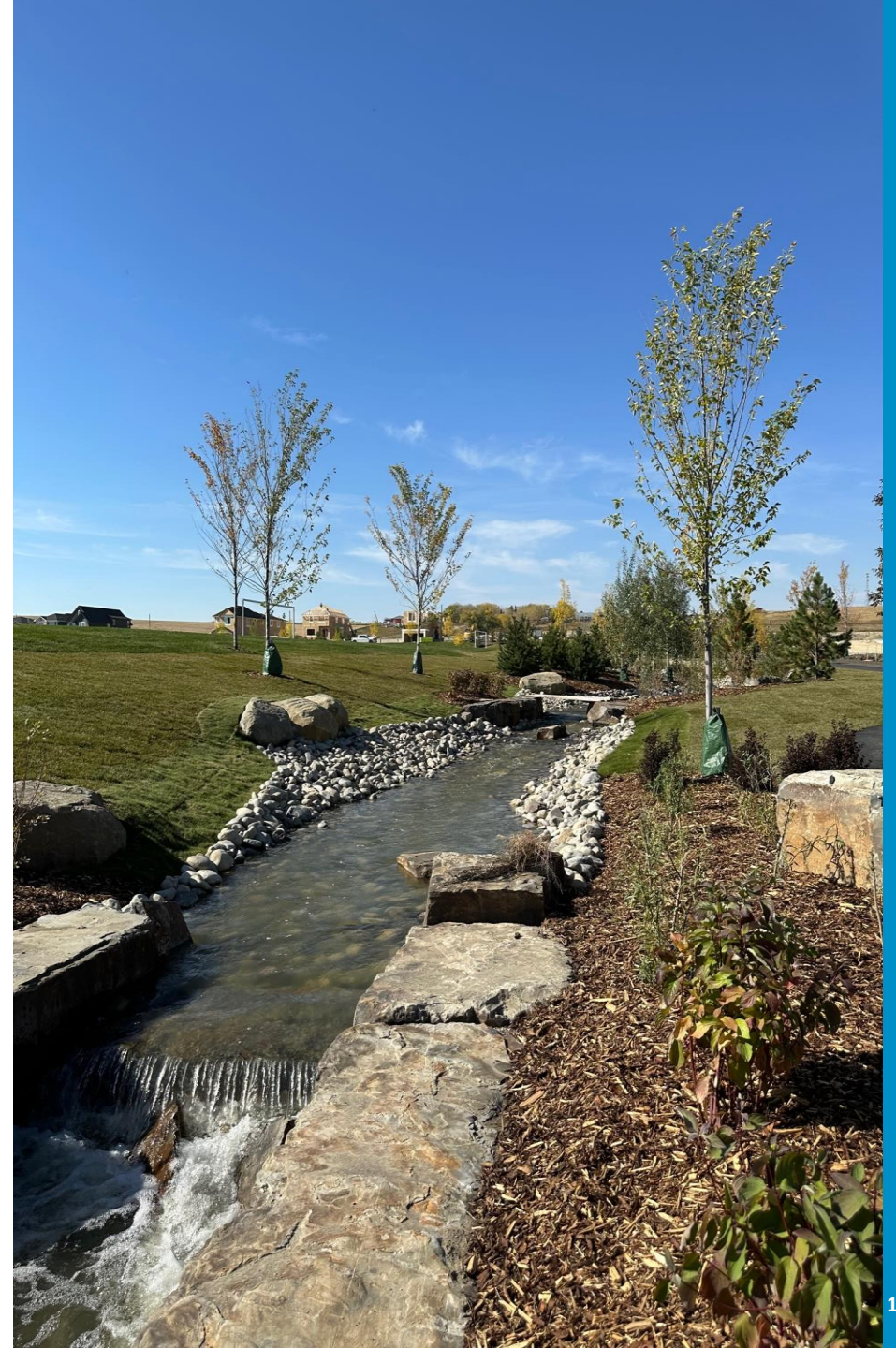
SEPTEMBER 30, 2022

Housing

- Active in 10 communities
- 2022 (September) home sales closings – 112
- 2021 (December) – 191
- New Home Orders – 202

Land

- Three “quarter” sections acquired in last four years (\$89M)
- Net acreage over 450 acres
- Burn rate = 40-50 acres per annum





RECENT ACQUISITIONS

2014 – LOGAN LANDING

- Acquired 354 acre parcel in SE Calgary

2019 – LEWISTON AND PARTNERSHIP INTERESTS

- Acquired 134 acre parcel in North Calgary
- Homestead - 5% interest and lot purchase rights
- Vermilion Hill – 8% interest and lot purchase rights

2021 – HUXLEY (BELVEDERE)

- Acquired 157 acre parcel in NE Calgary

2022 – HOTCHKISS

- Acquired 160 acre parcel in SE Calgary

2022 – ROCKY VIEW COUNTY

- Acquired 49% interest in 425 acres in North Conrich – bringing ownership to 100%



FINANCIAL



HIGHLIGHTS

SEPTEMBER 30, 2022

- Total Assets - \$339M
- Real Estate Assets - \$278M
- Net Debt - \$22M

(\$000'S)	9 MONTHS ENDED SEPT 30, 2022	12 MONTHS ENDED DEC. 31, 2021
TOTAL REVENUES	86,200	109,761
EARNINGS	1,458	10,877
(UNITS)		
RESIDENTIAL LOT SALES	130	247
HOME SALES	112	191
NEW HOME ORDERS	202	249
OUTSTANDING NEW HOME ORDERS	231	141
	AS AT SEPT 30, 2022	AS AT DEC. 31, 2021
CASH AND CASH EQUIVALENTS	18,536	63,975
LOANS AND CREDIT FACILITIES	40,662	32,668



POSITIONED TO THRIVE

BUILDING ON OUR SUCCESSES WITH:

- Proven track record
- Well-located core land holdings
- Highly experienced management team
- An integrated, focused strategy
- Strong financial position
- Able to adapt to market conditions
- Acquisitions/growth



APPENDIX

CORE LAND HOLDINGS

CORE LAND HOLDINGS

SEPTEMBER 30, 2022

Genesis is well-positioned to build on its successes with an extensive portfolio of core land holdings to be developed in the CMA



D R E A M . D E S I G N . B U I L D

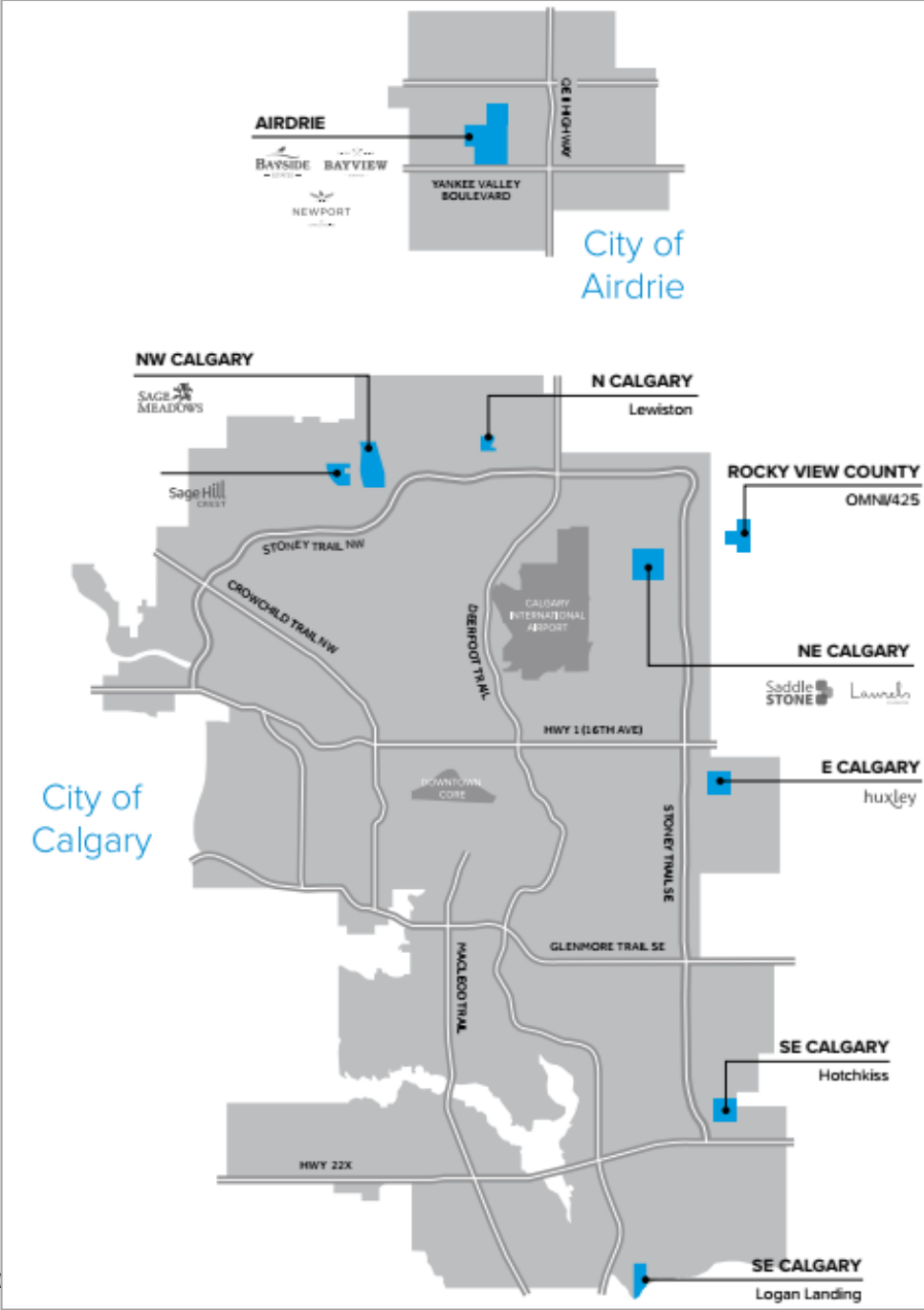
COMMUNITY	UNDEVELOPED ACRES	TARGETED DEVELOPMENT TIMEFRAME
AIRDRIE		
BAYSIDE	70	1997 - 2028
BAYVIEW	116	1997 - 2028
	186	
CALGARY		
SADDLESTONE	-	2010 - 2022
SAGE HILL CREST/ SAGE MEADOWS	31	2010 – 2026
LEWISTON	134	2021 – 2032
HUXLEY (BELVEDERE)	157	2023 – 2031
LOGAN LANDING	354	2023 - 2035
HOTCHKISS	159	2027 - 2037
	835	
ROCKY VIEW COUNTY		
OMNI ⁽¹⁾	185	N/A
THE 425	425	N/A
	610	
TOTAL	1,631	

⁽¹⁾ Owns 59.4% and manages development

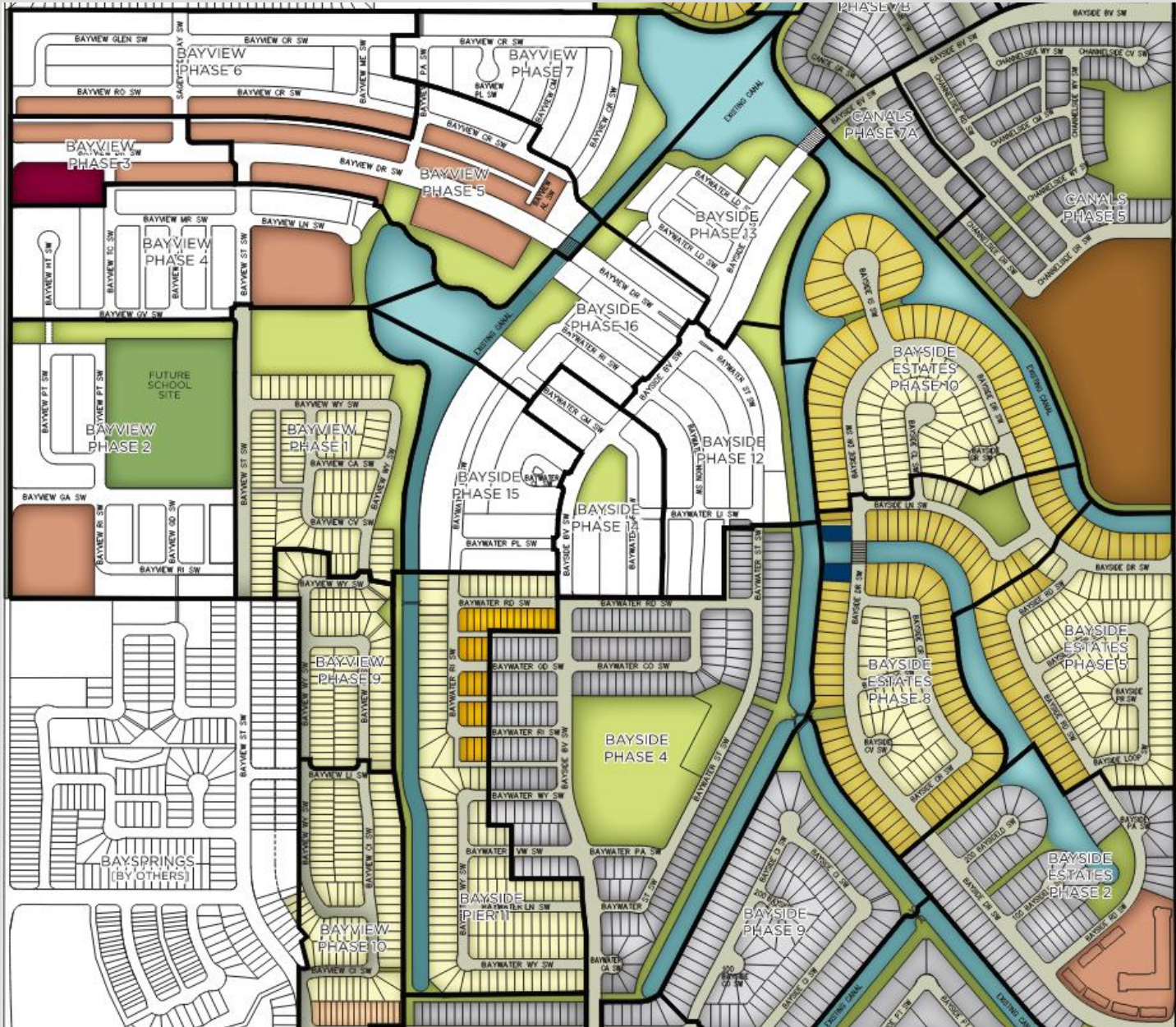


MAP OF CORE LAND HOLDINGS

SEPTEMBER 30, 2022



(1)



CORE LAND
HOLDINGS

BAYSIDE & BAYVIEW AIRDRIE

DEVELOPMENT TIMELINE

- Servicing started in 1997
- 512 acres serviced
- 319 acres of raw land sold after annexation
- Target completion in 2028
- Currently developing:
 - Bayview Phases 2 and 4
 - Bayside Phases 12 and 14

CURRENT INVENTORY

- 19 single family lots
- 35 townhomes
- 186 acres of undeveloped land



CORE LAND
HOLDINGS

HUXLEY (BELVEDERE) NE CALGARY

DEVELOPMENT TIMELINE

- Acquired in 2021
- Target start date for servicing 2023
- Target completion in 2031

CURRENT INVENTORY

- 157 acres of undeveloped land
- Will deliver 1,433 homes when fully developed



CORE LAND
HOLDINGS

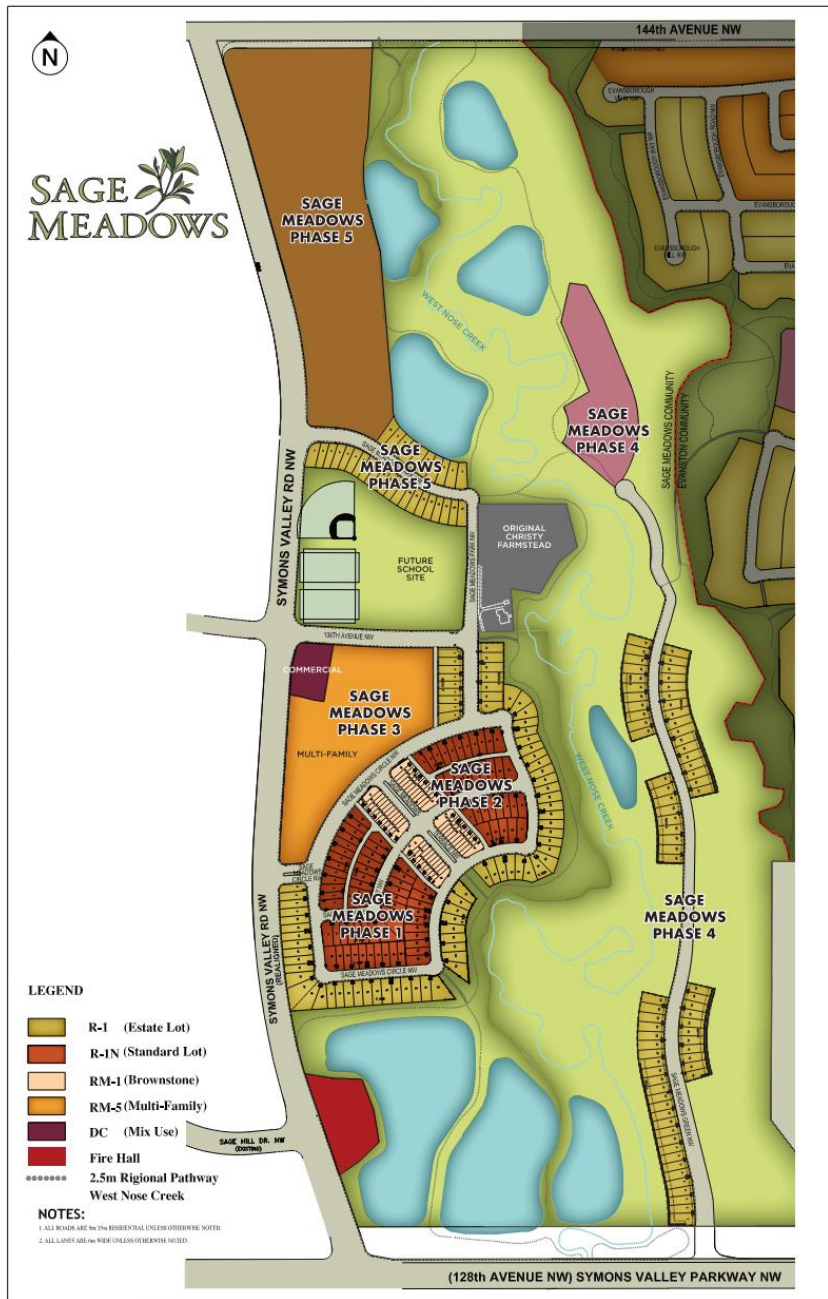
LEWISTON N CALGARY

DEVELOPMENT TIMELINE

- Acquired in 2019
- Target start date for servicing 2023
- Target completion in 2030

CURRENT INVENTORY

- 134 acres of undeveloped land
- Will deliver 915 homes and 7 acres of multi-family and commercial parcels when fully developed



CORE LAND
HOLDINGS

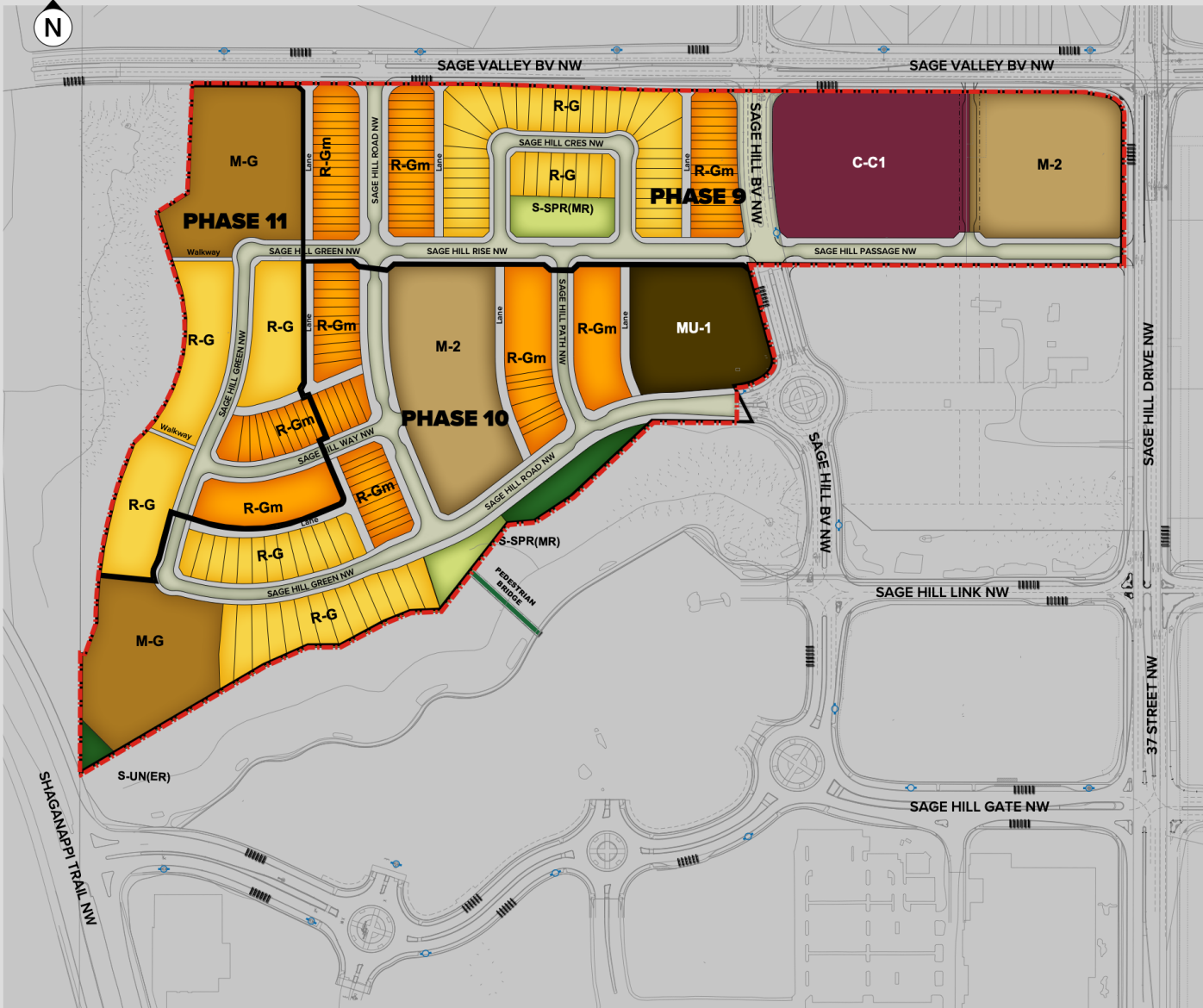
SAGE MEADOWS NW CALGARY

DEVELOPMENT TIMELINE

- Servicing started in 2010
- 374 acres serviced
- 252 acres sold after obtaining land use
- Completed in 2022

CURRENT INVENTORY

- 5 acres of multi-family land



CORE LAND
HOLDINGS

SAGE HILL CREST NW CALGARY

DEVELOPMENT TIMELINE

- Servicing started in 2021
- Target completion in 2026
- Currently developing:
 - Sage Hill Crest Phase 11

CURRENT INVENTORY

- 84 single family lots
- 11 acres of serviced commercial sites
- 12 acres of serviced multi-family sites
- 10 acres under development will deliver 60 single-family lots and a 3 acre multi-family parcel

CORE LAND
HOLDINGS

LOGAN LANDING SE CALGARY

DEVELOPMENT TIMELINE

- Acquired in 2014
- Target start year for servicing of 2023
- Target completion in 2035

CURRENT INVENTORY

- 354 acres of undeveloped land
- Will deliver 1,587 homes and 10 acres of multi-family and commercial parcels when completed





CORE LAND
HOLDINGS

HOTCHKISS SE CALGARY

DEVELOPMENT TIMELINE

- To be acquired in 2025
- Target start year for servicing of 2027
- Target completion in 2037

CURRENT INVENTORY

- 159 acres of undeveloped land
- Will deliver 849 homes and 8 acres of multi-family and commercial parcels when completed

CORE LAND
HOLDINGS

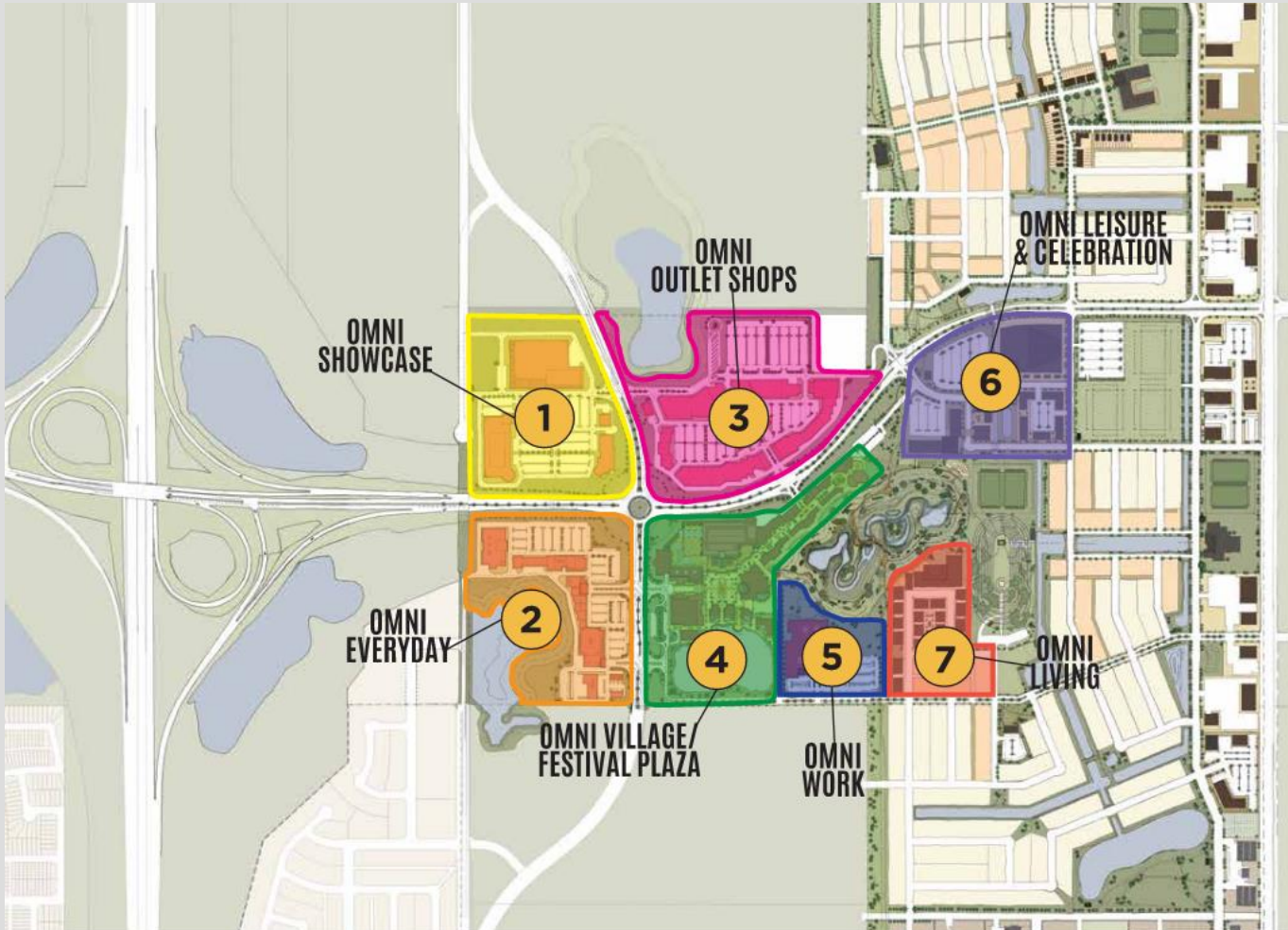
OMNI ROCKY VIEW COUNTY

DEVELOPMENT TIMELINE

- Target start year for servicing: 2025
- Target completion: 2040

CURRENT INVENTORY

- 185 acres future commercial site
- Genesis owns a 59.4% undivided interest in the land and manages the development of the project



ONE DESTINATION FOR ALL



CORE LAND
HOLDINGS

THE 425 ROCKY VIEW COUNTY

CURRENT INVENTORY

- 425 acres of future development land (currently seeking land use approvals)
- Genesis owns 100% of the property having recently purchased 49% from joint venture partners

CONTACT INFORMATION

GENESIS LAND
DEVELOPMENT CORP.

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President and Chief Executive Officer

WAYNE KING, CPA, CA
Chief Financial Officer



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The Genesis logo, featuring the word "GENESIS" in a bold, white, sans-serif font. The logo is positioned in the bottom left corner of the page, overlaid on a photograph of a residential development with a body of water and reeds in the foreground.