



# GENESIS LAND DEVELOPMENT CORP.

Corporate Update

JUNE 6, 2024

**GENESIS**  
*Creating tomorrows*

# 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 2023 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](http://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.

*Bayview Community*



To dream. To design. To build.  
To create *Community.*

**GENESIS**







# OVERVIEW

*Logan Landing Community*





# 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**
- **Increased focus on home building**
- **Well-positioned to take advantage of all market conditions with a focus on operational excellence and a disciplined acquisition approach**
- **Experienced management team that delivers**
- **Strong shareholder support**

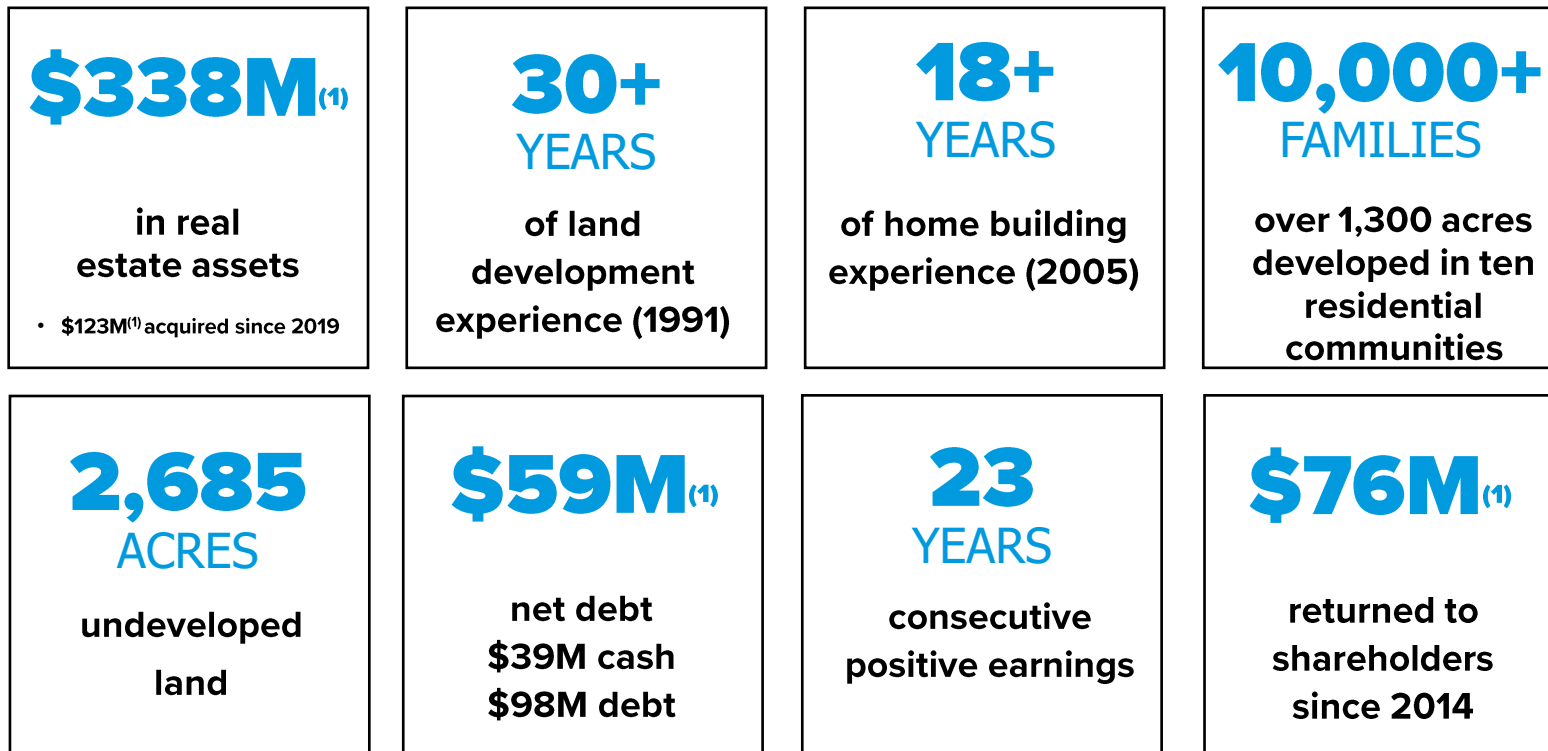


# A STRONG FOUNDATION

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



# GENESIS AT-A-GLANCE

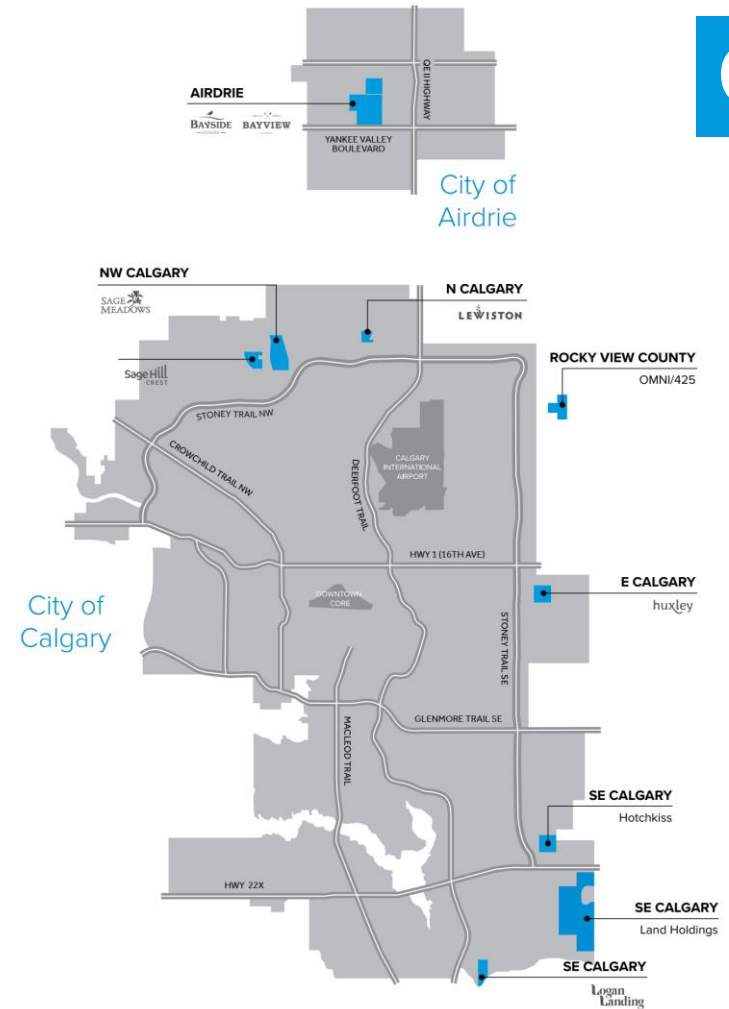


(1) As of March 31, 2024



# LAND SUMMARY

	SERVICED SF LOTS	FUTURE SF LOTS	LAND PARCELS (ACRES)	UNDEVELOPED ACREAGE
<b>AIRDRIE</b>				
Bayside, Bayview	314	410	3	73
<b>CALGARY NW</b>				
Sage Meadows	-	-	5	-
Sage Hill Crest	26	-	7	-
<b>CALGARY N</b>				
Lewiston	-	952	7	134
<b>CALGARY NE</b>				
Huxley (Belvedere)	-	1,368	-	161
<b>CALGARY SE<sup>(1)</sup></b>				
Logan Landing	-	1,606	10	354
Hotchkiss	-	849	8	159
SE Calgary Land Holdings	-	TBD	-	1,194
<b>ROCKYVIEW COUNTY</b>				
OMNI/425	-	-	610	610
	340	7,685	650	2,685



# HOME BUILDING DIVISION ACTIVE IN 13 COMMUNITIES

## Genesis Communities

### AIRDRIE

1. Bayside
2. Bayview

### CALGARY

3. Sage Hill Crest
4. Lewiston
5. Huxley
6. Logan Landing

## Third-Party Communities

### CALGARY

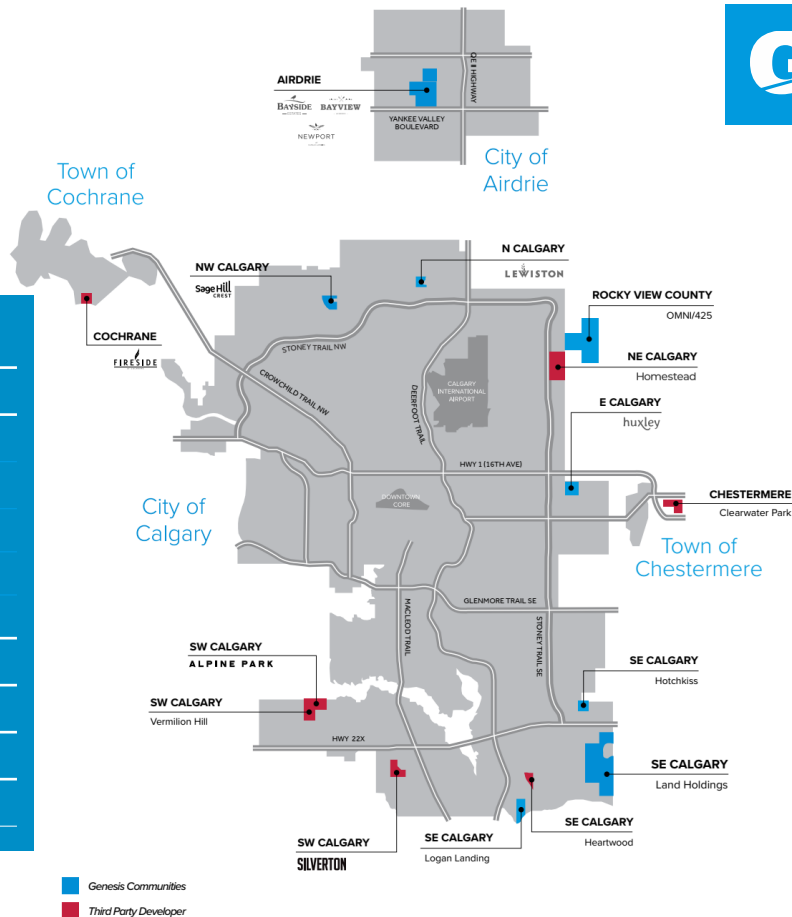
7. Homestead
8. Alpine Park
9. Vermilion Hill
10. Silverton
11. Heartwood

### CHESTERMERE

12. Clearwater Park

### COCHRANE

13. Fireside





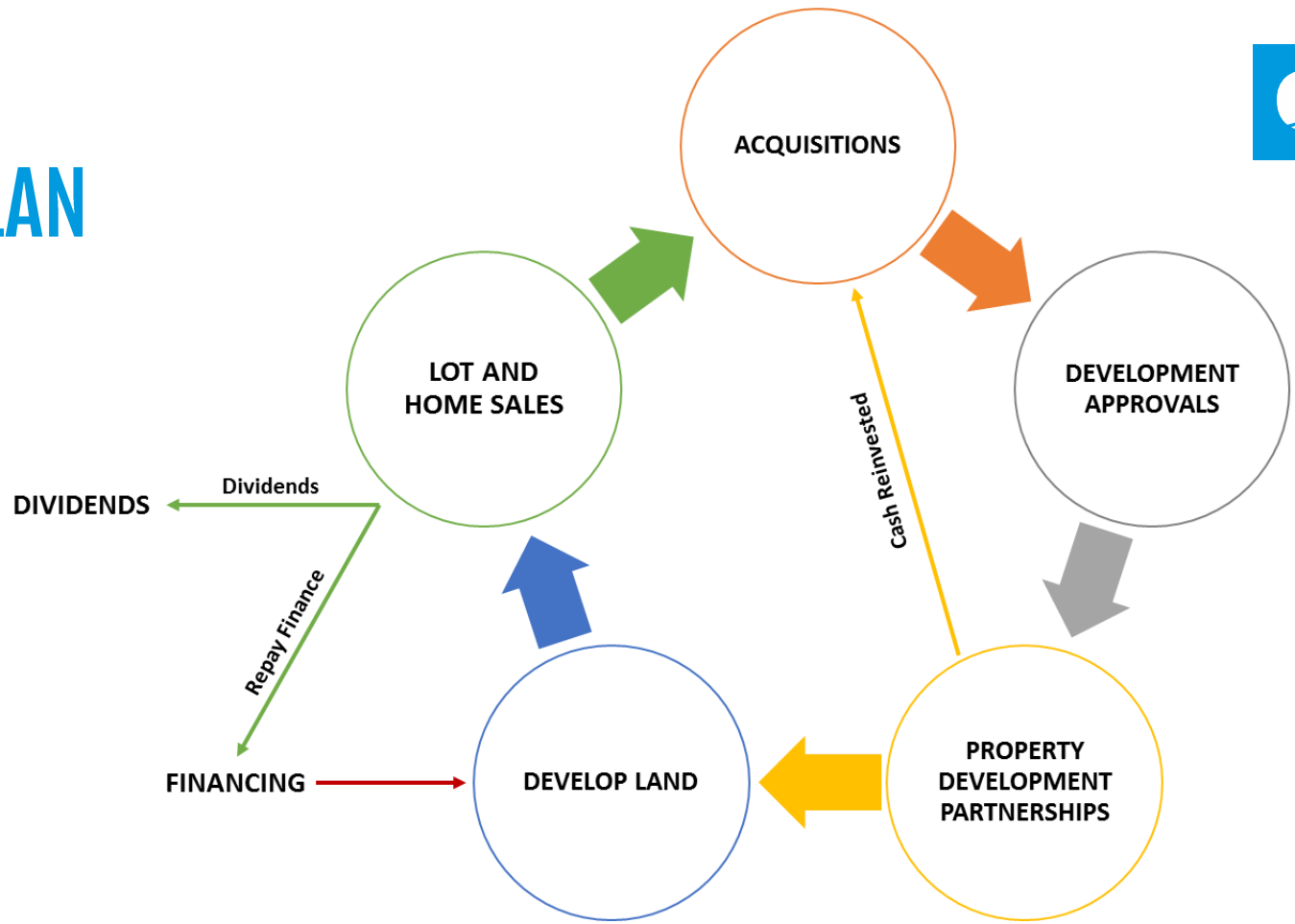
# STRATEGY/GROWTH

*Sage Hill Crest Community*

# 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.



## STRATEGY OVERVIEW





# THE GENESIS ADVANTAGE

- Premier assets with focus in the Calgary Metropolitan Area
- Homebuilding focus on quality production homes
- Market knowledge and awareness
- First in-the-know about acquisition opportunities
- Experienced in navigating the complex approval process



SAGE  
MEADOWS



# FOCUSED ON THE CALGARY METROPOLITAN AREA (CMA)

- Highest population growth rate among Canada's largest cities
- Affordability advantage
- Strong labor and employment
- Ideal location (proximity to the mountains)





# GROWTH MODEL

## *Land*

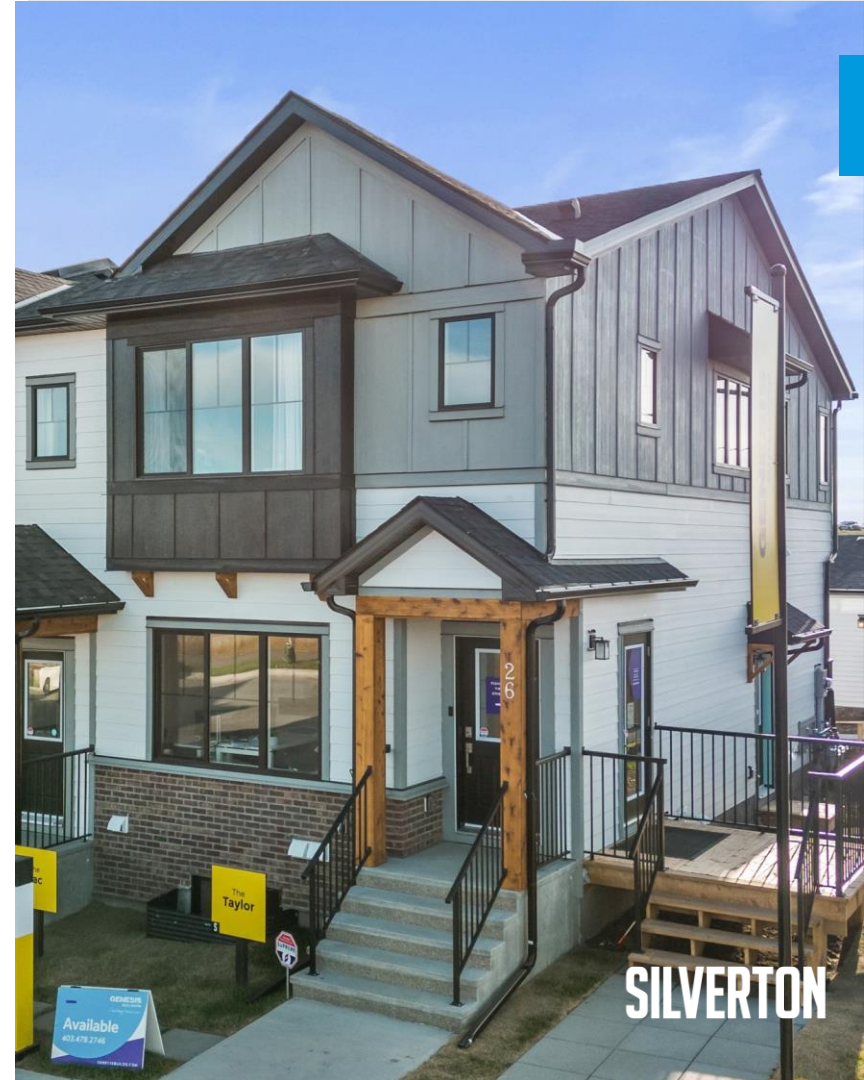
- Acquire well positioned land
  - Strict adherence to predetermined acquisition parameters
  - Preferably with Area Structure Plan in place
- Finalize approvals
- Bring in builder partners
- Develop, sell – realize cash
  - Partner of choice for contractors/consultants
- Reinvest cash surfaced from operations
- Repeat process



# GROWTH MODEL

## *Housing*

- Participate in all Genesis communities
- Participate in third party communities
- Continue to increase volumes
- Focus – production builder in CMA
- Partner of choice for trades/suppliers



# RECENT ACQUISITIONS

## 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 161-acre parcel in NE Calgary

## 2022 – Hotchkiss

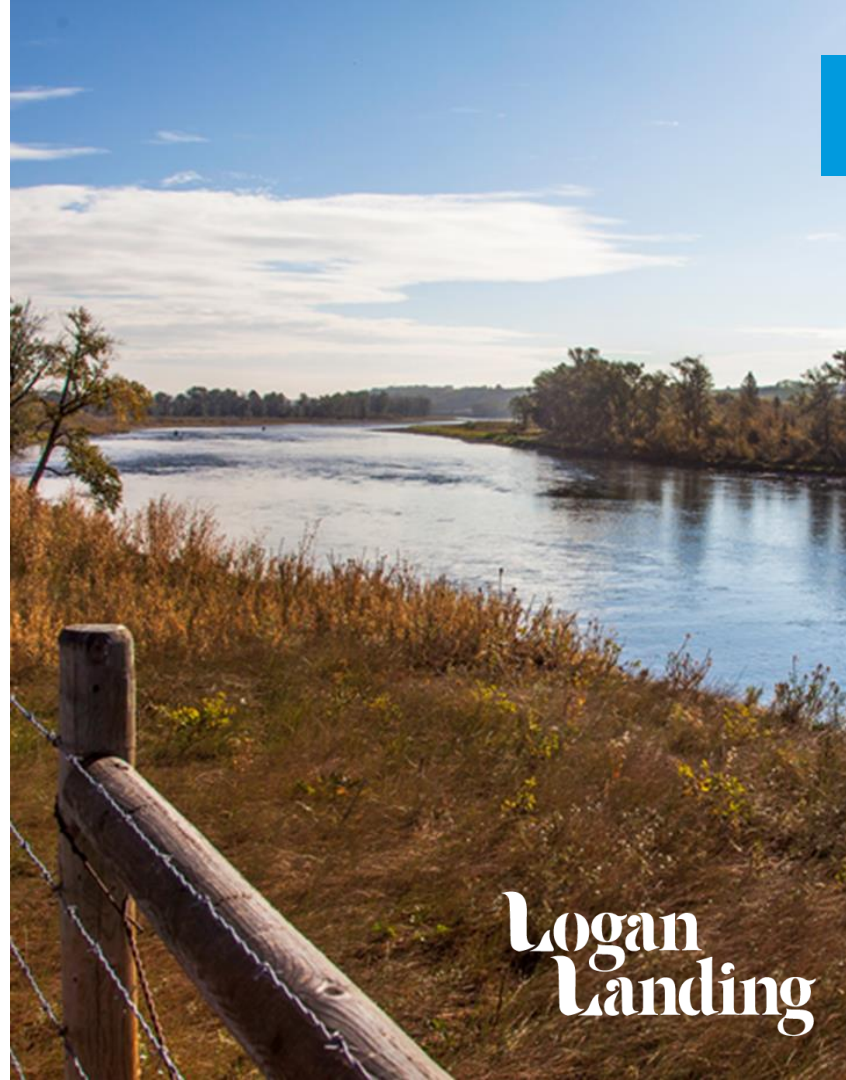
- Acquired 160-acre parcel in SE Calgary

## 2022 – Rocky View County

- Acquired 49% interest in 425 acres in North Conrich – bringing ownership to 100%
- Acquired 16% interest in 185-acre OMNI – now own 73%

## SE Calgary Land Holdings

- Acquired 460-acre parcel in SE Calgary in 2023
- Contracted to acquire a 734-acre parcel in SE Calgary in May 2024





# EXECUTIVE TEAM



**IAIN STEWART**  
President and CEO



**PS SIDHU**  
Sr. Vice President,  
Home Building



**BRIAN WHITWELL**  
Sr. Vice President,  
Asset Management



**ROB SEKHON**  
Chief Financial Officer



**BRENDAN McCASHIN**  
Vice President,  
Land Development



**ARNIE STEFANIUK**  
Vice President,  
Regional Planning



**WAYNE KING**  
Sr. Vice President,  
Information Systems & Special  
Projects



## BOARD OF DIRECTORS

Stephen J. Griggs  
Chair

Steven Glover  
Lead Director

Mark W. Mitchell  
Director

Iain Stewart  
Director & CEO

Calvin Younger  
Director

# FINANCIAL

*Bayview Community*

# HIGHLIGHTS

*March 31, 2024*

- **Total Assets - \$438M**
- **Real Estate Assets - \$338M**
- **Net Debt - \$59M**

(\$000'S)	THREE MONTHS ENDED MAR. 31, 2024	THREE MONTHS ENDED MAR. 31, 2023
TOTAL REVENUES	68,305	37,349
EARNINGS	6,950	160
(UNITS)		
RESIDENTIAL LOT SALES	123	62
HOME SALES	85	60
NEW HOME ORDERS	113	24
OUTSTANDING NEW HOME ORDERS	275	169
(\$000'S)	AS AT MAR. 31, 2024	AS AT DEC. 31, 2023
CASH AND CASH EQUIVALENTS	39,230	37,546
LOANS AND CREDIT FACILITIES	97,892	103,587





# POSITIONED TO THRIVE

*Building On Our Success*

- 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



ASHBURY

AT SADDLESTONE



*Core Land Holdings*

# APPENDIX

*Lewiston Community*

# CORE LAND HOLDINGS

June 6, 2024

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

COMMUNITY	UNDEVELOPED ACRES	TARGETED DEVELOPMENT TIMEFRAME
<b>AIRDRIE</b>		
BAYSIDE	28	1997 - 2029
BAYVIEW	45	1997 - 2029
	73	
<b>CALGARY</b>		
LEWISTON	134	2020 - 2030
HUXLEY (BELVEDERE)	161	2023 - 2033
LOGAN LANDING	354	2023 - 2034
HOTCHKISS	159	2027-2037
SE CALGARY LAND HOLDINGS	1,194	2035+
	2,002	
<b>ROCKY VIEW COUNTY</b>		
OMNI <sup>(1)</sup>	185	N/A
THE 425	425	N/A
	610	
<b>TOTAL</b>	<b>2,685</b>	

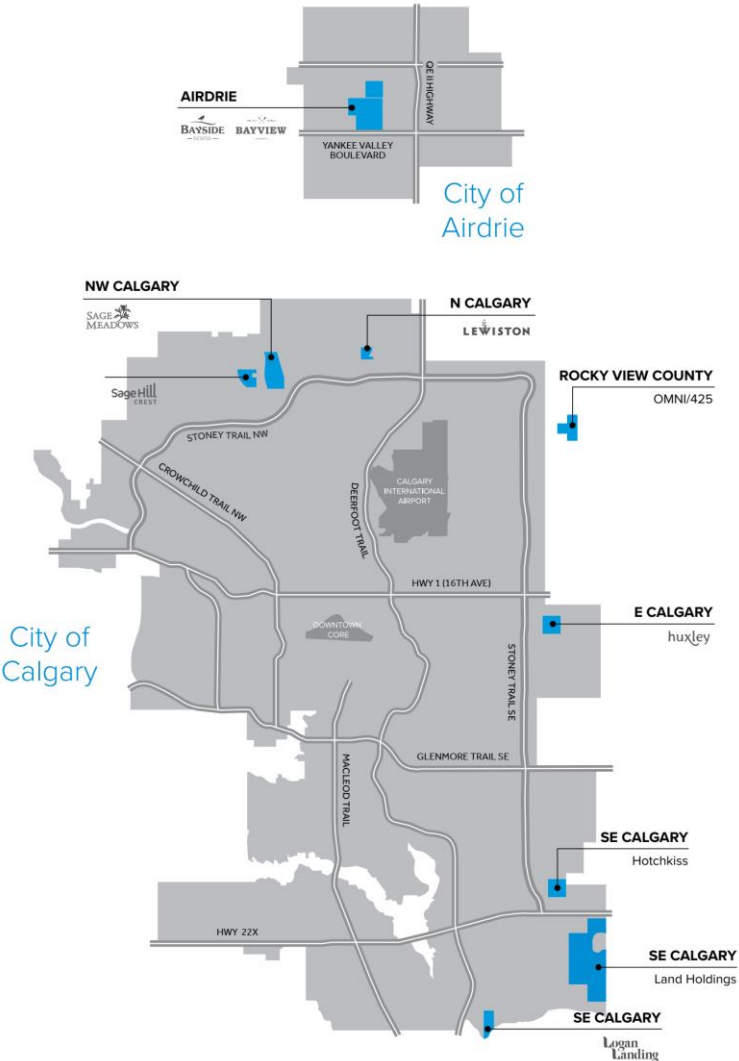
(1) Owns 73% and manages development





# MAP OF CORE LAND HOLDINGS

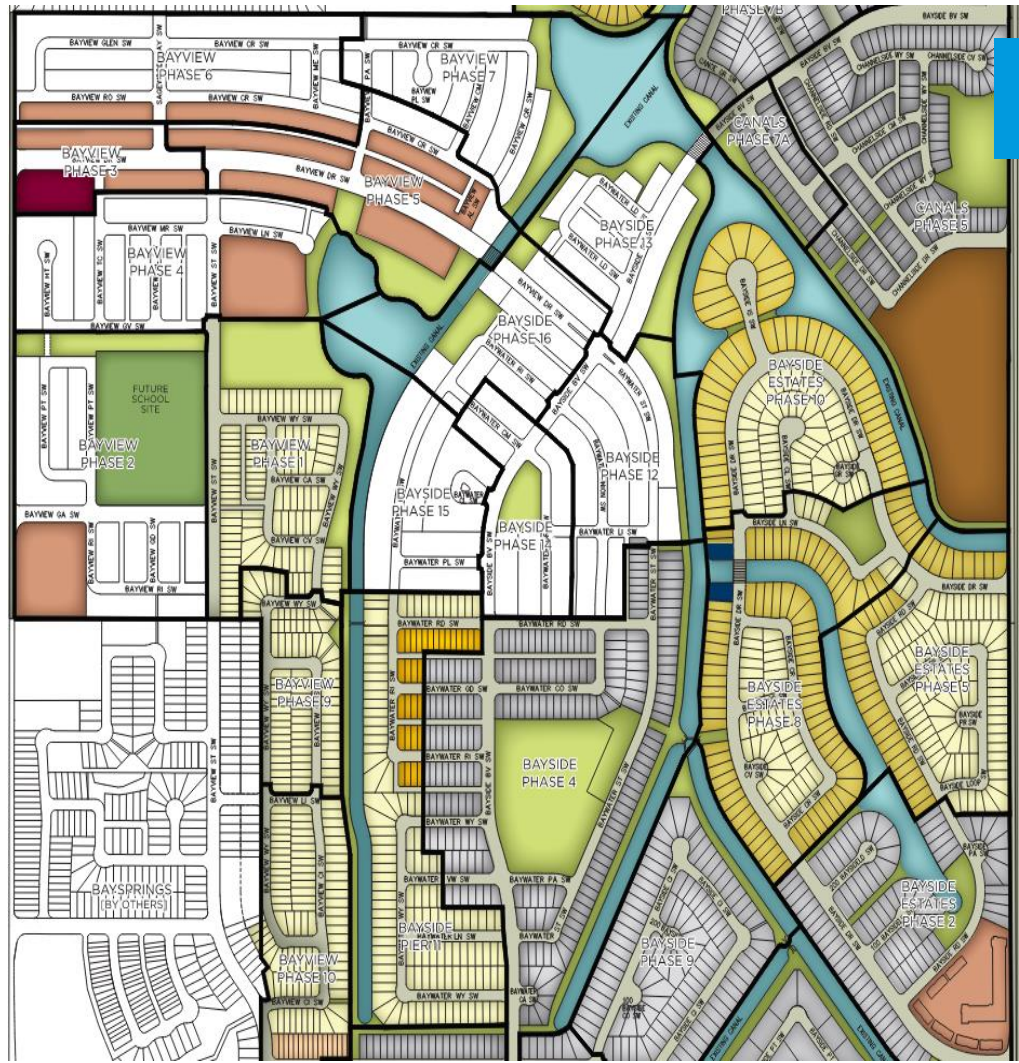
June 6, 2024



Airdrie

- **Servicing started in 1997**
- **647 acres serviced (including Canals)**
- **Target completion in 2029**
- **Plan to develop:**
  - **Bayview Phase 3**

- **298 single family lots**
- **16 townhomes**
- **1 multi-family site (3.4 acres)**
- **73 acres of undeveloped land**



# HUXLEY (BELVEDERE)

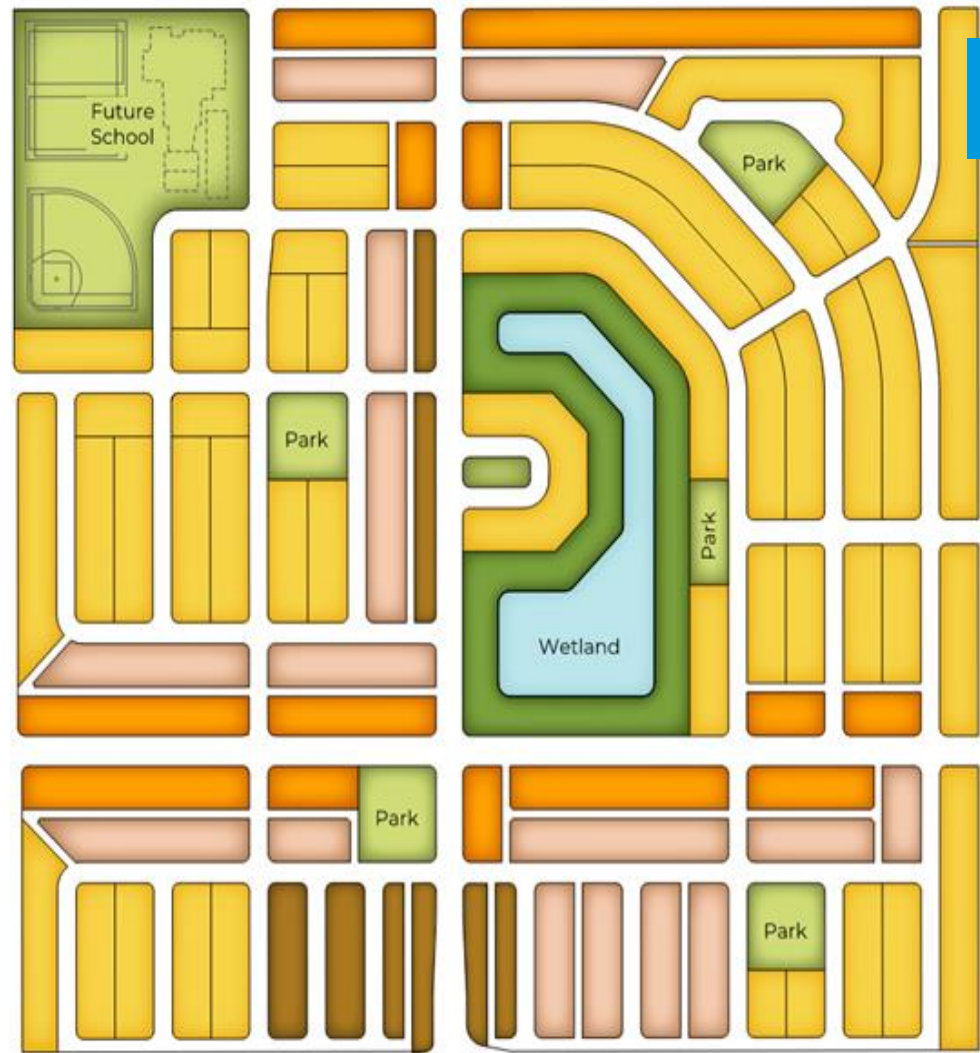
*NE Calgary*

## DEVELOPMENT TIMELINE

- Acquired in 2021
- Servicing commenced in 2023
- Target completion in 2035

## CURRENT INVENTORY

- 161 acres of undeveloped land
- Will deliver 1,368 homes when fully developed





# LEWISTON

*N Calgary*

## DEVELOPMENT TIMELINE

- Acquired in 2021
- Servicing commenced in 2020
- Target completion in 2031

## CURRENT INVENTORY

- 134 acres of undeveloped land
- Will deliver 952 homes and 7 acres of multi-family and commercial parcels when fully developed



# LOGAN LANDING

SE Calgary

## DEVELOPMENT TIMELINE

- Acquired in 2014
- Servicing commenced in 2023
- Target completion in 2034

## CURRENT INVENTORY

- 354 acres of undeveloped land
- Will deliver 1,606 homes and 10 acres of multi-family and commercial parcels when completed



# SAGE HILL CREST

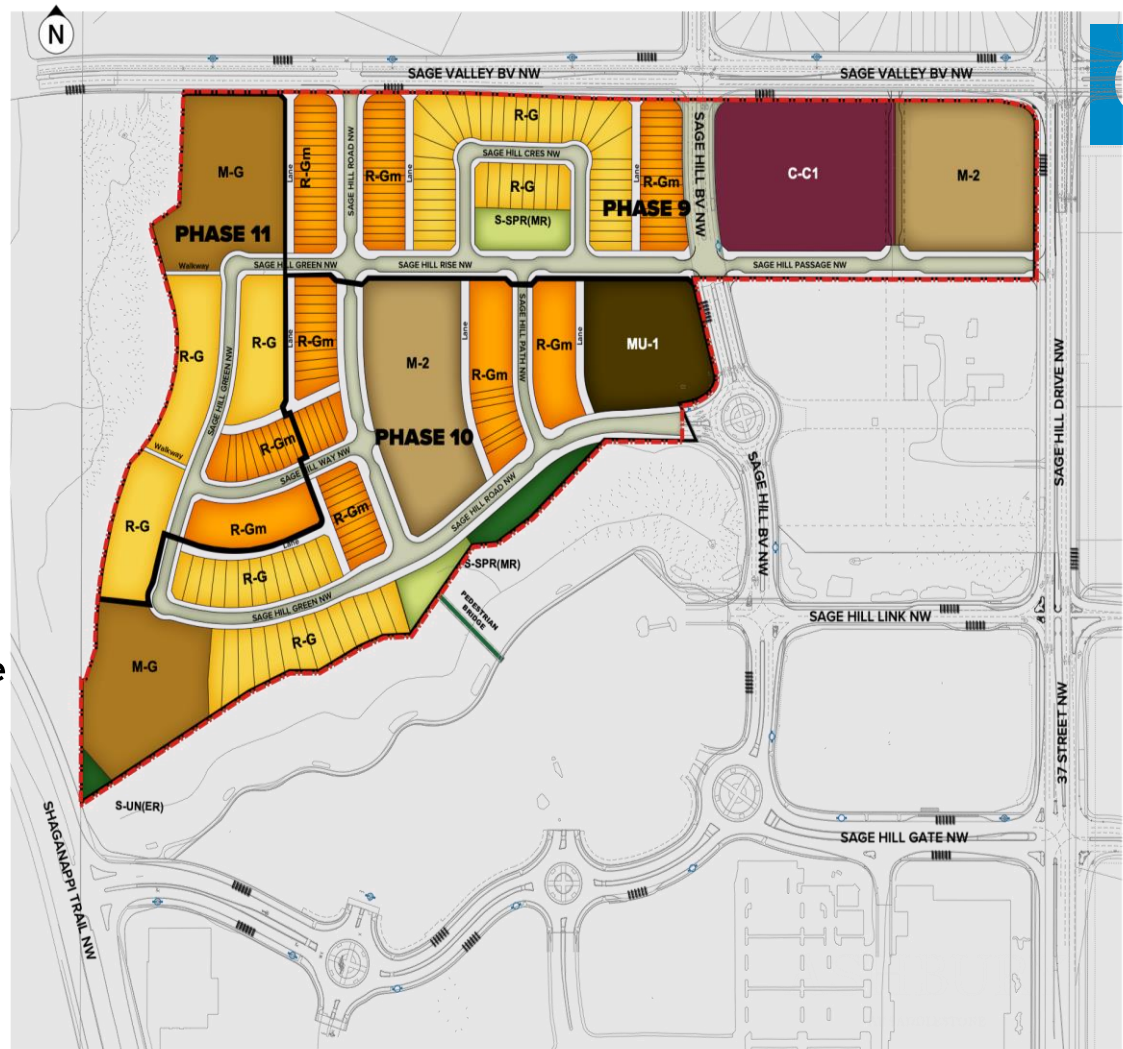
*NW Calgary*

## DEVELOPMENT TIMELINE

- Servicing commenced in 2020
- Target completion in 2025

## CURRENT INVENTORY

- 26 single family lots
- 7 acres of serviced commercial site





# HOTCHKISS

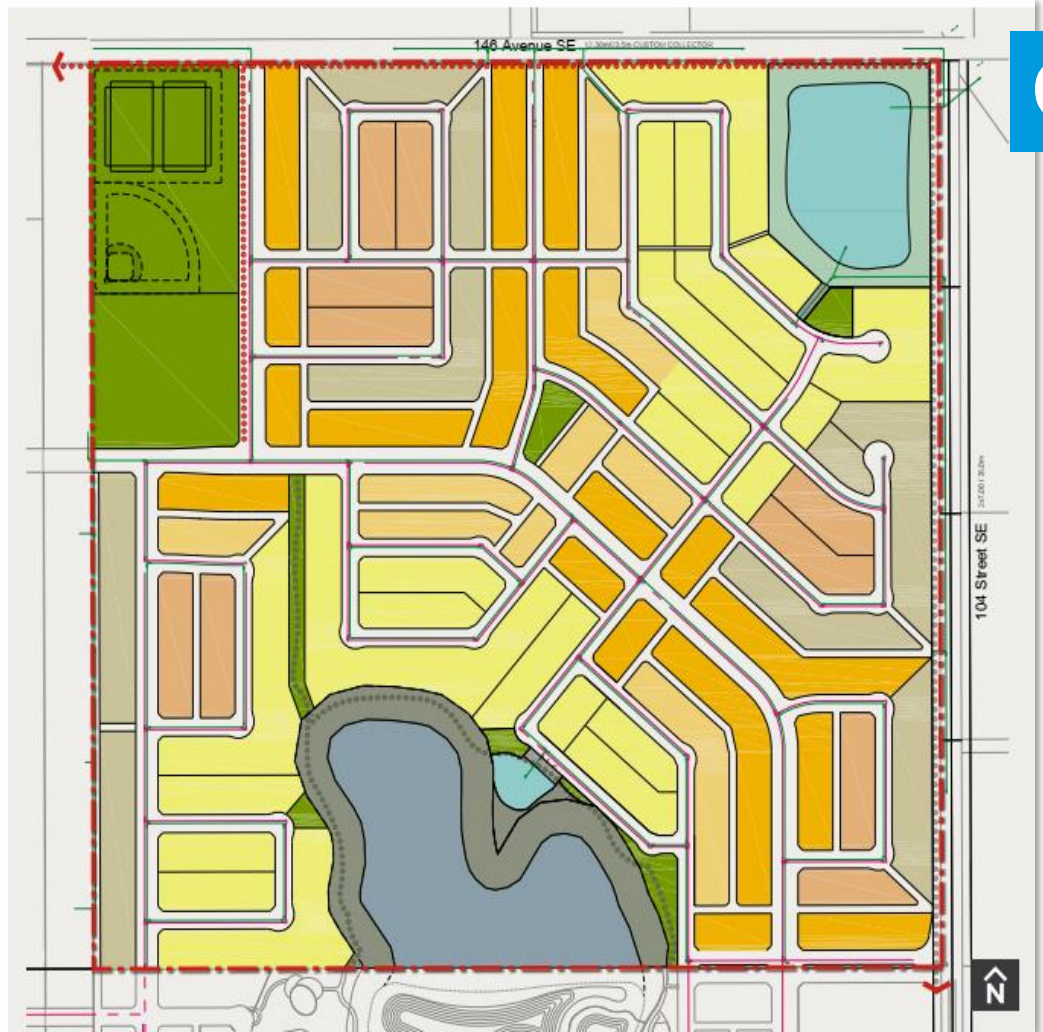
*SE Calgary*

## DEVELOPMENT TIMELINE

- Acquisition to be closed 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



# SE CALGARY LAND HOLDINGS

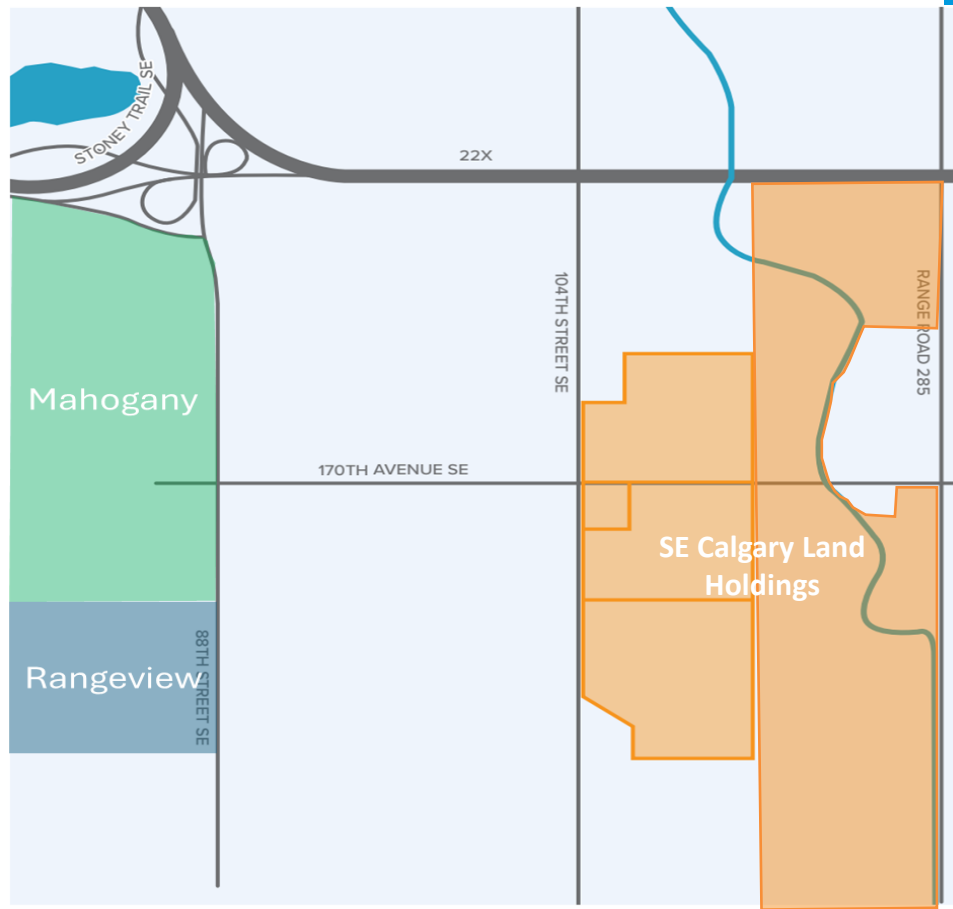
*SE Calgary*

## DEVELOPMENT TIMELINE

- 460-acre acquisition closed in Q4 2023
- 734-acre acquisition closed in Q2 2024 (option to purchase additional 106 acres)
- Target start year for servicing of 2035
- Target completion in 2055

## CURRENT INVENTORY

- 1,194 acres of undeveloped land
- Will deliver numerous homes, multi-family and commercial parcels when completed



# OMNI

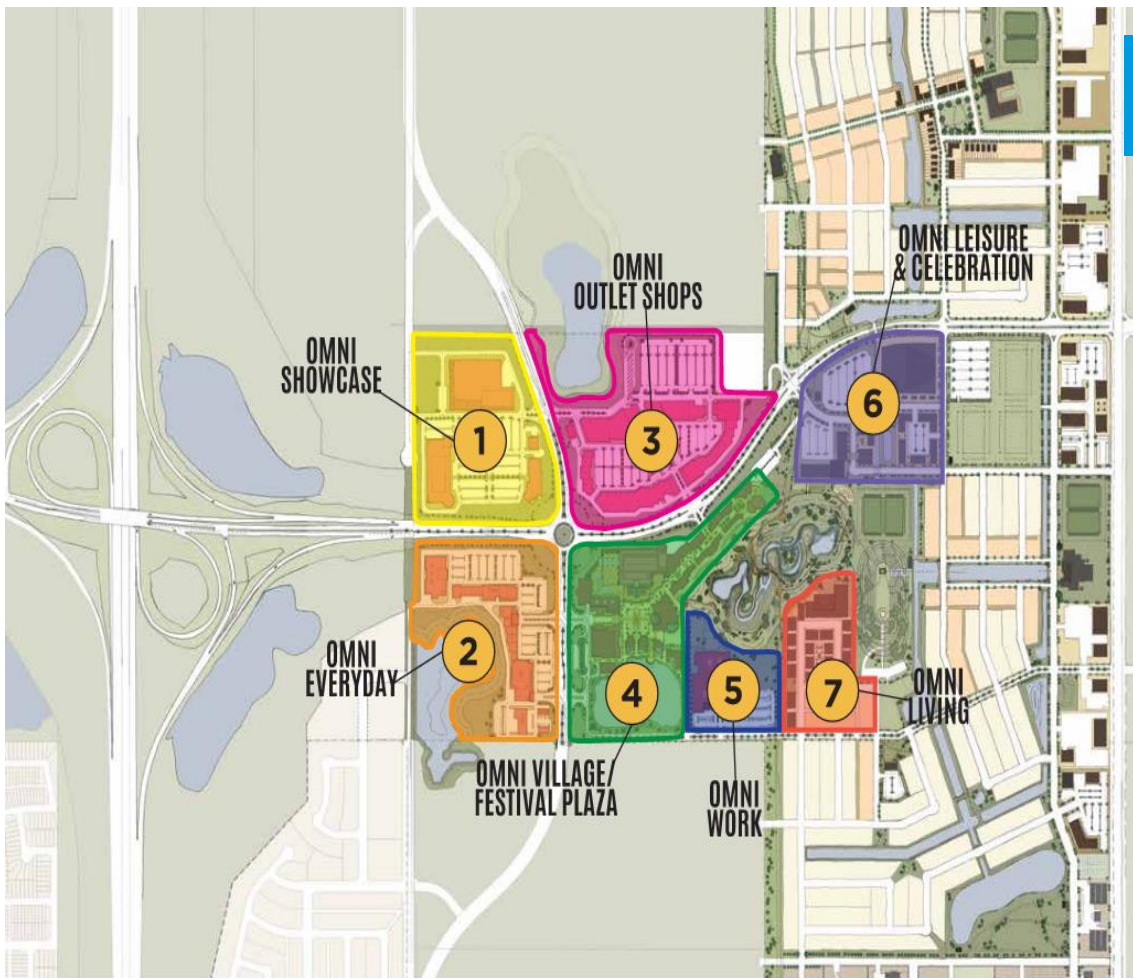
*Rocky View County*

## DEVELOPMENT TIMELINE

- Target start year for servicing: 2025
- Target completion: N/A

## CURRENT INVENTORY

- 185 acres future commercial site
- Effective February 2023, Genesis owns a 73% undivided interest in the land



ONE DESTINATION FOR ALL



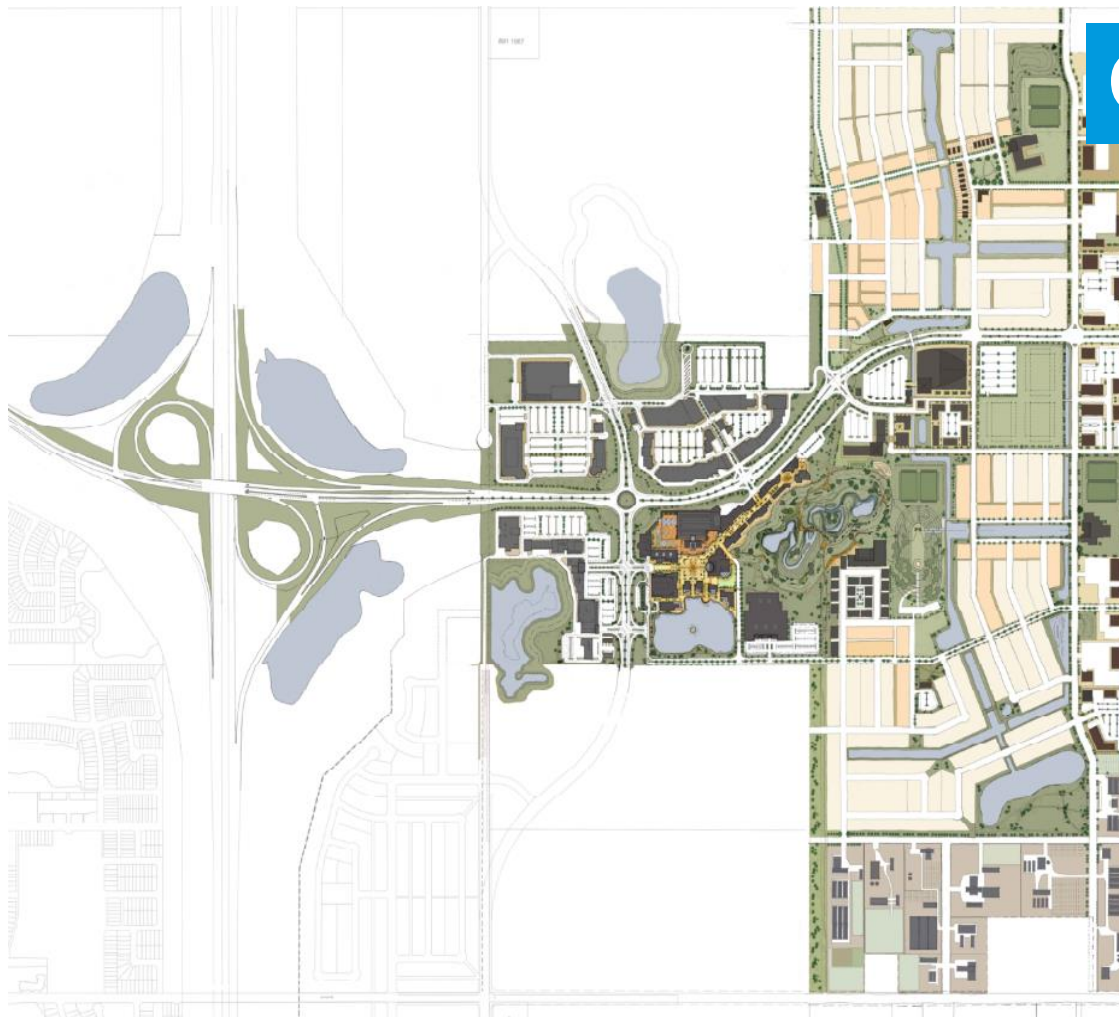


# THE 425

*Rocky View County*

## CURRENT INVENTORY

- 425 acres of future development land (currently seeking land use approvals)
- Genesis owns 100% of the property





# CONTACT INFORMATION

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President and Chief Executive Officer

ROB SEKHON, CPA, CA  
Chief Financial Officer

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*Bayside Community*