



GENESIS LAND DEVELOPMENT CORP.

Corporate Update

June 30, 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, 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**



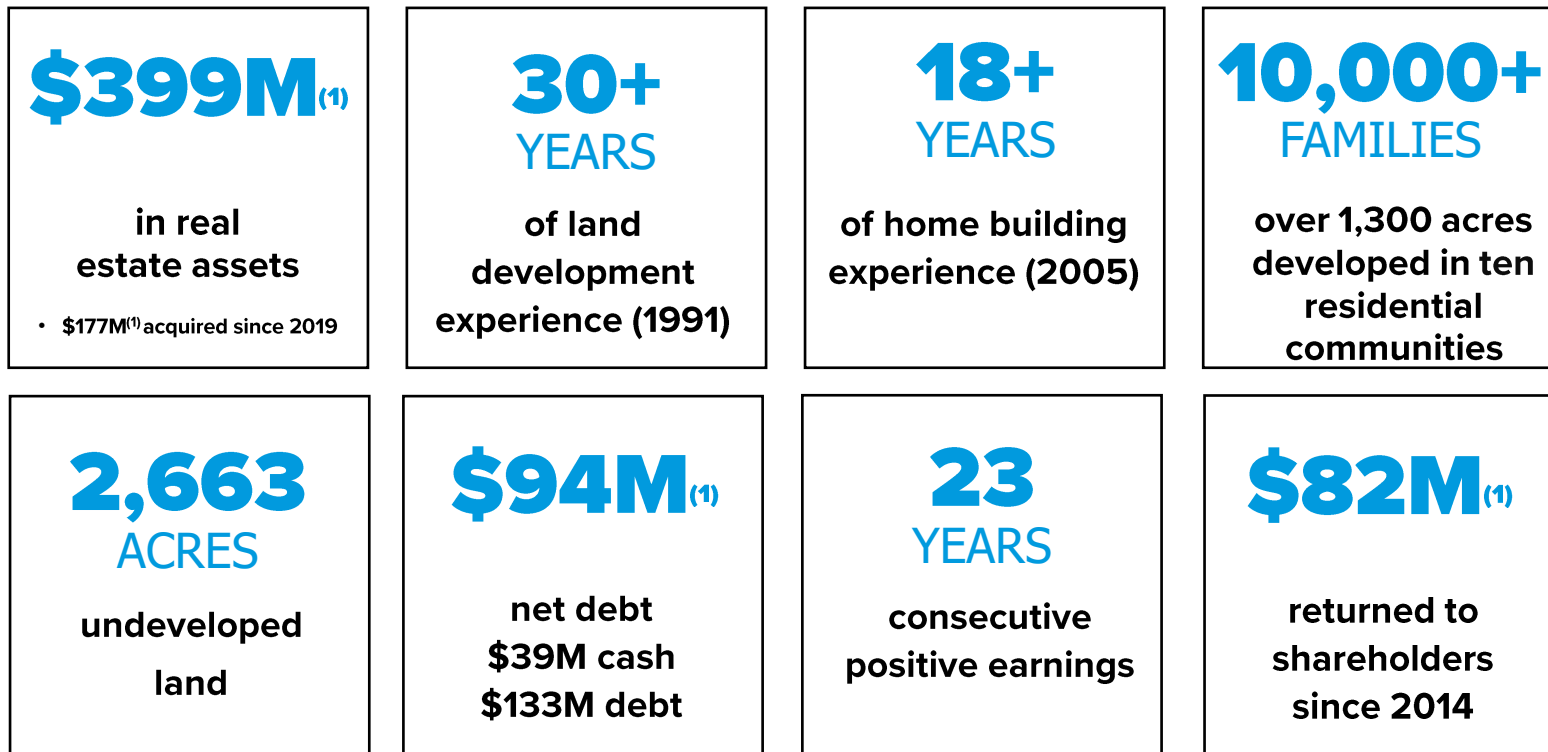
BAYSIDE
— ESTATES —

A STRONG FOUNDATION

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



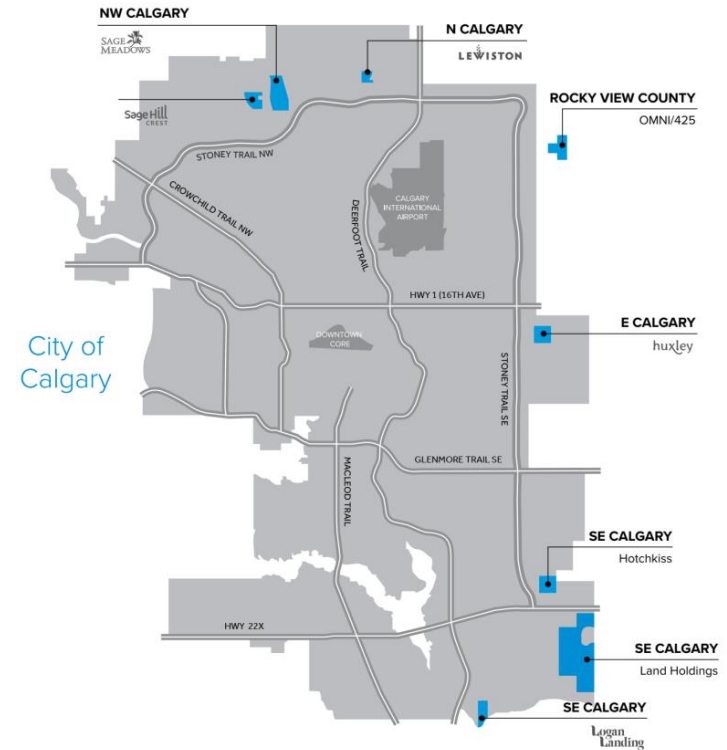
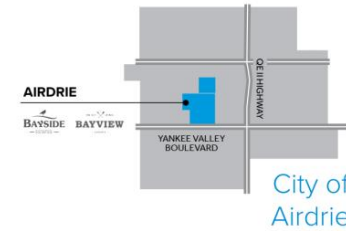
GENESIS AT-A-GLANCE



(1) As of June 30, 2024

LAND SUMMARY

	SERVICED SF LOTS	FUTURE SF LOTS	LAND PARCELS (ACRES)	UNDEVELOPED ACREAGE
AIRDRIE				
Bayside, Bayview	273	407	3	73
CALGARY NW				
Sage Hill Crest	16	-	7	-
CALGARY N				
Lewiston	4	768	7	111
CALGARY NE				
Huxley (Belvedere)	-	1,378	-	161
CALGARY SE⁽¹⁾				
Logan Landing	-	1,606	10	354
Hotchkiss	-	1,184	8	160
Calgary SE Land Holdings	-	TBD	-	1,194
ROCKYVIEW COUNTY				
OMNI/425	-	-	610	610
	293	>5,343	645	2,663



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

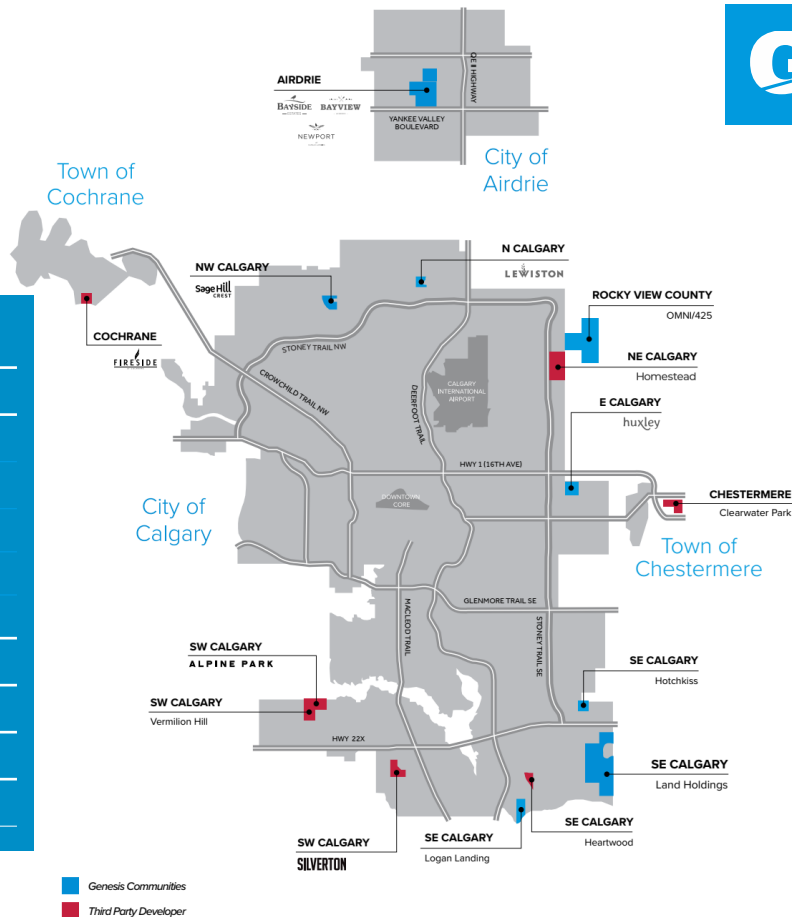
7. Homestead
8. Alpine Park
9. Vermilion Hill
10. Silverton
11. Heartwood

CHESTERMERE

12. Clearwater Park

COCHRANE

13. Fireside



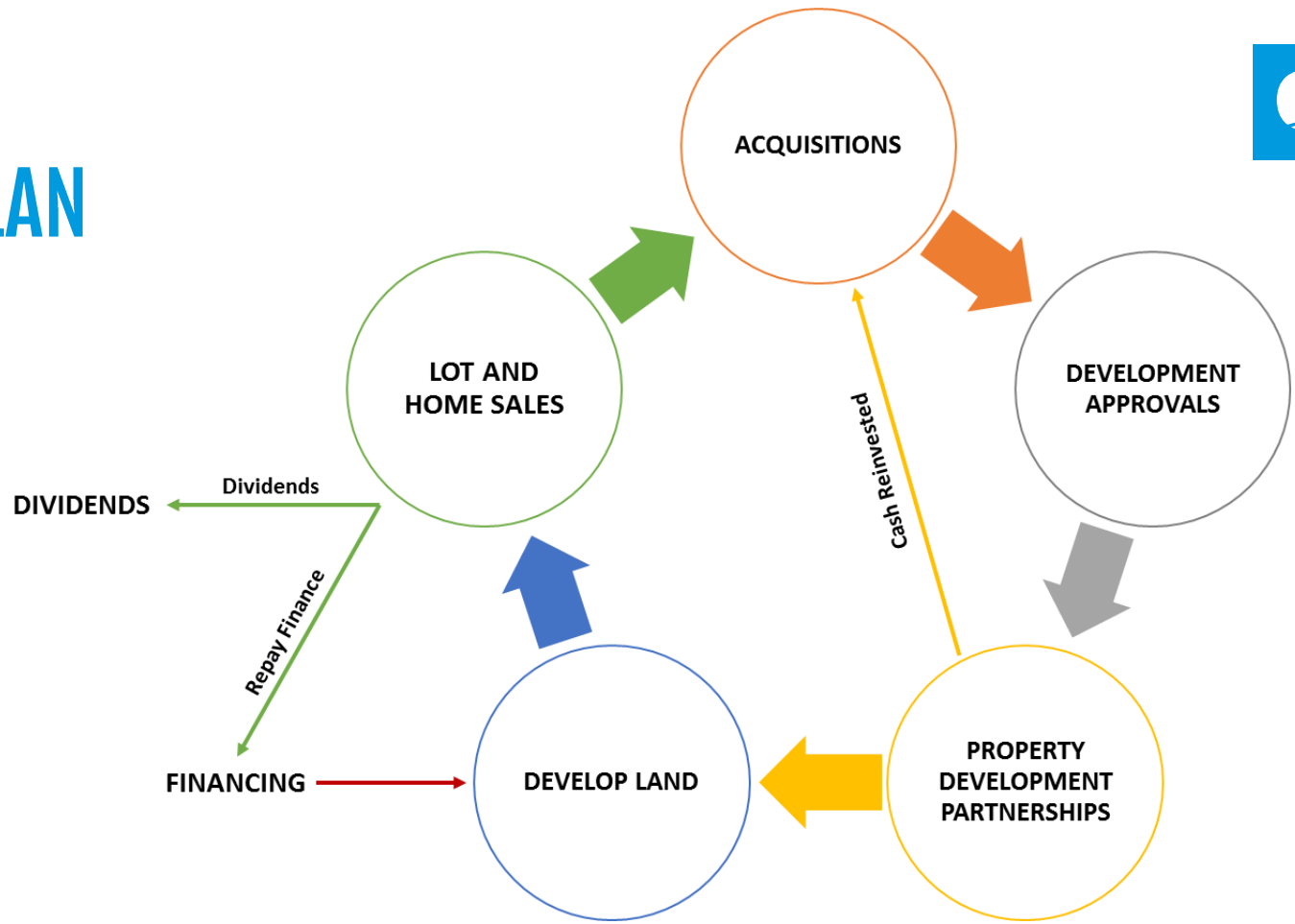
STRATEGY/GROWTH

Sage Hill Crest Community

STRATEGY & BUSINESS PLAN

Simple business model – highly focused approach

Genesis' strategy is 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)

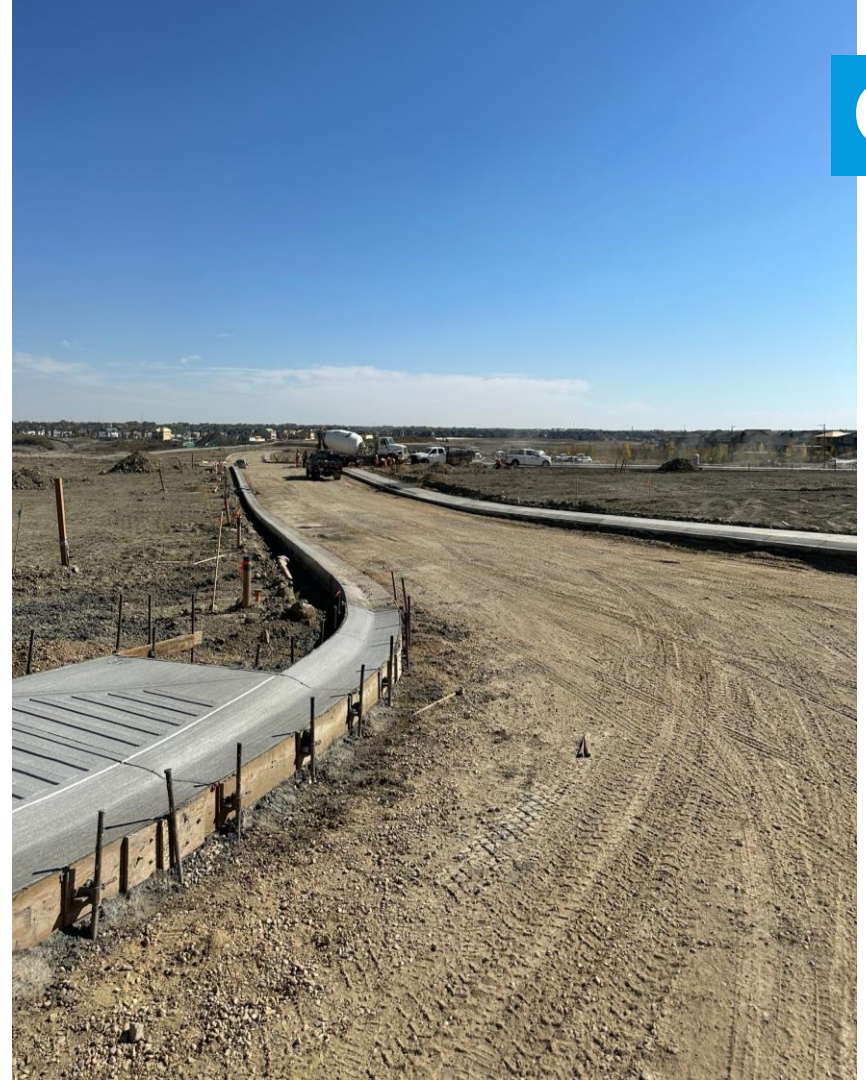
- Highest population growth rate among Canada's largest cities
- Affordability advantage
- Strong labor and employment
- Ideal location (proximity to the mountains)



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

- Focus as a quality production builder in the CMA
- Participate in all Genesis communities
- Participate in third party communities
- Continue to increase volumes
- 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

- Acquired 161-acre parcel in East 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%

Calgary SE Land Holdings

- Acquired 460-acre parcel in SE Calgary in 2023
- Acquired 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

June 30, 2024

- **Total Assets - \$503M**
- **Real Estate Assets - \$399M**
- **Net Debt - \$94M**

(\$000'S)	SIX MONTHS ENDED JUN. 30, 2024	SIX MONTHS ENDED JUN. 30, 2023
TOTAL REVENUES	163,283	90,537
EARNINGS	14,977	4,253
(UNITS)		
RESIDENTIAL LOT SALES	354	166
HOME SALES	192	129
NEW HOME ORDERS	235	156
OUTSTANDING NEW HOME ORDERS	290	232
(\$000'S)	AS AT JUN. 30, 2024	AS AT DEC. 31, 2023
CASH AND CASH EQUIVALENTS	39,367	37,546
LOANS AND CREDIT FACILITIES	133,605	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 30, 2024

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

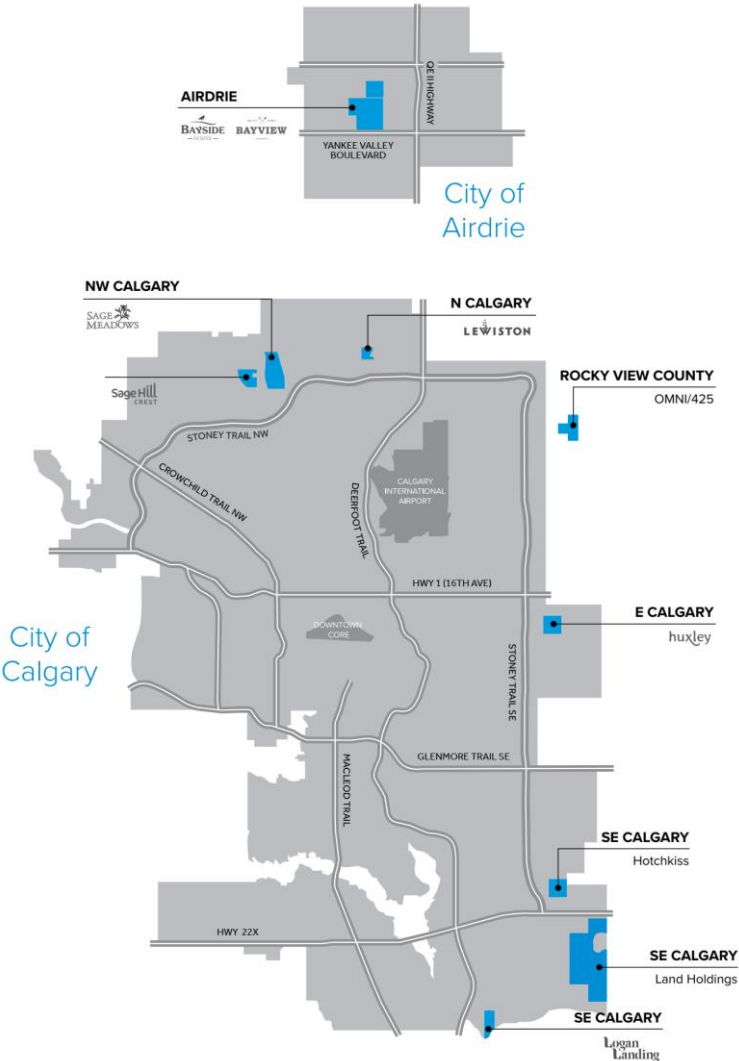
COMMUNITY	UNDEVELOPED ACRES	TARGETED DEVELOPMENT TIMEFRAME
AIRDRIE		
BAYSIDE	28	1997 - 2029
BAYVIEW	45	1997 - 2029
	73	
CALGARY		
LEWISTON	111	2020 - 2030
HUXLEY (BELVEDERE)	161	2023 - 2033
LOGAN LANDING	354	2023 - 2034
HOTCHKISS	160	2027-2037
CALGARY SE LAND HOLDINGS	1,194	2035+
	2,002	
ROCKY VIEW COUNTY		
OMNI ⁽¹⁾	185	N/A
THE 425	425	N/A
	610	
TOTAL	2,663	

(1) Owns 73% and manages development



MAP OF CORE LAND HOLDINGS

June 30, 2024



BAYSIDE & BAYVIEW

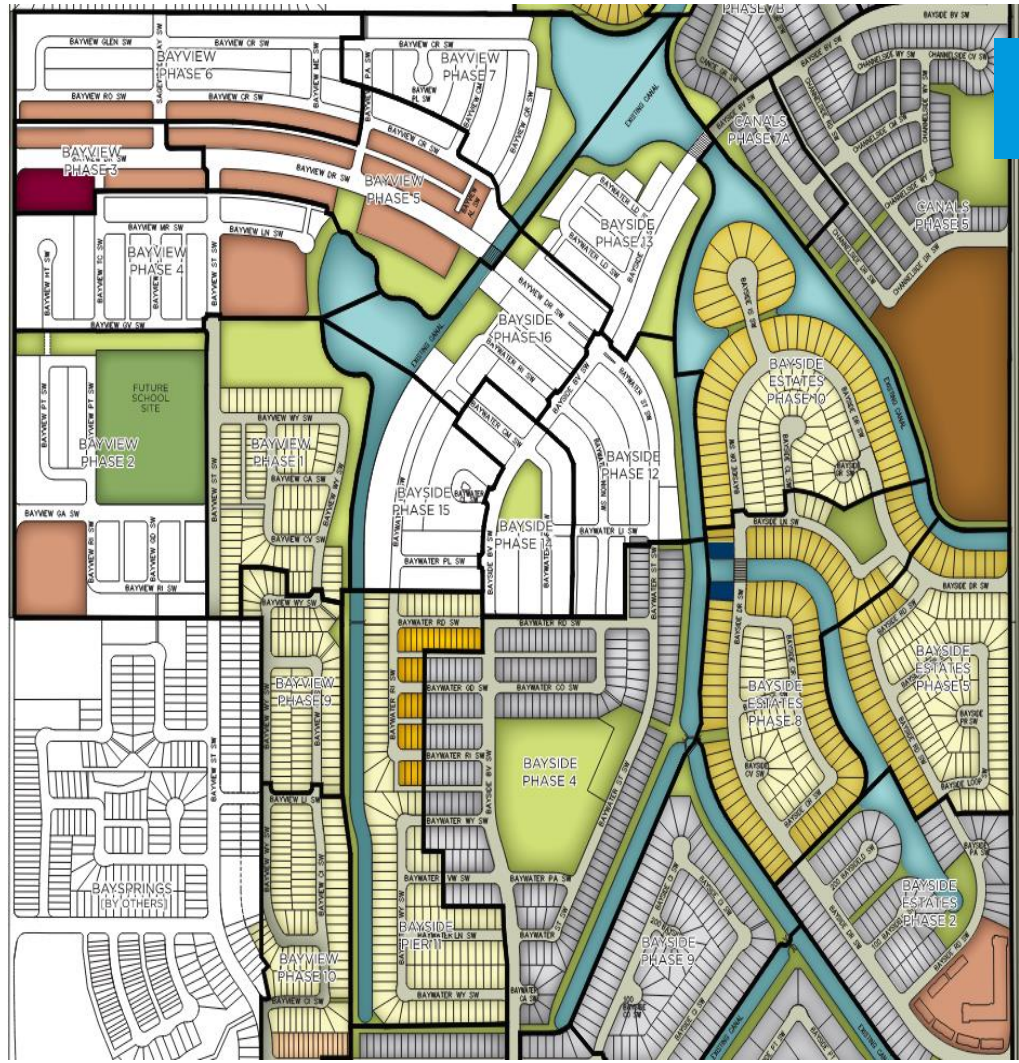
Airdrie

DEVELOPMENT TIMELINE

- Servicing started in 1997
- 647 acres serviced (including Canals)
- Target completion in 2029
- Currently developing:
 - Bayview Phase 3

CURRENT INVENTORY

- 265 single family lots
- 8 townhomes
- 1 multi-family site (3.4 acres)
- 73 acres of undeveloped land



HUXLEY

E Calgary

DEVELOPMENT TIMELINE

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

CURRENT INVENTORY

- 161 acres of undeveloped land
- Will deliver 1,378 homes when fully developed



LEWISTON

N Calgary

DEVELOPMENT TIMELINE

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

CURRENT INVENTORY

- 111 acres of undeveloped land
- Will deliver 768 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

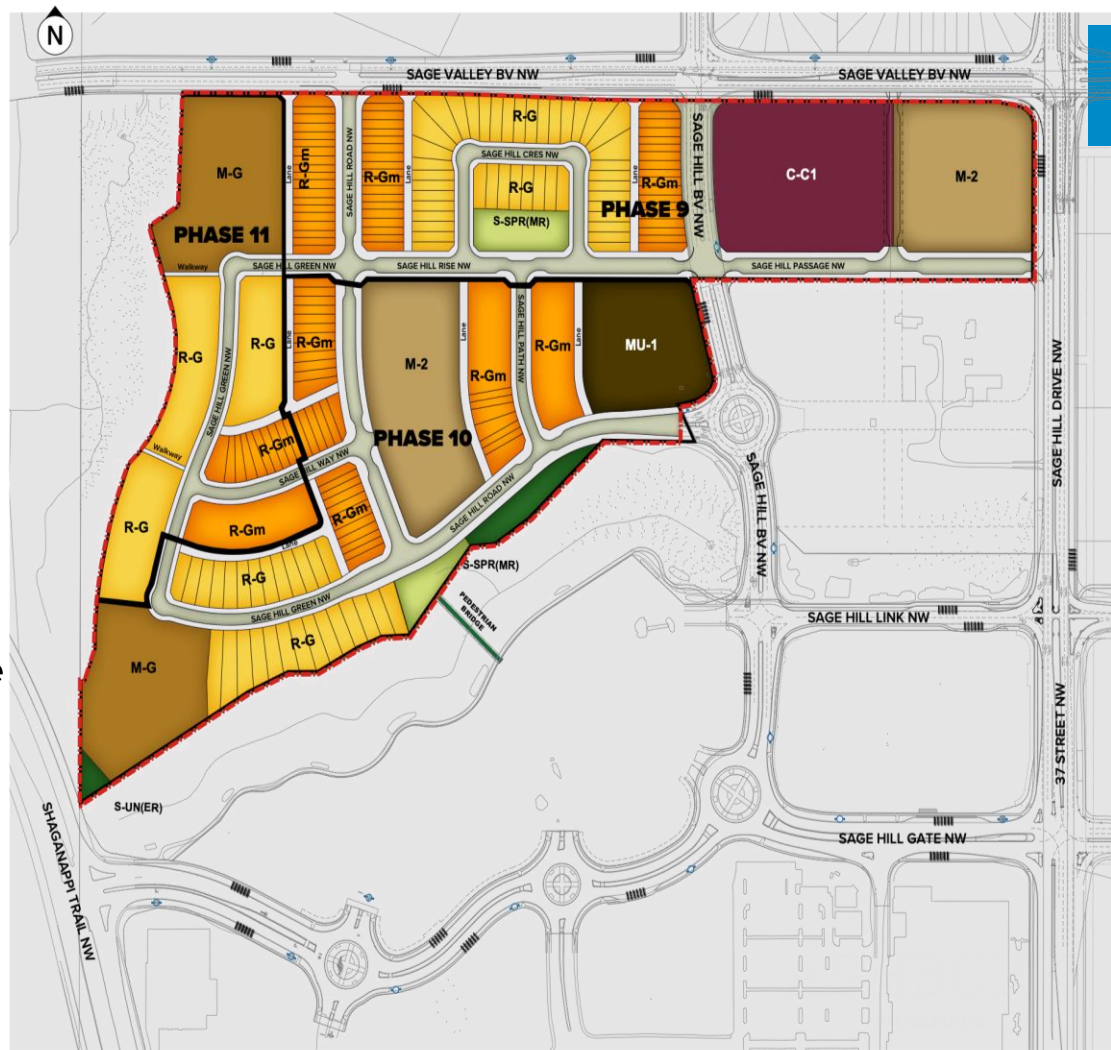
NW Calgary

DEVELOPMENT TIMELINE

- Servicing commenced in 2020
- Target completion in 2025

CURRENT INVENTORY

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



HOTCHKISS

SE Calgary

DEVELOPMENT TIMELINE

- Acquired in 2024
- Target start year for servicing of 2027
- Target completion in 2037

CURRENT INVENTORY

- 160 acres of undeveloped land
- Will deliver 1,184 homes and 3 acres of multi-family when completed



CALGARY SE LAND HOLDINGS

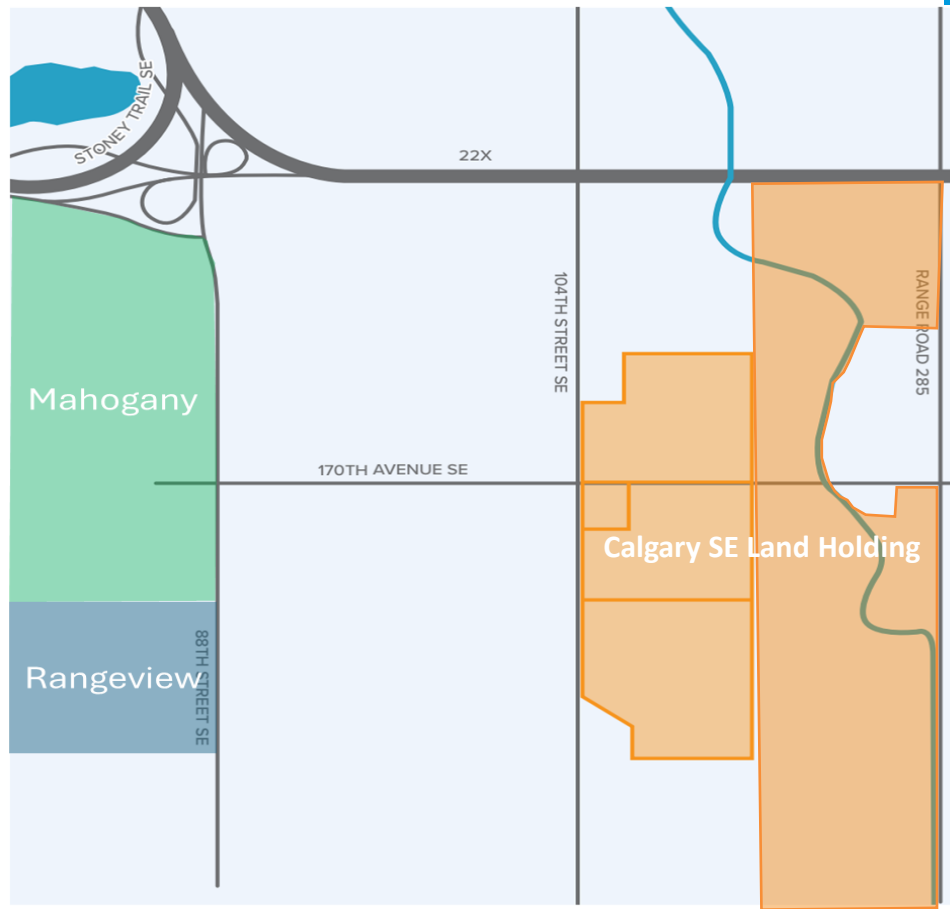
SE Calgary

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 homes, multi-family and commercial parcels when completed



OMNI

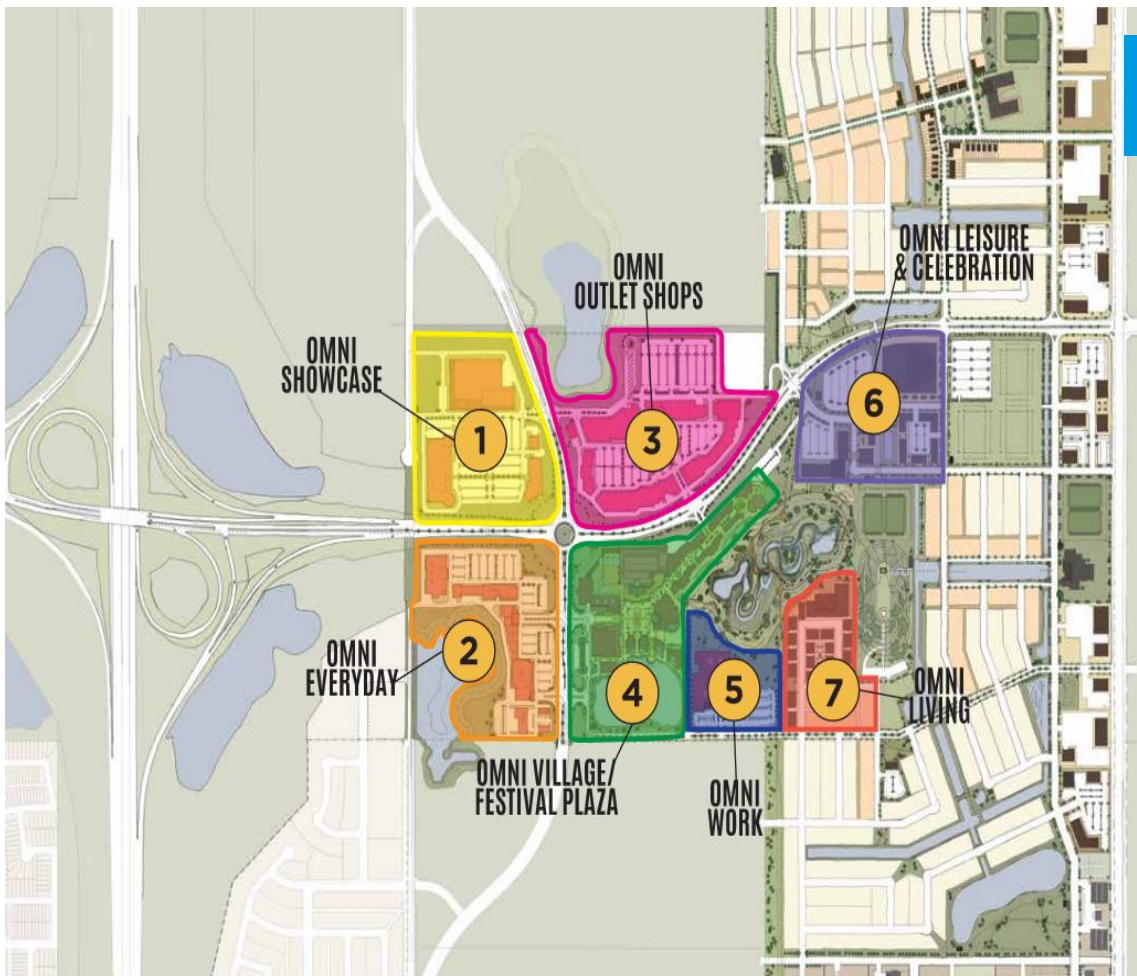
Rocky View County

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

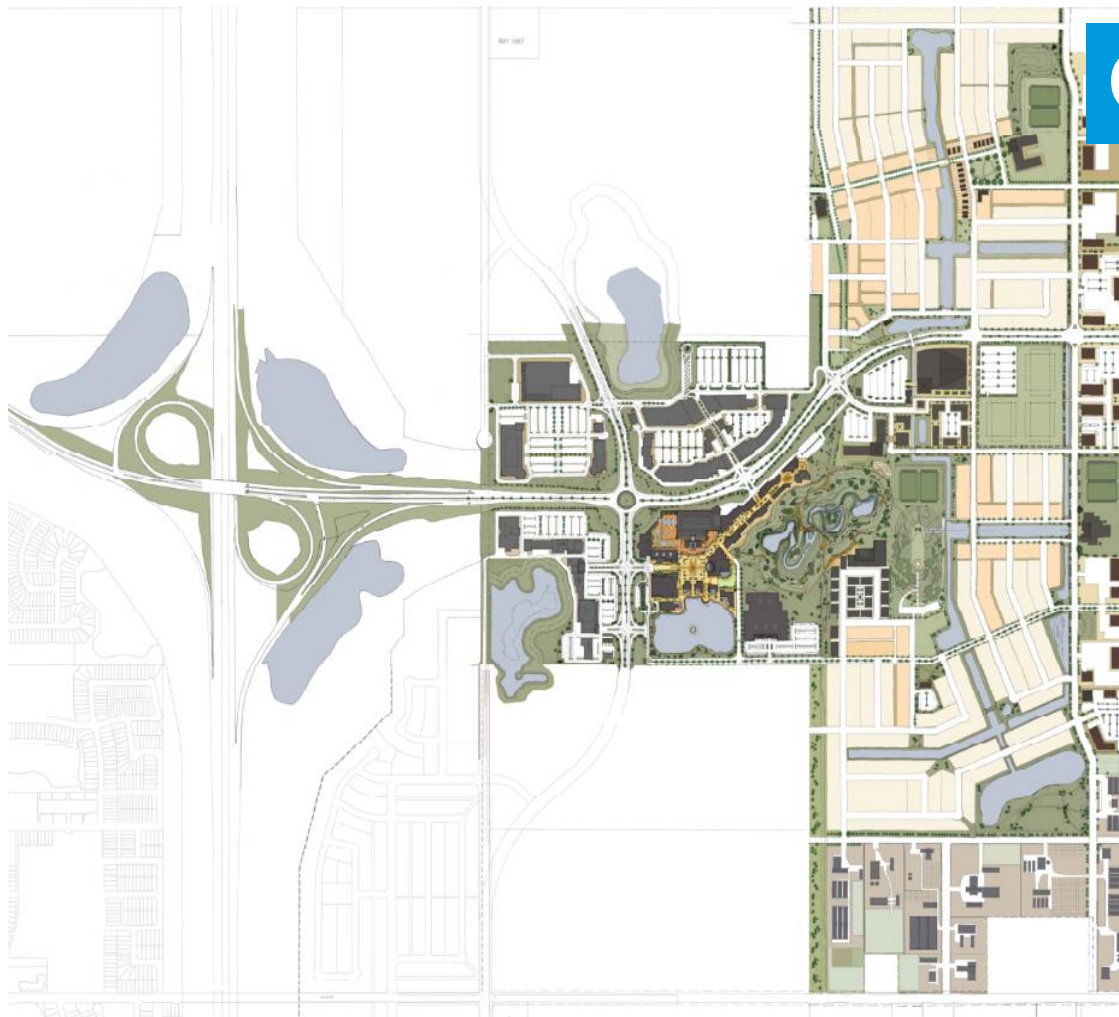


THE 425

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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ROB SEKHON, CPA, CA
Chief Financial Officer

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Bayside Community