



# Annual General Meeting

June 28, 2011



This management presentation contains certain statements which constitute forward-looking statements or information (“forward-looking statements”). Although Genesis believes that the expectations reflected in our forward-looking statements are reasonable, our forward-looking statements have been based on factors and assumptions concerning future events which may prove to be inaccurate. Those factors and assumptions are based upon currently available information available to Genesis. Such statements are subject to known and unknown risks, uncertainties and other factors that could influence actual results or events and cause actual results or events to differ materially from those stated, anticipated or implied in the forward looking statements. As such, readers are cautioned not to place undue reliance on the forward looking statements, as no assurance can be provided as to future results, levels of activity or achievements. The risks, uncertainties, material assumptions and other factors that could affect actual results are discussed in our Annual Information Form and other documents available at [www.sedar.com](http://www.sedar.com). Furthermore, the forward-looking statements contained in this document are made as of the date of this document and, except as required by applicable law, Genesis does not undertake any obligation to publicly update or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise. The forward-looking statements contained in this document are expressly qualified by this cautionary statement.



# Corporate Snapshot

**Symbol: GDC:TSX**

Share Price (June 23, 2011)	\$3.86
Desjardins Securities 12 Month Target (Dec 2010)	\$5.80
52 Week High (April 08, 2011)	\$5.07
Common Shares Outstanding (June 23, 2011)	44,464,624
Market Capitalization (June 23, 2011)	\$176.6 million

## Ownership

Management	17%
Public Float	83%

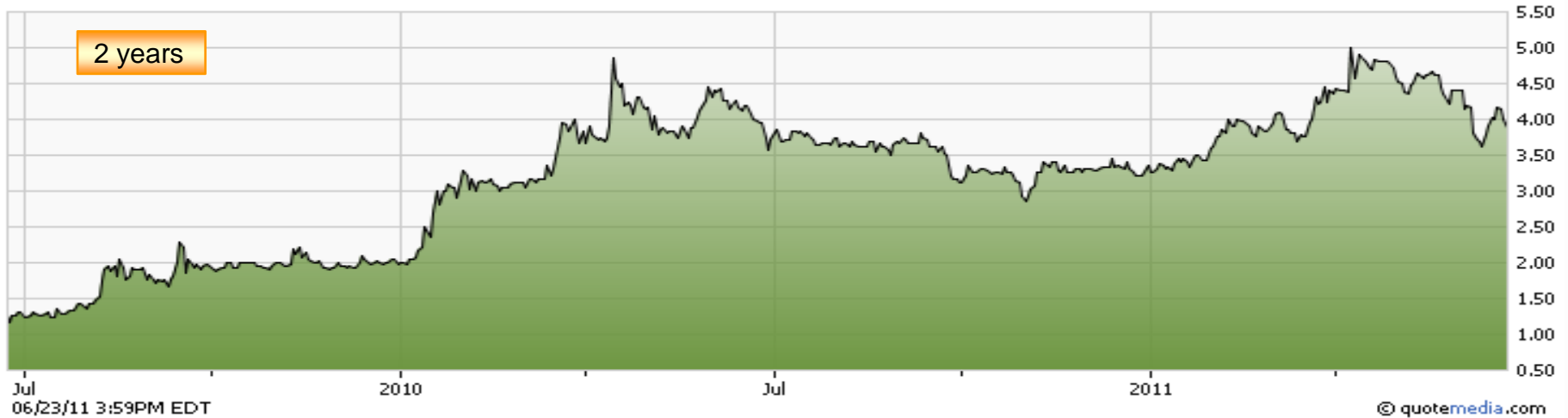
## Financial Performance

2007 Earnings Per Share	\$0.50
2008 Earnings Per Share	\$0.20
2009 Earnings Per Share	\$0.15
2010 Earnings Per Share	\$0.80



# STOCK PERFORMANCE

Historic Chart for Genesis Land Development Corp. for 1 year and two years





PROFIT RANK 2010	PROFIT RANK 2009	COMPANY AND YEAR-END	PROFIT \$000	PROFIT % CHANGE	REVENUE \$000	REVENUE RANK	REVENUE % CHANGE	MARKET CAP \$MIL	NUMBER OF EMPLOYEES	INDUSTRY
231	350	Northfield Capital(De10) ON	36,994	311	44,494	638	236	98	5	fin
232	233	Cominar REIT(De10) QC	36,670	26	284,290	318	8	1,306	210	dev
233	527	Cardiome Pharma(De10) BC <sup>1</sup>	(u.s.)35,499	1,261	(u.s.)66,867	558	20	390	84	bio
234	371	Genesis Land Development(De10) AB	36,404	439	137,900	447	59	149	65	dev
235	221	Freehold Royalties(De10) AB	36,273	14	138,155	445	13	1,213	95	oilprd
236	193	AG Growth International(De10) MB	36,156	-20	271,799	323	14	621	1,227	indust
237	379	First Majestic Silver(De10) BC	36,105	472	135,213	451	86	1,405	1,641	pmetals
238	653	Pason Systems(De10) AB	35,532	745	249,562	341	71	1,141	534	oilserv
239	142	Velan Inc.(Fe10) QC <sup>4</sup>	35,523	-57	481,895	255	8	345	1,600	indust
240	234	Forzani Group(Ja11) AB	35,418	23	1,448,719	128	7	556	11,274	retail
241	774	Imperial Metals(De10) BC	35,323	377	247,096	343	23	972	504	mining
242	188	Chemtrade Logistics Income Fund(De10) ON	34,945	-26	558,070	238	0	464	455	chem
243	224	Indigo Books & Music(Ap10) ON	34,923	12	969,260	172	1	447	6,700	retail
244	254	Aberdeen International(Ja11) ON	34,840	61	64,225	580	73	62	7	pmetals
245	316	Fortress Paper(De10) BC	34,753	174	281,626	319	42	567	653	paper
246	976	Brookfield Renewable Power(De10) QC	34,700	120	332,400	296	15	2,160	25	util
247	229	Stella-Jones Inc.(De10) QC	34,395	14	561,065	237	35	530	690	indust
248	223	Vector Aerospace(De10) ON	33,131	7	544,644	240	-4	434	2,400	trans
249	189	Flint Energy Services(De10) AB	33,003	-28	1,786,411	109	-5	830	8,843	oilserv
250	859	Martinrea International(De10) ON	32,993	232	1,689,891	114	48	747	7,000	metal
251	166	Cymbria Corp.(De10) ON	32,694	-46	5,569	797	32	314	23	fin
252	310	Scorpio Mining(De10) QC	32,602	141	54,425	603	162	187	249	pmetals
252	206	Algoma Central(De10) ON	32,602	-16	533,661	246	2	364	1,500	trans
254	347	NAL Energy(De10) AB	32,410	252	515,972	248	36	1,907	350	oilprd
255	433	Avion Gold(De10) ON <sup>1,4</sup>	(u.s.)31,457	1,077	(u.s.)115,682	472	227	756	1,450	mining
256	398	Minera Andes(De10) ON <sup>1</sup>	(u.s.)30,859	650	(u.s.)38,840	648	215	774	18	pmetals
257	225	Lassonde Industries(De10) QC	31,757	4	536,769	241	2	383	1,300	food
258	n/r	C&C Energia(De10) AB <sup>1</sup>	(u.s.)30,492	711	(u.s.)158,384	410	132	679	64	oilprd
259	176	CML Healthcare(De10) ON	31,405	-43	480,735	256	-7	1,027	3,239	other
260	190	Terra Nova Royalty(De10) BC <sup>1</sup>	(u.s.)30,316	-25	(u.s.)123,109	462	655	516	1,196	mining
261	222	Genivar Inc.(De10) QC	30,839	-1	580,577	231	21	551	4,500	other
262	169	CPI Preferred Equity(De10) AB	30,500	-47	534,200	243	-9	n/m	259	util
262	203	Capital Power Income LP(De10) AB	30,500	-47	534,200	243	-9	1,002	0	util
264	889	B2Gold Corp.(De10) BC <sup>1,5</sup>	(u.s.)29,490	206	(u.s.)150,831	419	525	908	973	pmetals
265	186	Parkland Fuel(De10) AB	30,194	-38	2,916,539	75	44	577	1,600	retail



# Calgary Area Land Holdings

## NorthWest Calgary Symons Valley

- Sage Hill Crossing
- Sage Meadows
- Kinwood
- Sherwood
- Kincora

**416 Acres**

Airdrie  
Future Lands  
**170 Acres (approx.)**

Airdrie  
Bayside, Canals  
**417 Acres**

NorthEast Calgary  
Saddlestone  
**160 Acres**

Delacour  
**1,797 Acres (approx.)**

Mitford  
(Cochrane)  
**157 Acres**



NorthEast  
Calgary Lands  
**315 Acres**

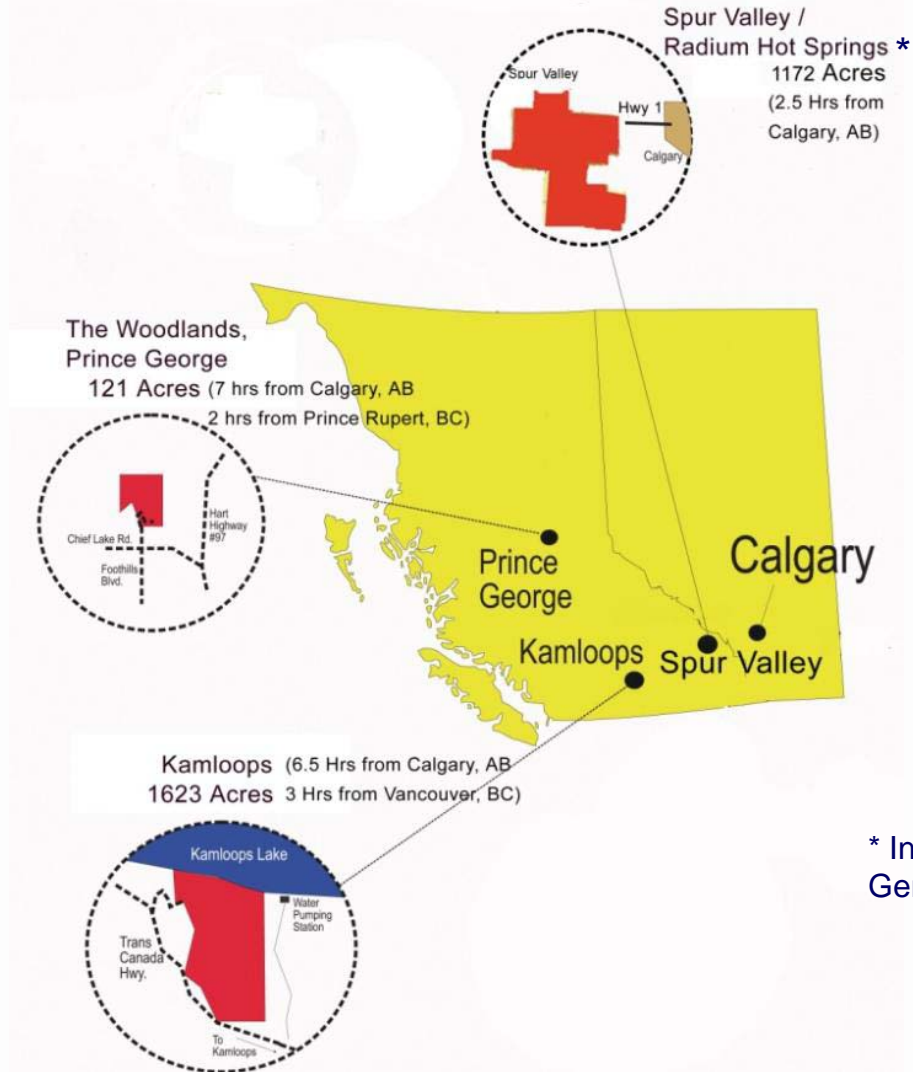
Mountain  
View  
**144 Acres**

NOTE: Shown net of 836 acres held in LP's, which Genesis has the option to purchase.



# Land Holdings

## BC Land Holdings



\* Includes 100 acres in LP's which Genesis has the option to purchase.





# LAND INVENTORY

As at March 31, 2011

## CALGARY & AREA\*

Calgary Northwest	272 Acres
Calgary Northeast*(LP: 303 Acres)	757 Acres
Airdrie*(LP: 335 Acres)	727 Acres
Delacour* (LP: 617 Acres)	2,094 Acres
Calgary Southeast	144 Acres
Cochrane	<u>156 Acres</u>
<b>TOTAL CALGARY &amp; AREA</b>	<b>4,150 Acres</b>

## EDMONTON

Acheson	<b>122 Acres</b>
---------	------------------

## BRITISH COLUMBIA

Radium * (LP: 100 Acres)	1,172 Acres
Prince George	114 Acres
Kamloops	1,653 Acres
Dawson Creek	<u>4 Acres</u>
<b>TOTAL BRITISH COLUMBIA</b>	<b><u>2,943 Acres</u></b>

<b>TOTAL</b>	<b>7,214 Acres</b>
--------------	--------------------

\* Calgary and area and Radium includes 836 acres in limited partnerships which Genesis has option to buy.





# FULL CYCLE LAND INVENTORY <sup>9</sup>

As at March 31, 2011

## IMMEDIATE LANDS

<b>Serviced Lot Inventory (Calgary and Airdrie):</b>	<b>539 Lots</b>
<b>Fully approved lands - (Calgary and Airdrie):</b>	<b>949 Acres</b>

## MID TERM LANDS

<b>Raw Land – AB/B.C. (Partially Approved/Developed)</b>	<b>3,295 Acres</b>
<b>L.P. Lands (Partially Approved)</b>	<b>1,333 Acres</b>

## LONG TERM LANDS

<b>Raw Land – Alberta</b>	<b>1,637 Acres</b>
---------------------------	--------------------

<b>TOTAL</b>	<b>7,214 Acres</b>
--------------	--------------------



# LARGE LAND INVENTORY

## Sustainable 15 Year Inventory\*

Commercial / Industrial +1,000 Acres

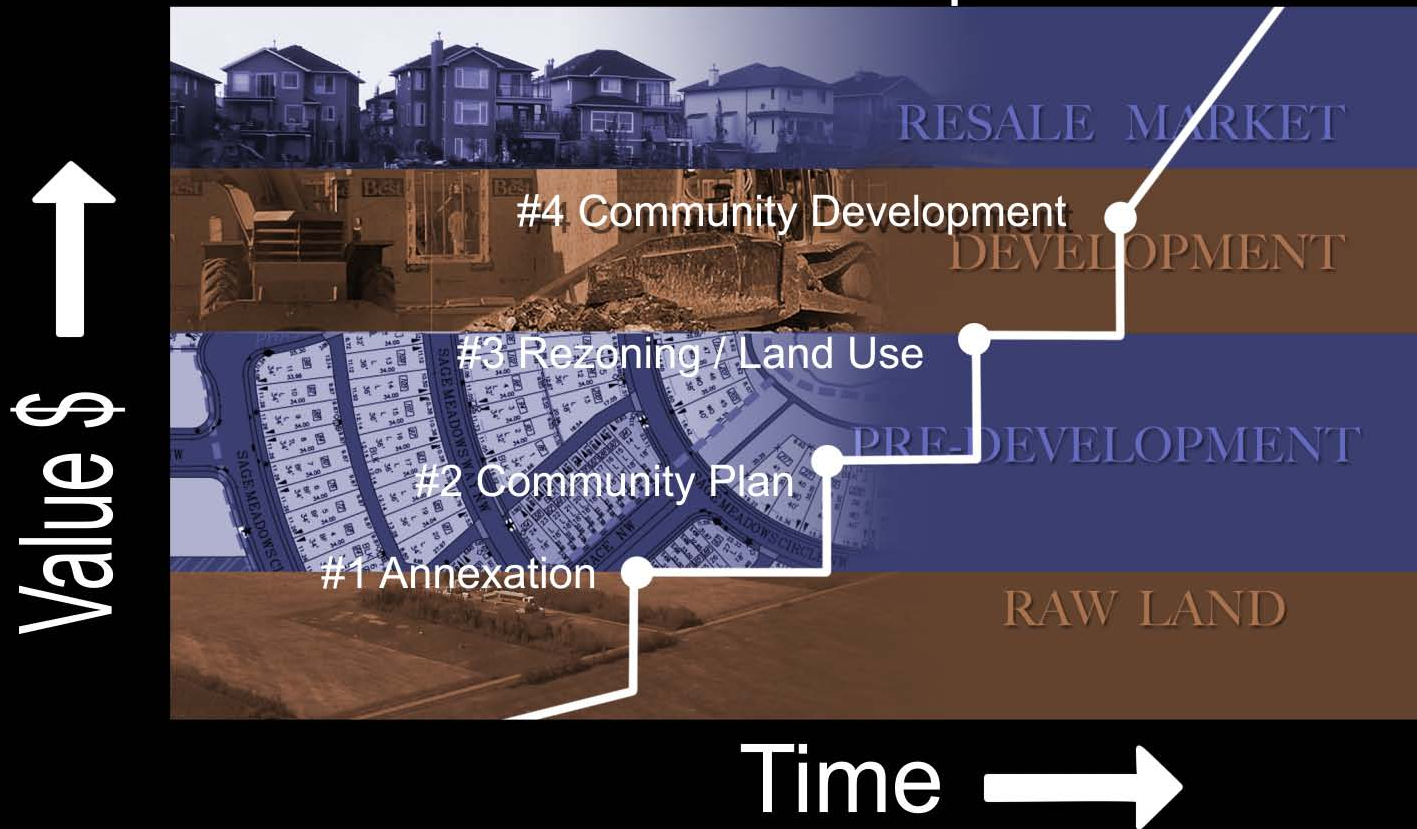
Multi-Family +20,000 Units

Single-Family +18,000 Units

*\* Approximately 70% of Development Land has Approvals*

*\* This estimate is based on existing and anticipated land use*

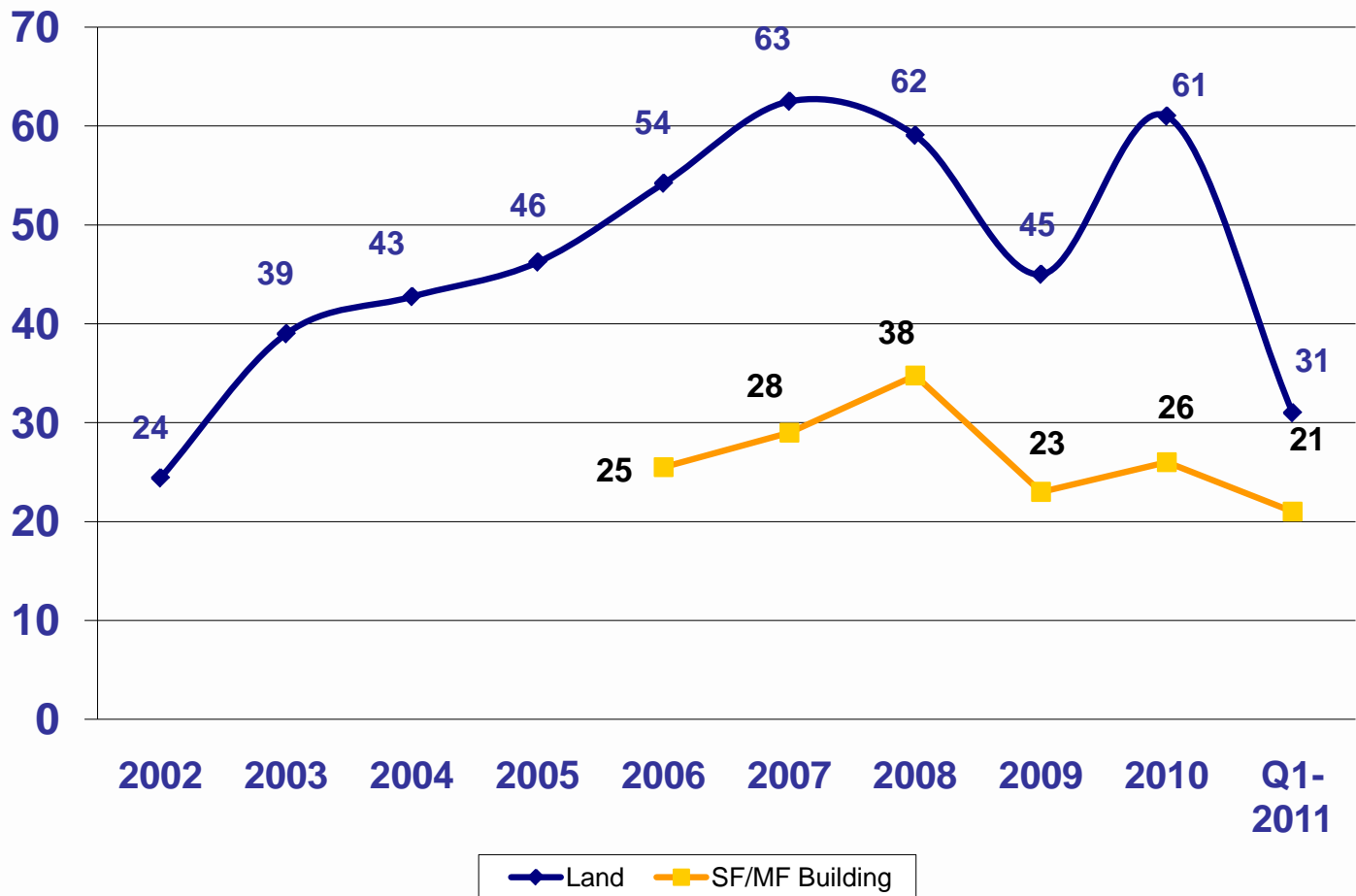
## Genesis Value Added Concept





# GENESIS DIVISIONAL MARGINS

## Gross Margins (%)

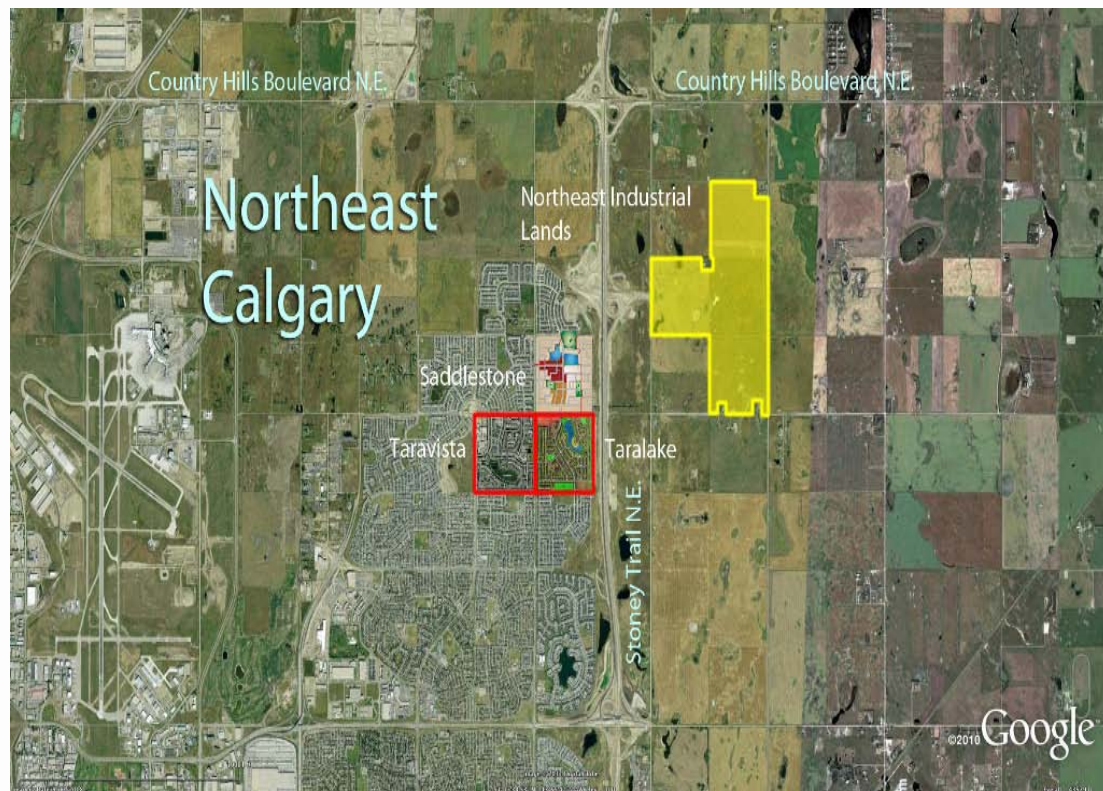






# LAND PROGRAM NE CALGARY

- TARALAKE COMPLETED
- **SADDLESTONE 160 ACRES APPROVED**
  - 972 S/F LOTS**
  - 975 M/F DOORS**
  - SERVICING ONGOING
  - 5 YEAR PROGRAM.
  - 2010 – PHASES 1 – 4 = 339 LOTS.
  - 100 LOTS PRESOLD.**



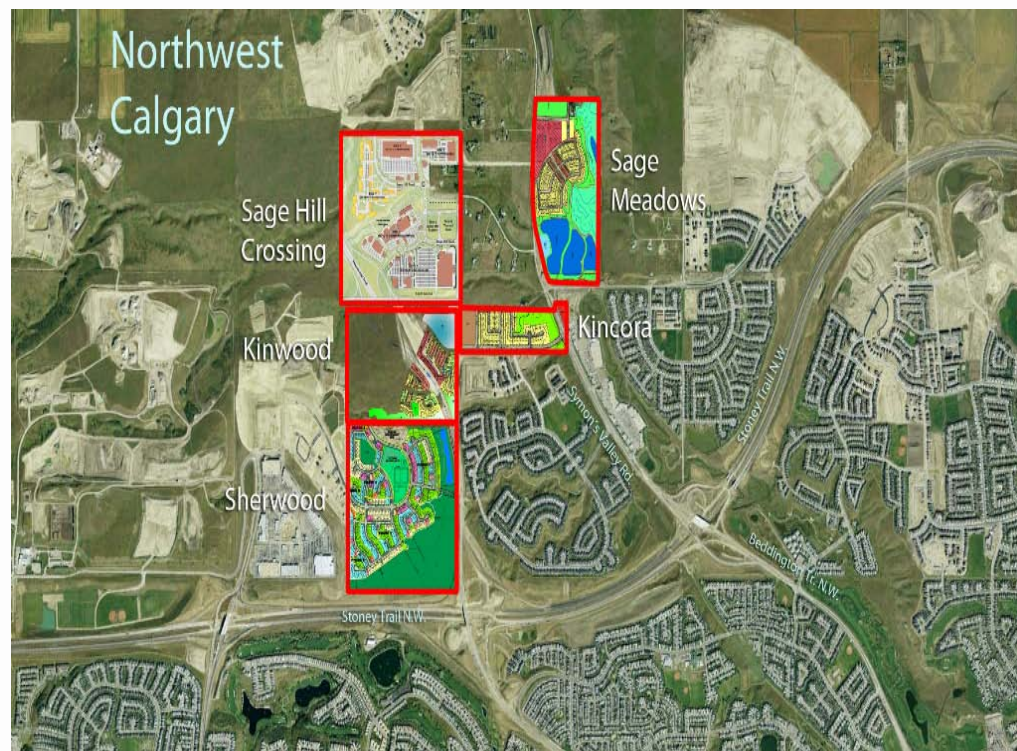


# LAND PROGRAM NW CALGARY

- SALE OF 145 ACRES AT EVANSTONE FOR \$35 MILLION CLOSED IN 2010.
- **300 ADDITIONAL ACRES FULLY APPROVED**
- SAGE MEADOWS PHASES 1 – 2 = 154 LOTS; 75 LOTS SOLD
- SERVICING ONGOING

## NW SHOPPING CENTER

- CONDITIONAL SALE OF +/-33 ACRES AT SAGE HILL CROSSING.

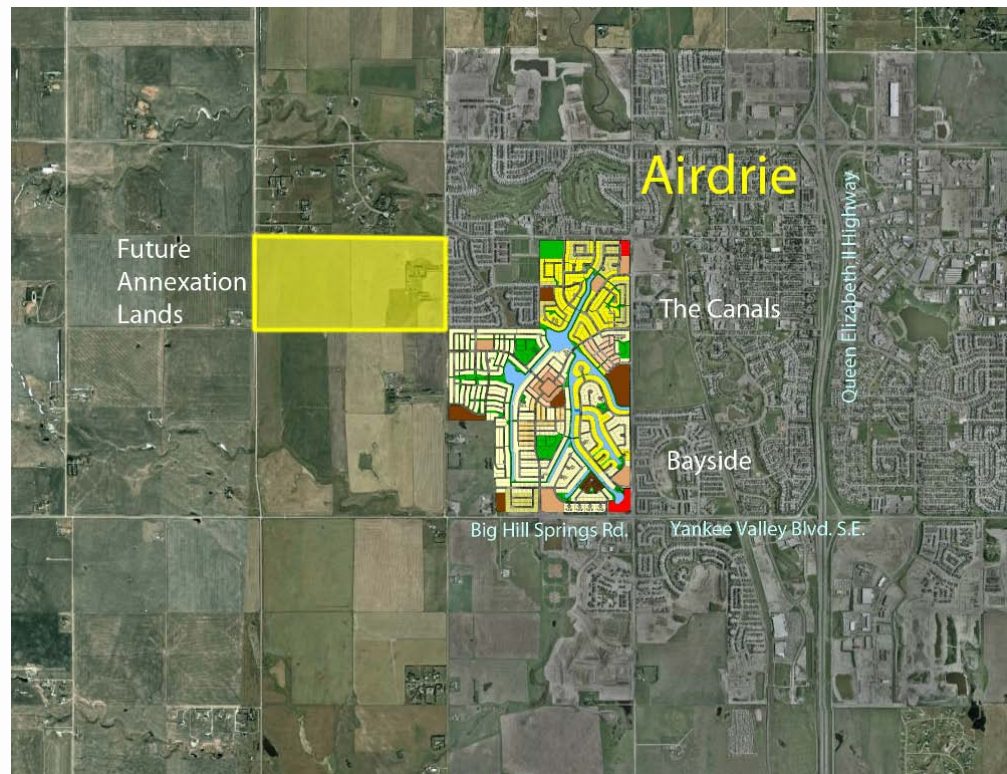






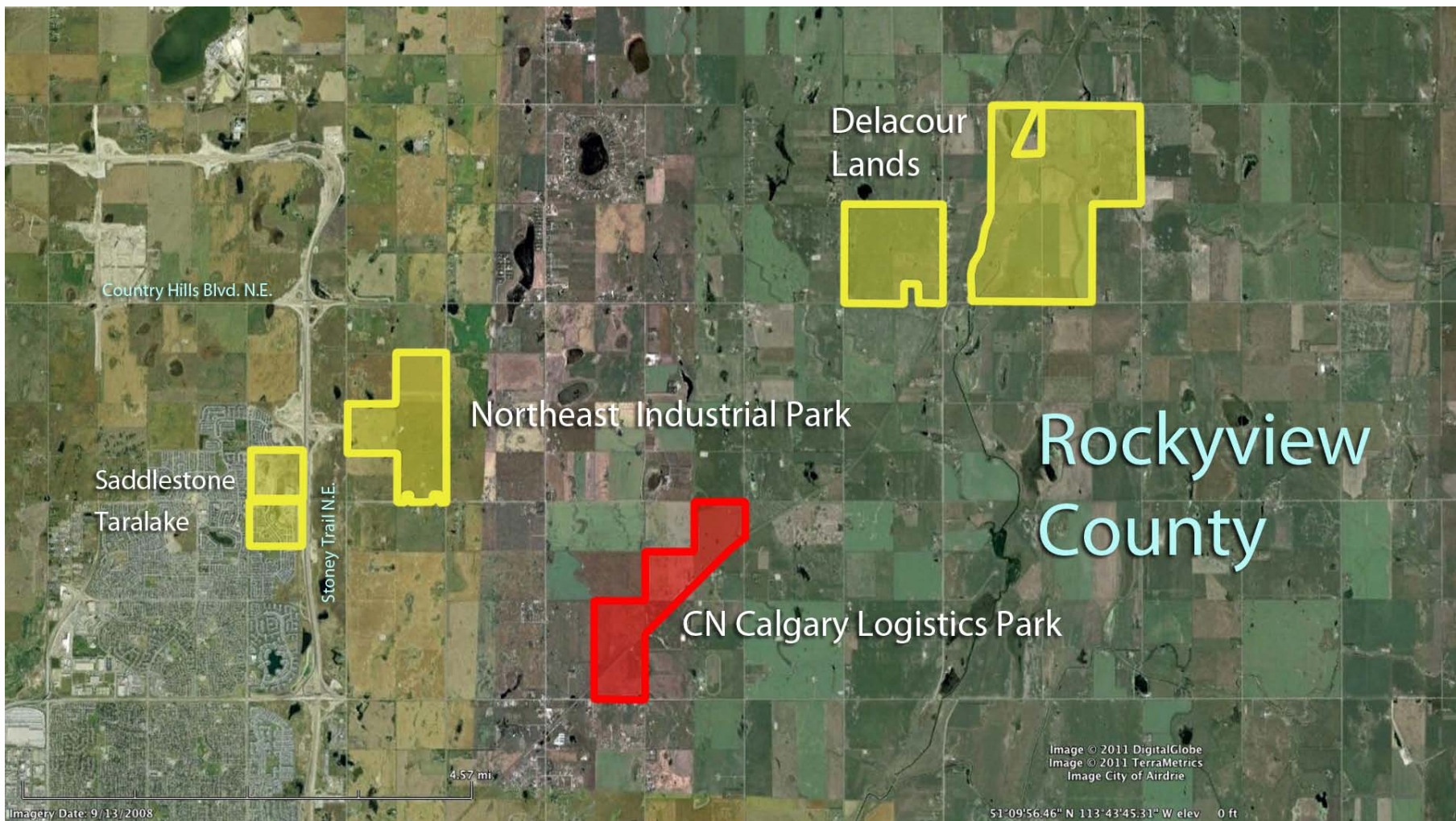
# LAND PROGRAM AIRDRIE

- BAYSIDE PHASE 7 – 150 LOTS – FOR SALE
- BAYSIDE 9 – 106 FULLY SERVICED LOTS FOR SALE
- BAYSIDE 4 – 55 FULLY SERVICED LOTS – NOW SELLING
- **ADDITIONAL 344 ACRES FULLY APPROVED**





# DELACOUR





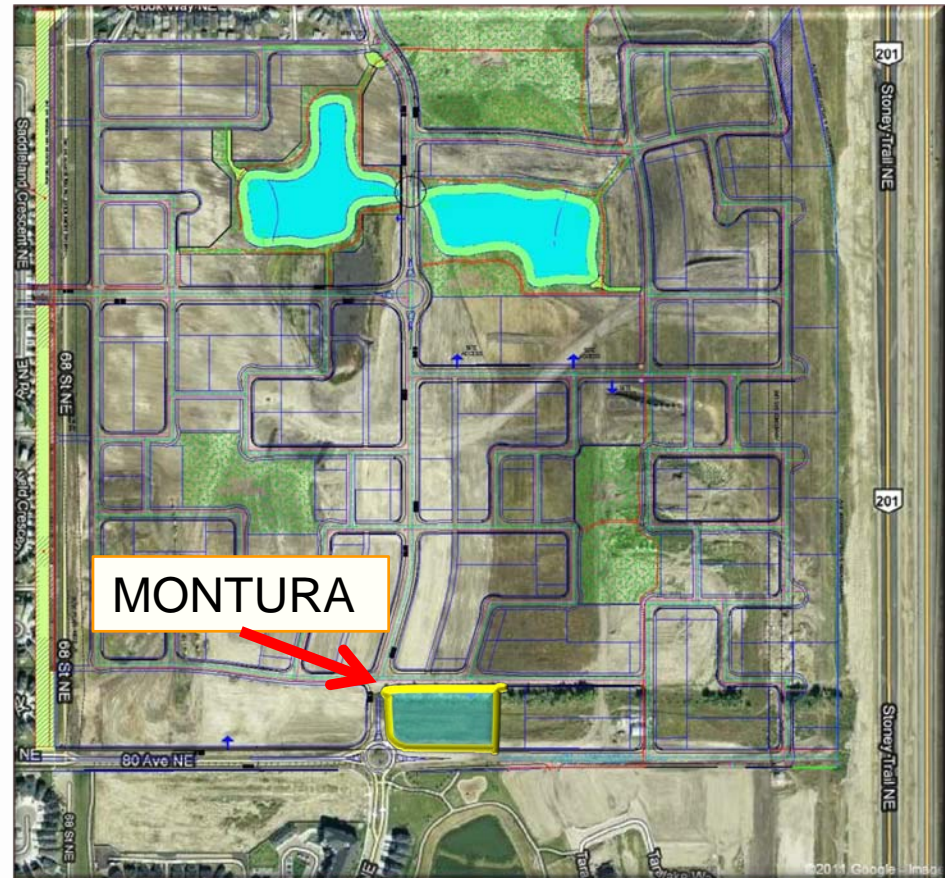


## DELACOUR

- Total Landholdings of 2,093 acres.
- 307 acres approved October 2009 (1,500 residential units).
- Further planning underway

## RENTAL APARTMENT IN SADDLESTONE

- Proposed +/-190 Unit Rental Building
- 1 and 2 Bed room units, approx **550 ft<sup>2</sup>** to **750 ft<sup>2</sup>**
- Anticipated average revenues of \$1,000 per unit.
- Anticipated ROE's of 12-15%.





## Calgary Area - Strong Real Estate Marketplace

- **Lower Unemployment:**

- May 2011: 5.7 %
- National average: 7.4 %

- **Population Growth History:**

- 17 consecutive years of growth over 10,000 people.
- Annual average growth of 21,300 forecast to 2019

(City of Calgary 2009-19 Socio-Economic Outlook – October 2009)

- 5,300 net new migrants into Alberta in Q1-2011

- **Airdrie population 2010:** 39,822 = Minimum 4.5%

Annual growth rate since 1999

(City of Airdrie civic census)

- **Calgary - Highest Personal Income Per Capita**

in Canada in for last 10 years (per Statistics Canada)

- **Balanced Calgary MLS listings** – May 2011: 4,616 S/F listings.
- **Strong prices** – May 2011: Single-family avg. price: \$489,482
- **Increased affordability Index** - 31.3% - Q1-2011
- **(Best in Canada)** (Source: RBC Alberta Housing Affordability Index - measure)
- **Low Mortgage Interest Rates**

Sources: Statistics Canada, Royal LePage, RBC Economics Research, Calgary Real Estate Board





## FULLY APPROVED

### Commercial 108 acres

- 1.2 Million square feet of commercial
- 950,000 sq ft of office commercial office
- 4,400 Multi-Family Units
- Transit Hub

Based on maximum potential of site



*sage hill crossing*

concept plan - view from south



## ANTICIPATED COMMERCIAL REVENUE STREAMS

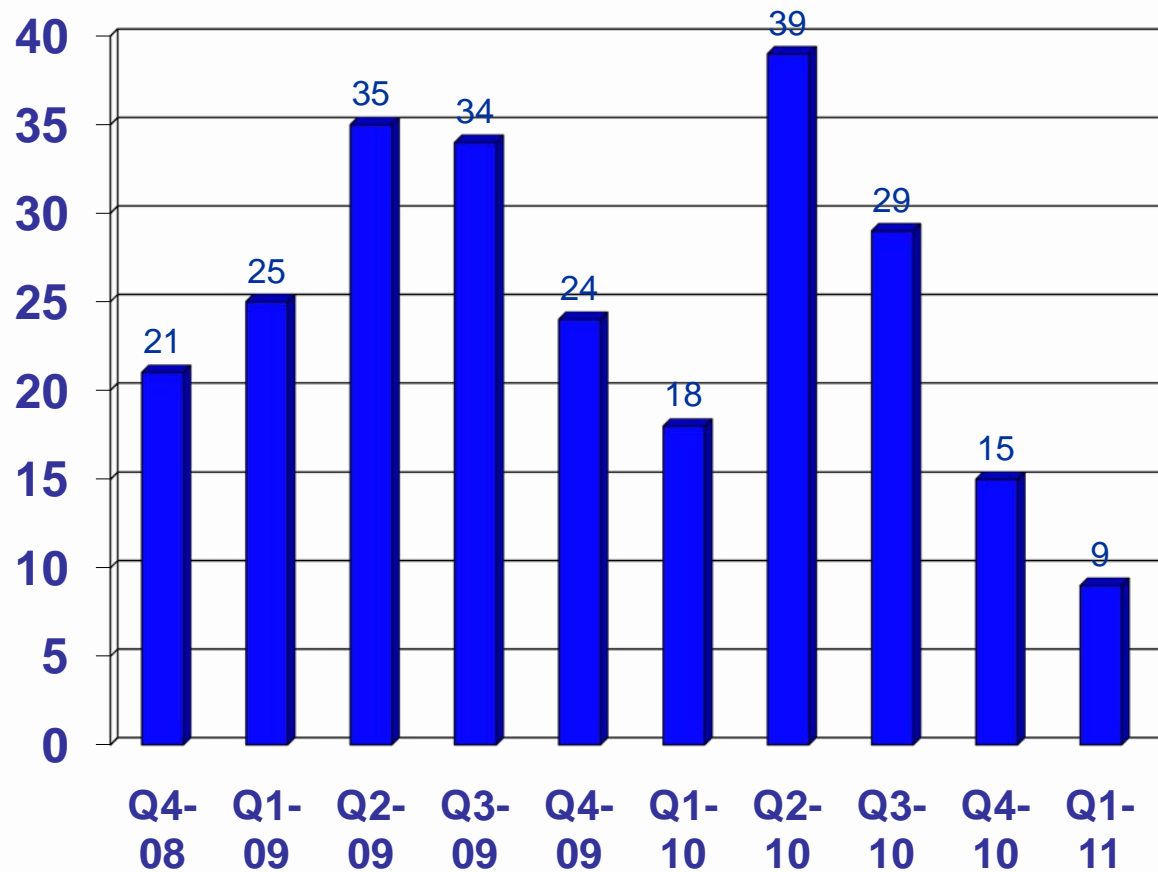
Community	Acres
<b>Sage Hill Crossing Commercial</b>	108
<b>NE Calgary Lands - Industrial/Storage</b>	307
<b>Acheson – Edmonton Industrial/Storage Lands</b>	122
<b>Baywater Square Commercial</b>	9.5
<b>Saddleton Commercial (Sold)</b>	1.56
<b>Sage Meadows Commercial</b>	9.58
<b>Delacour Commercial*</b>	160
<b>TOTAL</b>	<b>718</b>

- All properties listed have usage approved unless indicated.
- \*Delacour based on potential commercial usage.



# Genesis Builders Group

## GBG Single-Family Closings



- 101 single-family closings in 2010.
- Steady cash flow.



## Multi-Family Units

Community	# of Sites	Units
<b>Sherwood</b>	2	952
<b>Kincora</b>	1	155
<b>Sage Hill Crossing</b>	1	4,450
<b>Sage Meadows</b>	1	560
<b>Taralake</b>	1	150
<b>Saddleton</b>	3	1,195
<b>Bayside</b>	1	125
<b>Canals</b>	2	821
<b>Other expected projects</b>		11,612
<b>TOTAL</b>		20,020

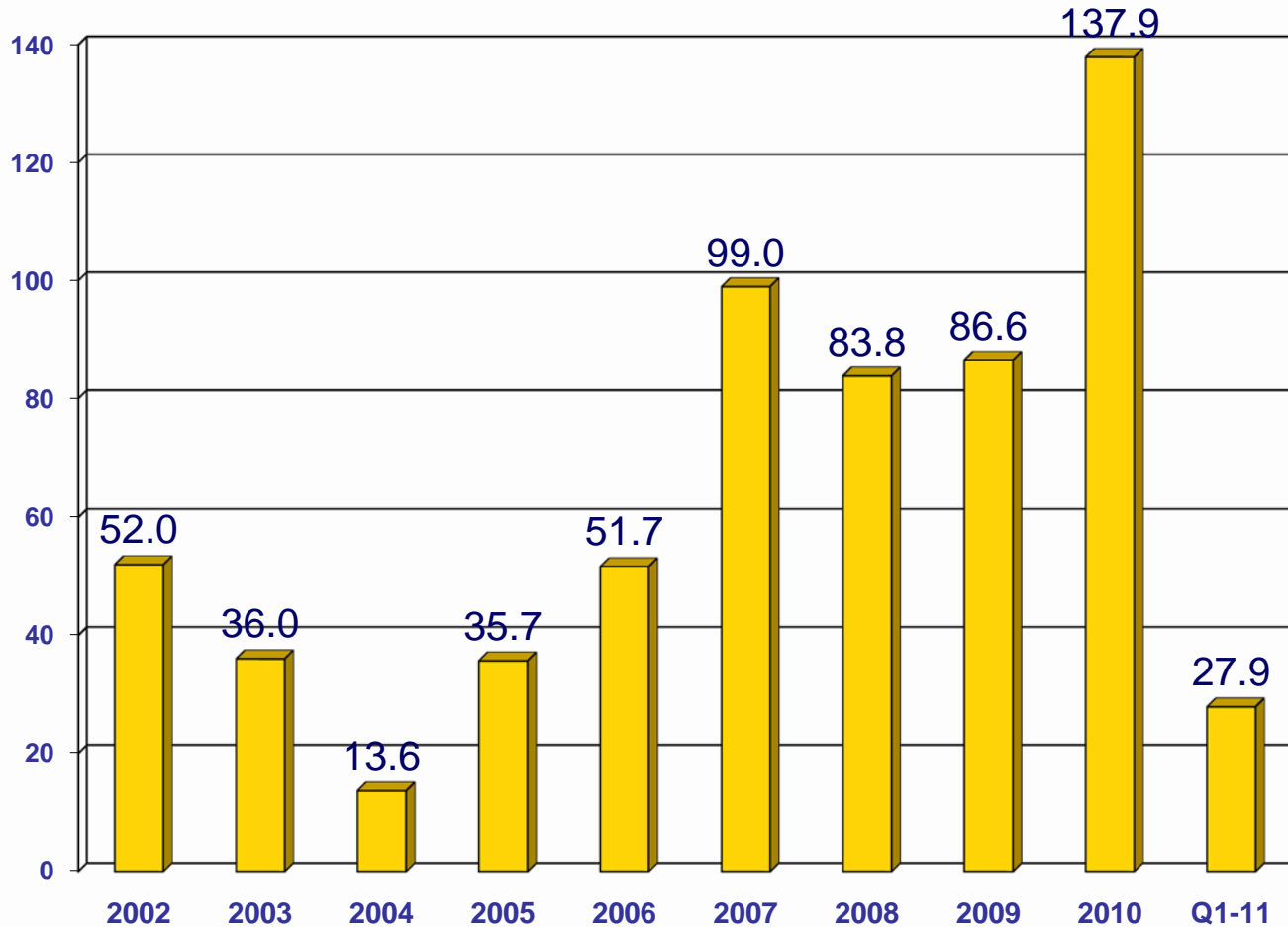
- Properties listed are approved and serviced to property line.
- Other expected projects are future multi-family sites on unserviced properties.





# Genesis Financials

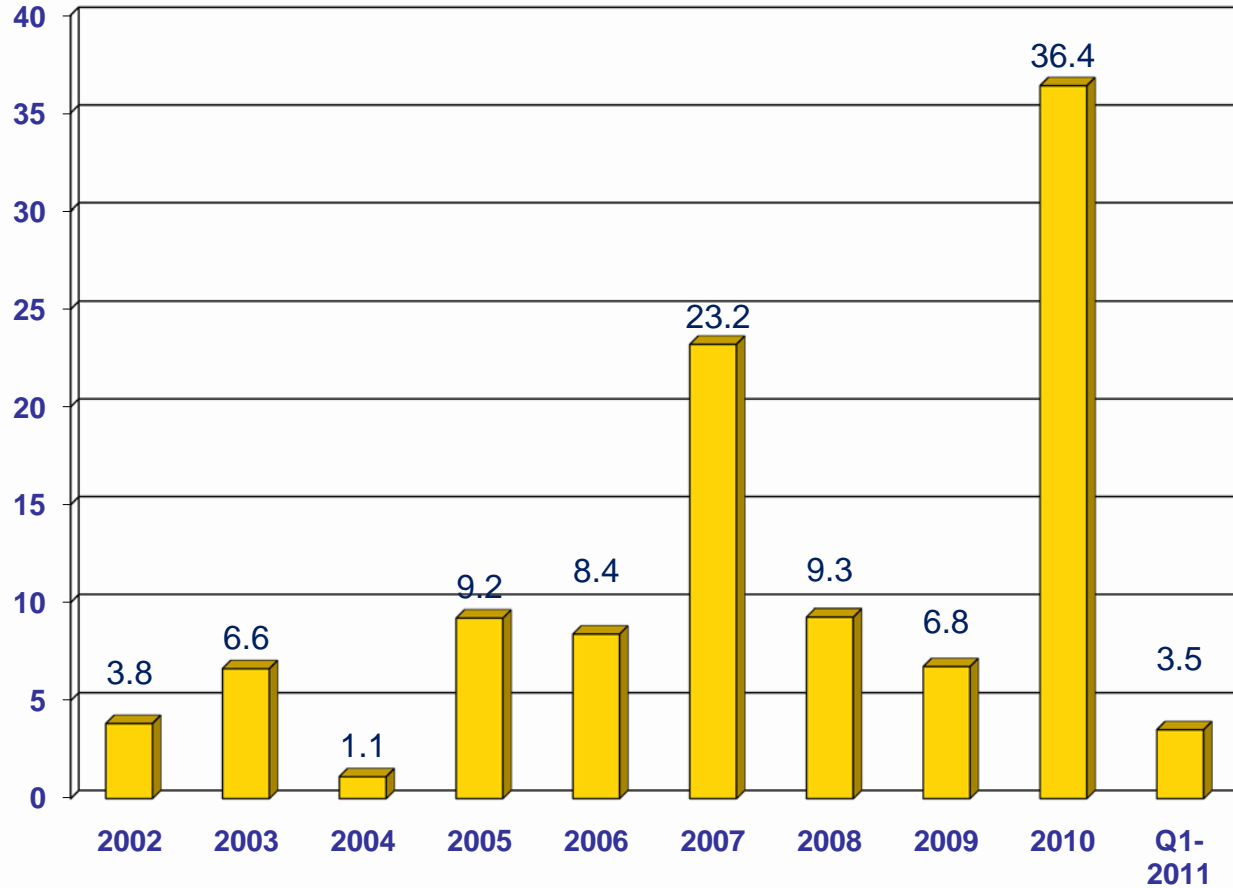
## Consolidated Revenue - \$ Millions





# Genesis Financials

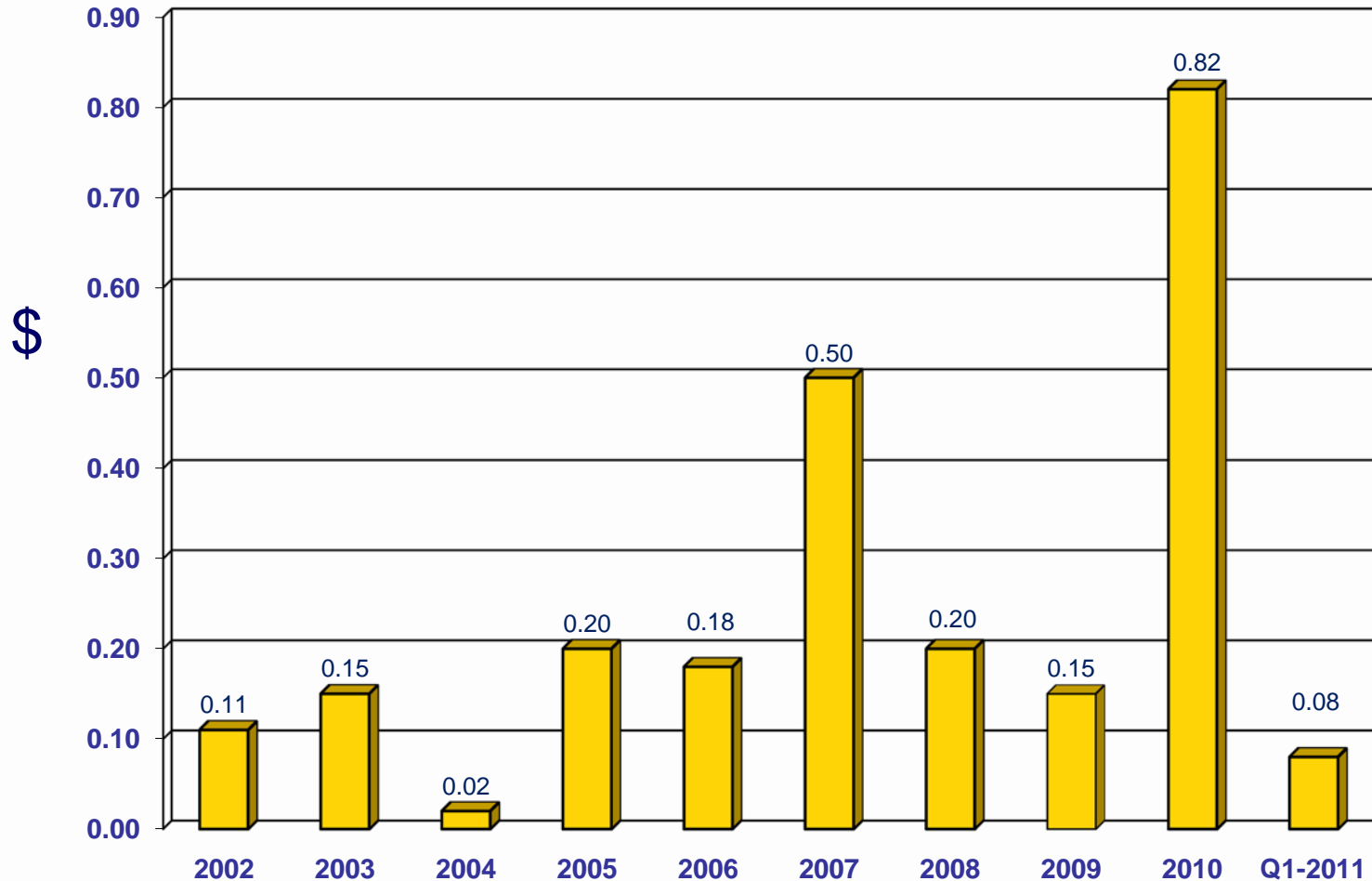
## Consolidated Net Earnings - \$ Millions





# Genesis Financials

## Consolidated Earnings Per Share





## Financings

Financing Type	December 31		March 31	Exit Strategy
	2009	2010	2011	
<b>Secured by Land Held for Future Development</b>	<b>\$22.3M</b>	<b>\$18.9M</b>	<b>\$18.1 M</b>	Cash flows and dispositions of lands. Target to eliminate by end of 2012.
<b>Secured by Land Under Development &amp; Accounts Receivable</b>	<b>\$85.1M</b>	<b>\$63.6M</b>	<b>\$69.2M</b>	Loans are due between July 2011 and June 2013. Secured by lots and land having a FMV of \$221 M (at Dec 31). Loans to be paid down from land sales, lot sales and A/R collections.
<b>Secured by Housing Projects Under Development</b>	<b>\$10.2M</b>	<b>\$0.4M</b>	<b>-</b>	Housing operating line of \$3M has NIL balance.
<b>TOTAL</b>	<b>\$117.6 M</b>	<b>\$82.9 M</b>	<b>\$87.3 M</b>	





# Management Team

Name	Position	Experience
<b>Gobi Singh</b> P.Eng	President and Chief Executive Officer	<ul style="list-style-type: none"> <li>Over 22 years of experience in management and land development. Founder of Genesis (1992)</li> </ul>
<b>Simon Fletcher</b> CA	Chief Financial Officer	<ul style="list-style-type: none"> <li>Over 11 years experience of financial and commercial development industry.</li> </ul>
<b>Jeff Blair</b> MCIP	Chief Operating Officer	<ul style="list-style-type: none"> <li>Over 17 years of experience in urban planning and development</li> </ul>
<b>Frank Devcich</b> CA	Senior Financial Advisor	<ul style="list-style-type: none"> <li>Over 19 years of experience in professional accounting and finance</li> </ul>
<b>Graham Duff</b> BSc	Manager of Commercial Operations	<ul style="list-style-type: none"> <li>Over 21 years of professional experience in land development industry.</li> </ul>
<b>PS Sidhu</b> MBA	Manager, Genesis Builders Group	<ul style="list-style-type: none"> <li>Over 7 years experience in homebuilding construction and management.</li> </ul>
<b>Val Salov</b> CPA	Corporate Controller	<ul style="list-style-type: none"> <li>Over 10 years of experience in professional accounting</li> </ul>

**Strong Management Team With Significant Development Experience**