



Results Presentation
Half-year ended 31 December 2015

18 February 2016

OVERVIEW BUSINESS SNAPSHOT

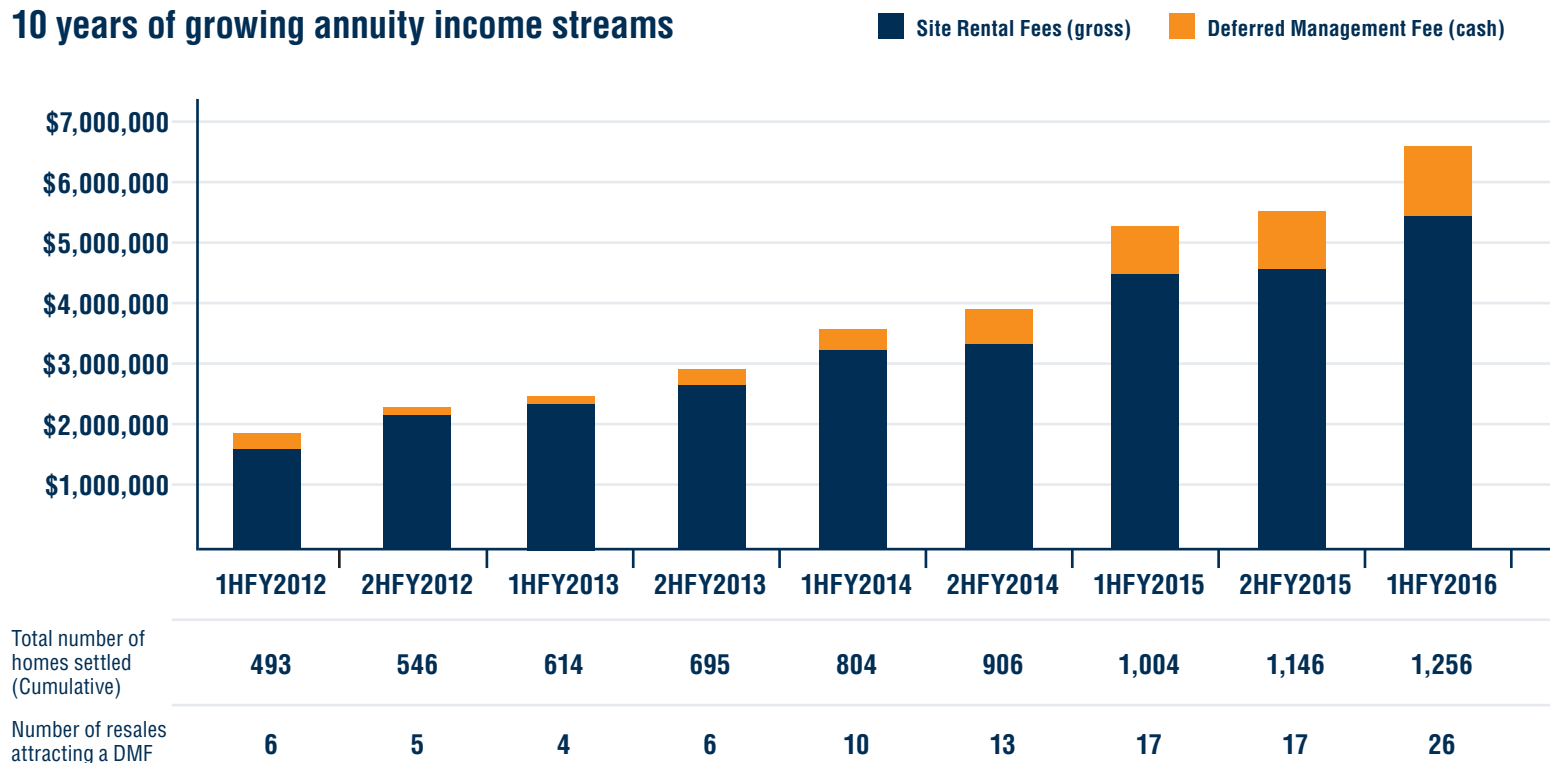
Business Snapshot

- Founded in 2003
- Develop and manage land lease communities which generate long-term sustainable revenue streams
- Focused on affordable housing for the over 55s market
- 2,255 sites either under development or management
- Residents own their home and lease the land upon which their home is located

Financial Summary

	1HFY2016 (\$ Million)	FY2015 (\$ Million)
Net profit after tax attributable to shareholders	\$8.9	\$16.7
Total assets	\$204.3	\$179.6
Equity	\$123.0	\$113.8
Dividends	1.0 cent per share (interim)	1.5 cents per share (final)
Net debt	\$43.3	\$23.6
Net debt to equity ratio	24%	17%

10 years of growing annuity income streams



OVERVIEW COMMUNITY LOCATIONS

12 communities in planning, development or under management

Community	Homes	Settled
Melton	228	100%
Tarneit	136	100%
Cranbourne	217	100%
Chelsea Heights	186	100%
Warragul	182	99%
Hastings	141	98%
Shepparton	268	47%
Wollert	154	18%
Geelong	164	10%
Officer	151	-
Berwick Waters	220	-
Bittern ⁽¹⁾	208	-
	2,255⁽²⁾	56%

Correct as at 31 December 2015

Notes: (1) Commencement of construction subject to planning approval the contract becoming unconditional
(2) Represents gross numbers not adjusted for joint venture interests at Cranbourne and Chelsea Heights



Focus remains in Victoria

Victoria provides:

- Favourable planning legislation
- Better access to zoned, flat land for development
- Lowest saturation of land lease communities of any state
- Balanced state legislation for the management of communities

OVERVIEW PORTFOLIO SNAPSHOT 31 DEC 2015

Lifestyle Communities' portfolio continues to sell through and grow

Communities	Total home sites in communities	Home sites sold & occupied	Home sites sold & awaiting settlement	Home sites occupied or sold and awaiting settlement	
				#	%
Existing Communities – Sold out					
Melton	228	228	-	228	100%
Tarneit	136	136	-	136	100%
Warragul	182	181	1	182	100%
Cranbourne ⁽¹⁾	217	217	-	217	100%
Chelsea Heights ⁽¹⁾	186	186	-	186	100%
Hastings	141	138	3	141	100%
Existing Communities – Under construction					
Shepparton	268	125	49	174	65%
Wollert	154	28	26	54	35%
Geelong	164	17	29	46	28%
Officer	151	-	62	62	41%
New Communities – Awaiting commencement					
Berwick Waters	220	-	-	-	-
Bittern ⁽²⁾	208	-	-	-	-
Total Home Sites⁽³⁾	2,255	1,256⁽⁴⁾	170⁽⁵⁾	1,426	63%

- Notes:
- (1) Represents 100% of the development of which Lifestyle Communities will share 50%
 - (2) Commencement of construction subject to planning approval and contract becoming unconditional
 - (3) Lifestyle Communities will have an economic interest in 2,053 home sites
 - (4) Currently collecting annuity income (rent and DMF income) on these sites
 - (5) Represents sites in the sales bank awaiting settlement as at 31 December 2015

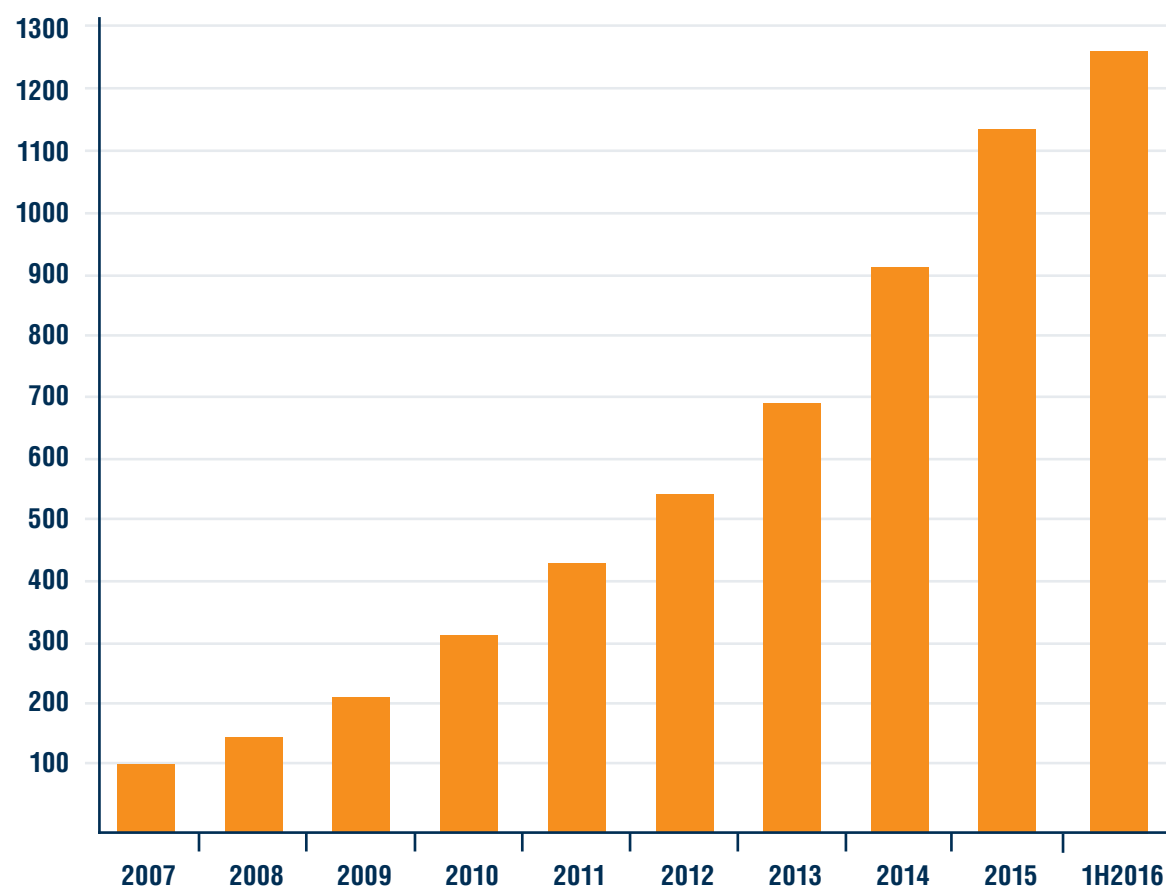
OVERVIEW 1HFY2016 SNAPSHOT

A proven business model structured for sustainable growth

Business Snapshot

- Solid half-year of settlements (110) and sales (82)⁽¹⁾
- 1,256 occupied home sites⁽¹⁾
- Over 1,850 homeowners⁽¹⁾
- Portfolio of 2,255 home sites^{(1) (2)}
- 26 resale settlements during the half-year
- In August 2015 contracted land at Bittern⁽³⁾ on the Mornington Peninsula
- Profit after tax attributable to shareholders increased by 61% to \$8.9 million compared to the prior half-year
- Interim dividend of 1.0 cent per share fully franked
- In August 2015 announced a five year, \$80 million debt facility with Westpac Bank

Home sites (annuities) under management⁽¹⁾



Lifestyle Communities had another positive result during 1HFY2016

Notes: (1) Represents gross numbers not adjusted for joint venture interests
 (2) Settled, under development or subject to planning
 (3) Settlement of purchase subject to planning approval

GEELONG COMMUNITY

Our product keeps evolving
to meet the needs of the
emerging baby boomer



FINANCIAL RESULTS

Over 10 Years of Growing Annuity Income Streams

There are two components to the annuity stream:

1. Site Rental Fee

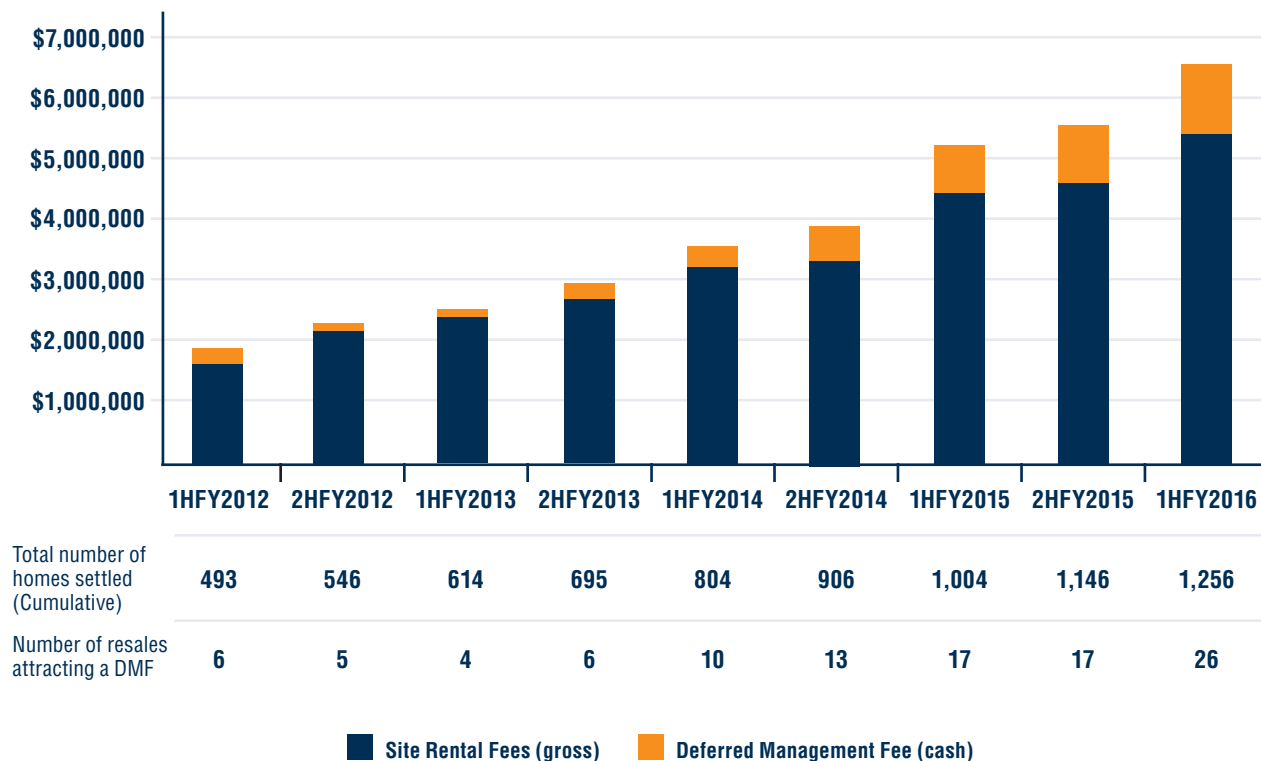
- Approximately \$171.00 per week per home
- Indexed at greater of CPI or 3.5% p.a.
- Gross rental income for 1HFY2016 was \$5.5 million

2. Deferred Management Fee

- Calculated as a scaled percentage of the re-sale price
- Scaling is a function of tenure and is capped at 20% of the re-sale price after 5 years of ownership
- Revenue includes selling and administration fees
- In established communities, approximately 10% - 12% of homes are estimated to re-sell in any given year as the age profile of residents matures
- 26 resales provided DMF income of \$1.2 million in 1HFY2016⁽¹⁾

Notes: (1) Inclusive of selling and administration fees
 (2) Represents gross numbers not adjusted for joint venture interests at Cranbourne and Chelsea Heights

Annuity Income



Annuity income will continue to increase through new home settlements, rental increases and resales of existing homes

SALES AND SETTLEMENTS

Approximately one in three sales are coming from customer referrals

Sales Commitments

- 82 new home sales in 1HFY2016⁽¹⁾
- Shepparton sales exceeded expectations during the half-year achieving 32 sales (compared to 54 in FY2015)
- Geelong has achieved sales with 46 homes, or 28% of the community sold
- Wollert has achieved 54 sales, or 35% of total homes available. With the clubhouse now open and a consistent level of enquiry the Company is confident of increased sales in 2HFY2016
- Officer commenced pre-sales in March 2015 and has exceeded expectations to date with 62 sales achieved
- Current committed sales bank as of 31 December 2015 is 170 homes

Settlements

- 110 settlements in 1HFY2016⁽¹⁾
- 27 settlements at Chelsea Heights, 27 at Shepparton, 25 at Wollert, 17 at Geelong, 11 at Hastings, 2 at Cranbourne and 1 at Warragul
- First settlements at Geelong occurred in July 2015. The first settlement at Officer is expected in the last quarter of FY2016.

Resales

- 26 resale settlements and 19 sales commitments during the half-year
- As at the end of the half-year there were eight resale homes available for sale across the communities



Notes: (1) Lifestyle Communities has an economic interest in 82 new home sales and 95 settlements after allowing for non-controlling interests

SALES AND SETTLEMENTS (CONTINUED)

	New Home Settlements		New homes - net sales commitments		Resale homes settlements		Resale homes - net sales commitments	
	1HFY2016	1HFY2015	1HFY2016	1HFY2015	1HFY2016	1HFY2015	1HFY2016	1HFY2015
Brookfield	-	-	-	-	16	8	9	9
Tarneit	-	1	-	-	3	3	4	4
Warragul	1	9	-	1	2	4	3	5
Cranbourne ⁽¹⁾	2	27	-	17	1	2	1	2
Shepparton	27	15	32	25	1	-	-	-
Chelsea Heights ⁽¹⁾	27	6	-	11	1	-	2	1
Hastings	11	40	-	30	1	-	-	-
Wollert	25	-	12	9	-	-	-	-
Geelong	17	-	18	12	-	-	-	-
Officer	-	-	20	-	-	-	-	-
Berwick Waters	-	-	-	-	-	-	-	-
Bittern	-	-	-	-	-	-	-	-
Total	110	98	82	105	26	17	19	20

Notes: (1) Represents gross numbers not adjusted for joint venture interests

STRATEGY

- Build on the key themes of the ageing population, affordability and the emerging baby boomer
- Maintain a strong balance sheet and liquidity buffer without requiring further equity
- Pay dividends from after tax operating cash flow generated from community management business
- Focus in Victoria to capitalise on growing population and the continued lack of supply of affordable housing
- Drive sales to recycle capital faster allowing for development of a new community at least every 12 months



BUSINESS MODEL

Lifestyle Communities aims to recover 100% of its project related costs from home sales

The growing level of free cash flow from the community management business provides the basis for future dividends

Development Business



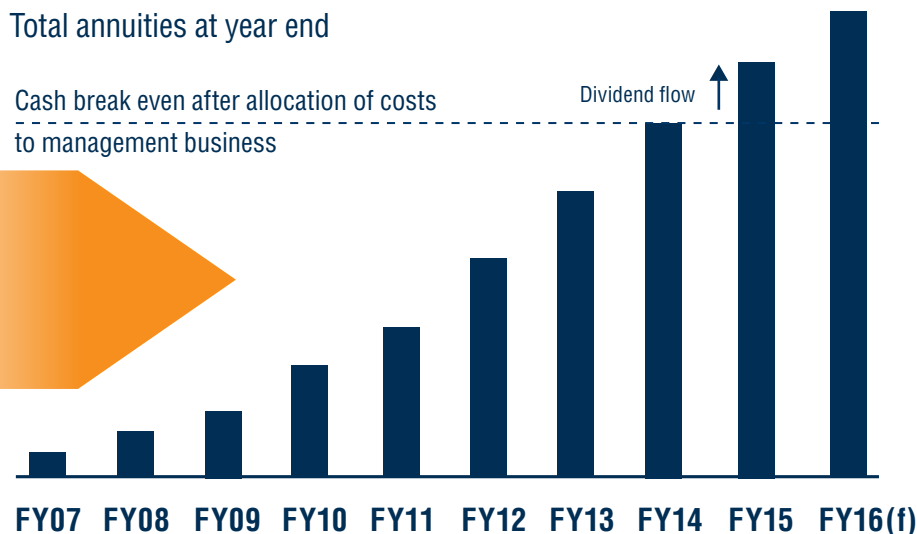
Settled homes are transferred to the Community Management Business

Community Management Business

Total annuities at year end

Cash break even after allocation of costs to management business

Dividend flow ↑



Note: Not to scale and not indicative of performance

As at 31 December 2015



Total home sites in portfolio^{(1) (2)}

2,255



Total Occupied home sites⁽²⁾

1,256

As at 31 December 2015 the gross rental annualised at \$11.1 million per annum

Source: (1) Settled, under development or subject to planning
(2) Represents gross numbers not adjusted for joint venture interests at Cranbourne and Chelsea Heights

PORTFOLIO EXPANSION

Expansion of Shepparton community and additional land at Bittern

Total home sites in the portfolio increased by 95 homes to 2,255 homes as a result of the expansion

During the half-year both the Shepparton and Bittern sites were expanded:

1. Shepparton site expansion

- Due to the continued strong sales achieved at Shepparton the Company approved the expansion of the community and will develop a further 47 homes on existing Company-owned land. This will take total homes in Shepparton to 268 homes, with 174 (or 65%) already sold. Additional community facilities (including a pool) will be provided to residents as part of the expansion.

2. Bittern site acquisition and subsequent expansion

- In August 2015, Lifestyle Communities announced the acquisition of a new site in Bittern, on Melbourne's Mornington Peninsula. This site had an original size of approximately 160 homes. The Company was able to negotiate the purchase of an additional two hectares of land which will add approximately 48 homes taking the community to approximately 208 homes. Settlement of the original land is scheduled for the second quarter of FY2017 and the additional land is scheduled to settle approximately 12 months later. The community is subject to planning approval although the Company does not believe this is a material risk for this site.



MARKET ENVIRONMENT

Housing Market	<ul style="list-style-type: none">• The continued strength of the Melbourne housing market has seen positive consumer confidence and an ability to sell their existing homes.
Land Access	<ul style="list-style-type: none">• Focused on acquiring land in the key growth corridors in Melbourne. Notwithstanding the more competitive market conditions during the first-half, we were successful in acquiring a site located in Bittern and are actively looking for the next site.
Demand	<ul style="list-style-type: none">• Sales for 1HFY2016 were 82⁽¹⁾ home sales. Enquiries have been solid in what was, apart from Shepparton, a transition period to new communities during the half-year. The Company is anticipating momentum to build at its Wollert, Geelong and Officer developments in 2HFY2016 and into FY2017.
Settlements	<ul style="list-style-type: none">• Settlements for 1HFY2015 were 110⁽¹⁾. This was in line with expectations for the half-year.
Project Updates	<ul style="list-style-type: none">• Berwick Waters - planning approval has been received for this community and construction is anticipated to commence in the last quarter of FY2016.• Bittern - Settlement of this site is subject to planning approval and an outcome should be known during the second half of FY2016 with construction to commence soon after. The Company does not believe planning is a material risk for this site.

Note: (1) Represents gross numbers not adjusted for joint venture interests at Cranbourne and Chelsea Heights

DEBT RE-FINANCING

New corporate facility provides greater flexibility to plan the construction of new communities

- In August 2015 the Company entered into a five year, \$80 million facility with Westpac to replace existing core and development facilities
- New facility provides greater flexibility, ease of use and is resulting in lower finance costs
- Long-term nature and flexibility of new facility provides scope to opportunistically increase gearing for short periods if land opportunities become available
- As at 31 December 2015 total utilisation was \$43.9 million, with \$33.1 million allocated to development debt (interest capitalised to inventory) and \$9.9 million to pre-development debt (interest expensed). Development debt is utilised for inventory (inventory was \$42.4 million as at 31 December 2015) and pre-development debt is mainly used for undeveloped land (investment properties comprised undeveloped land of \$31.8 million [including \$10 million of unsettled Berwick Waters land] and completed homes of \$119.2 million as at 31 December 2015)

PREVIOUS POSITION



COMBINED FACILITIES OF \$48 MILLION AT 30 JUNE 2015

NEW POSITION



NEW CAPACITY OF \$80 MILLION AS OF AUGUST 2015

PROFIT & LOSS

- Net profit attributable to shareholders up 61% to \$8.9 million (underlying net profit attributable to shareholders up 24% to \$8.9 million after adjusting the prior period for one-off debt refinancing costs)
- Home settlement revenue up \$4.5 million to \$30.0 million; average realisation uplift of 4% to \$298k (GST inclusive)
- Gross margin reduced to 23% from 25% in the prior period due to a transition in product mix from high margin projects such as Chelsea Heights and Hastings to projects generating normalised margins
- Cash deferred management fees up by 52% to \$1.2 million (inclusive of selling and administration fees)
- Community management expenses increased due to increased operations at the Chelsea Heights, Geelong and Wollert communities. This is in addition to normal growth within mature communities
- Development expenses increased 15% mainly due to \$125k of costs written-off post the decision not to proceed with Rosebud
- Corporate overheads increased by 20% mainly due to \$150k of legal costs associated with the debt re-finance
- Finance costs have reduced due to lower interest costs post re-finance of the loan note facility

Profit loss highlights	1HFY2015 (\$'000)	1HFY2016 (\$'000)	% Movement
Home settlement revenue	25,549	30,025	▲18%
Cost of sales	(19,140)	(23,179)	▲21%
Home settlement margin	25%	23%	▼2%
Gross profit	6,409	6,846	▲7%
Rental	4,482	5,452	▲22%
Deferred management fee	789	1,197	▲52%
Total management and other revenue	6,224	7,467	▲20%
Fair value adjustments	6,347	7,693	▲21%
Development expenses	(1,671)	(1,925)	▲15%
Management expenses	(2,100)	(2,734)	▲30%
Corporate overheads	(1,936)	(2,332)	▲20%
Finance costs	(1,141)	(457)	▼60%
Accelerated finance costs due to re-financing	(2,421)	-	▼-%
Net profit before tax	9,089	13,738	▲51%
Net profit after tax			
Members of the parent	5,518	8,860	▲61%
Non-controlling interests	1,111	1,386	▲25%
Total net profit after tax	6,629	10,246	▲55%

BALANCE SHEET

Balance sheet remains strong

- Gearing (net debt to net debt plus equity) was 23.7% at year end
- Total bank debt drawn at year end of \$43 million in addition to a bank overdraft of \$0.9 million. Of the \$43 million, \$33.1 million was allocated to development debt (interest capitalised to inventory) with \$9.9 million allocated to pre-development debt (interest expensed)
- As at 31 December 2015 there was \$5 million on term deposit, maturing in April/May 2016. The Company will then offset against bank debt

Balance sheet highlights	30 JUN 15 (\$'000)	31 DEC 15 (\$'000)	% Movement
Cash and cash on deposit	12,999	4,711	
Inventories	30,644	42,364	
Investment properties	132,757	151,006	
Total assets	179,647	204,884	▲ 14%
Trade and other payables	5,357	13,245	
Current tax payable	1,807	193	
Interest-bearing loans and borrowings	36,601	43,000	
Deferred tax liabilities	21,690	24,012	
Total liabilities	65,879	81,846	▲ 24%
Net assets	113,768	123,038	▲ 8%
Gearing ⁽¹⁾	17.2%	23.7%	

Balance sheet has capacity to enable the acquisition of a new site at least every 12 months

Notes: (1) Calculated as a ratio of net debt to net debt plus equity (net debt includes cash and cash on deposit)

CASH FLOW

- Cash flows from operations down by 400% to (\$9.6) million, adjusted cash flows from operations (excluding project capital expenditure) down by 21% to \$6.7 million
- Payments to suppliers and employees were up by 77% to \$46.9 million due to increased project capital infrastructure and housing payments at Wollert, Geelong and Officer as these projects increased activity. Housing construction increased to 123 homes in 1HFY2016 compared to 77 in the prior-half due to the timing of projects
- Net interest payments normalised in 1HFY2016. 1HFY2015 included \$2.05 million break-free paid in respect of the early termination of the \$25 million loan note facility in December 2014
- Cash flows related to investing activities in FY2015 included the deposit for Bittern
- Net movement in borrowings reflects increased development debt as a result of increased project activity

Cash Flow highlights	1HFY2015 (\$'000)	1HFY2016 (\$'000)
Receipts from customers	34,213	40,952
Payments to suppliers and employees ⁽¹⁾	(26,529)	(46,911)
Income taxes paid	(1,043)	(2,784)
Net interest payments	(3,452)	(816)
Cash flows relating to operations	3,189	(9,559)
Project capital expenditure (civil and facilities infrastructure)	5,309	16,262
Cash flow from operations (excluding project capital expenditure)	8,498	6,703
Purchase of investment properties	(895)	(250)
Cash flows relating to investing activities	(1,302)	(710)
Net movement in borrowings	2,433	6,399
Proceeds from exercise of options	1,000	545
Distributions paid to non-controlling interests	(2,905)	(3,409)
Dividends paid	-	(1,555)
Cash flows relating to financing activities	528	(1,980)
Net cash flows	2,415	(8,289)
Cash as at the beginning of the year	2,757	7,999
Cash as at the end of the year (excluding funds on deposit)	5,172	(289)
Add cash on term deposit	6,000	5,000
Total cash at the end of the half-year	11,172	4,711

Notes: (1) Due to Lifestyle Communities' accounting policies and legal structure, payments to suppliers and employees includes all gross costs of infrastructure construction (i.e. civil works, clubhouse and other facilities). Under some other structures these costs may be classified as investing cash flows. Therefore cash flows from operations will be negatively impacted when Lifestyle Communities is in the cash intensive development phase of a community.

To assist with further understanding of cash flows, please refer to page 25 for a detailed break-down of development and management cash flows per community for 1HFY2016.

DIVIDEND POLICY

Lifestyle Communities intends to pay dividends out of operating cash flow from the community management business

The growing level of free cash flow from the annuities provides the basis for increasing dividends over time

As a general principle, the Board of Lifestyle Communities intends to pay dividends out of post tax, operating cashflow generated from community management including:

- Operating cash flow generated from community management (net rental and DMF)
- Apportionment of corporate overheads attributable to management of the communities (currently 50%)
- Interest on average pre-development debt
- Tax attributed to the above
- An interim fully-franked dividend of 1.0 cent per share was declared in respect of the half-year. The dividend has a record date of 11 March 2016 and a payment date of 8 April 2016

Interest on pre-development debt

- The Company maintains an internal credit framework which prescribes the management and disciplines in relation to the \$80 million facility
- Under this framework debt is allocated to development (individual projects) and pre-development debt; as at 31 December 2015 pre-development debt was \$9.9 million (30 June 2015: \$21.4 million)
- Interest on average pre-development debt is allocated against the 'dividend pool'

Surplus franking credits

- As at 31 December 2015 the franking account balance was \$7.3 million



LIKELY SETTLEMENT PROGRAMME

Currently 2,255 homes in the portfolio⁽¹⁾

Community	FY16		FY17				FY18				FY19				FY20			
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Warragul	■	■																
Hastings	■	■																
Shepparton	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Wollert	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Geelong	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Officer		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Berwick Waters						■	■	■	■	■	■	■	■	■	■	■	■	■
Bittern ⁽²⁾							■	■	■	■	■	■	■	■	■	■	■	■

Represents tail of development which is often a slower settlement rate

Notes: (1) Settled, under development or subject to planning; gross numbers not adjusted for joint venture interests at Cranbourne and Chelsea Heights
 (2) Subject to planning approval

The above timescale reflects current estimates of the settlement period for the existing developments. Settlement rates are a function of market conditions

OUTLOOK

Lifestyle Communities capitalises on the solid base established for future growth

- Emerging baby boomer continues to drive customer interest
- Approximately one in three sales are coming from customer referrals
- As per previous guidance settlements in FY2016 are likely to be lower than FY2015 due to the timing of community developments
- Also consistent with previous guidance profit after tax attributable to shareholders in FY2016 will be largely similar to FY2015 - the reduction due to lower settlements will be approximately offset by increased contributions from rental and deferred management fees and a reduction in profit attributable to non-controlling interests
- It is expected that current communities in development combined with the recent site acquisitions will have a positive impact on settlements beyond FY2016
- In addition to the interim dividend of 1.0 cent per share, the Company expects to pay a final dividend in respect of FY2016. The company expects the combined dividend in FY2016 to be greater than the FY2015 amount of 1.5 cents per share

Lifestyle Communities' model is driven by affordability, the ageing population and the emerging baby boomer



CASHFLOW ANALYSIS 1HFY2016

Supplementary Cash Flow Analysis for 1HFY2016	Melton	Tarneit	Warragul	Cranbourne ⁽³⁾	Shepparton	Chelsea Heights ⁽³⁾	Hastings	Wollert	Geelong	Rosebud	Officer	Berwick Waters	Bittern	Total
Total Number of Homes	228	136	182	217	268	186	141	154	164	-	151	220	208	2,255
Settled 1HFY2016 ¹	-	-	1	2	27	27	11	25	17	-	-	-	-	110
Remaining homes available to settle	-	-	1	-	143	-	3	126	147	-	151	220	208	999
Capital Cash Flows (\$million)														
Land	-	-	-	-	-	-	-	-	-	-	-	-	(0.25)	(0.25)
Development Expenditure	-	-	-	(0.02)	(1.07)	(0.49)	(0.29)	(4.81)	(4.79)	(0.08)	(5.87)	(0.05)	(0.01)	(17.48)
Home Construction	-	-	-	0.00	(4.66)	(0.83)	(0.62)	(5.03)	(5.41)	-	-	(0.02)	-	(16.57)
Home Settlements	-	-	0.20	0.33	5.78	4.16	3.03	7.21	4.60	-	-	-	-	25.31
Net Development Cash Flows	-	-	0.20	0.31	0.05	2.85	2.12	(2.63)	(5.60)	(0.08)	(5.87)	(0.07)	(0.26)	(8.98)
Annuity Cash Flows (\$million)														
Site Rentals (incl. management fees)	1.05	0.61	0.82	0.98	0.51	0.82	0.61	0.05	-	-	-	-	-	5.45
Deferred Management Fees Received ⁽¹⁾	0.58	0.13	0.05	0.07	0.04	0.09	0.05	-	-	-	-	-	-	1.01
Community Management Costs	(0.29)	(0.25)	(0.26)	(0.26)	(0.24)	(0.21)	(0.21)	(0.13)	(0.11)	-	-	-	-	(1.96)
Net result from utilities	(0.03)	-	(0.01)	(0.02)	0.01	0.02	(0.02)	(0.04)	(0.02)	-	-	-	-	(0.11)
Share to non-controlling interests ⁽²⁾	-	-	-	(0.27)	-	(0.26)	-	-	-	-	-	-	-	(0.53)
Net Annuity Cash Flows	1.31	0.49	0.60	0.50	0.32	0.46	0.43	(0.12)	(0.13)	-	-	-	-	3.86
Corporate overheads														(2.19)
Net Operating Cash Flows														(7.31)
Reconciliation to statutory cash flows														
Less – Interest														(0.82)
Less – Income taxes paid														(2.78)
Add – Land (investing cash flow)														0.25
Add – Movement in inventory and creditors														(2.05)
Add – Non-controlling interests														3.15
Statutory Cash Flows from Operations (\$million)														(9.56)

Notes: * LIC's economic interest is 95 units after allowing for joint venture interests
(1) Deferred management fees received are inclusive of selling and administration fees as well as wages and marketing costs
(2) Lifestyle Communities record 100% rental income and pay out 50% (after management fees) to non-controlling interests
(3) 50% of development cash flows for joint venture are reflected above

SUMMARY

- Solid half-year of settlements (110)⁽¹⁾ and sales (82)⁽¹⁾ in line with expectations
- The recently announced expansion of Shepparton and Bittern has provided a total portfolio of 2,255 homes⁽²⁾ of which 56% are settled and 63% are sold
- Community cash flows (net contribution from rentals and DMF) increased by 22% to \$3.9 million compare to the prior half-year
- Net profit attributable to shareholders up 61% to \$8.9 million
- Interim dividend of 1.0 cent per share fully franked
- Funded and resourced to roll-out a community at least every 12 months subject to identification of appropriate sites

**A proven business
that is structured
for sustainable growth**

Notes: (1) Represents gross numbers not adjusted for joint venture interests
(2) Settled, under development or subject to planning



A.1 MARKET STRATEGY

**Straddling two segments
but focusing on the ageing
baby boomer**



War Generation (1925-1945)

- Aged 70+
- Negative trigger buyers
- Characterised by:
 - Conservative
 - Frugal
 - 'Bear the burden'
 - Experienced in hardship

Key Message

Health & Security

Key Channels

Traditional media

**Lifestyle Communities' business
model is well placed to capitalise
on this emerging customer**



Baby Boomer Generation (1946-1964)

- Aged 51-69
- Ageing into the retirement space
- Positive trigger buyers
- Characterised by wanting to:
 - Maintain Control
 - Free up equity to enjoy
 - Want to own their home
- Greater expectations

Key Message

Downsize to a bigger life

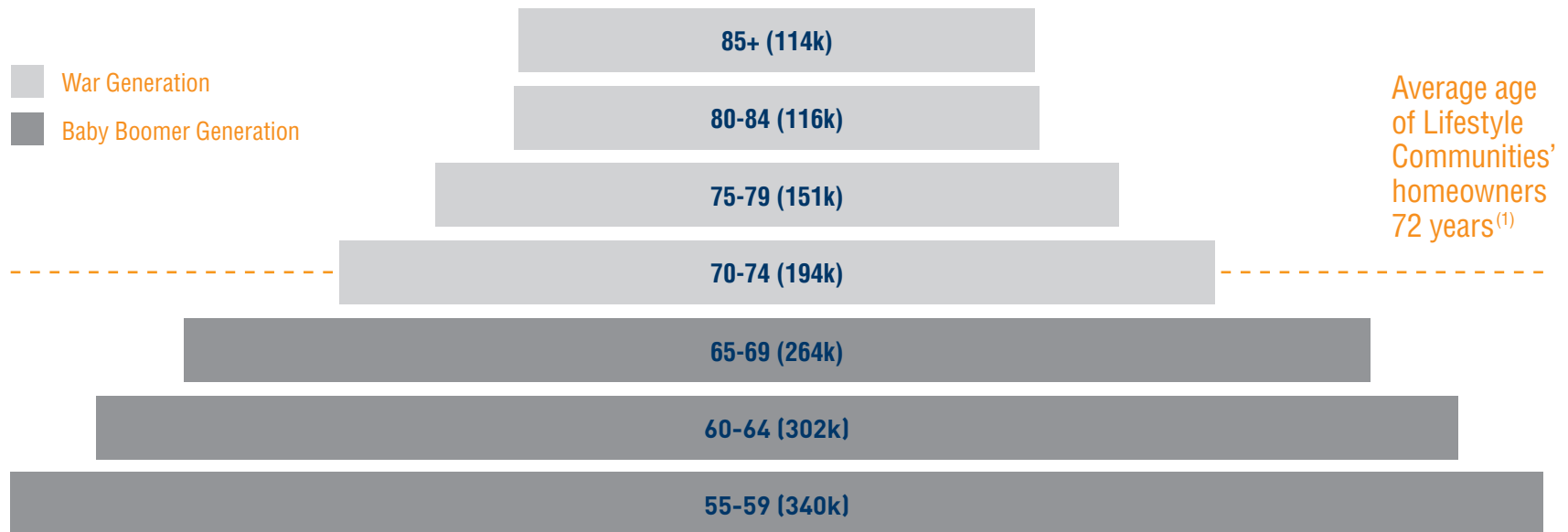
Key Channels

Digital & below-the-line

A.2 MARKET VICTORIAN POPULATION GROWTH

As at 30 June 2013 there were over 574,000 Victorians aged over 70 and over 906,000 aged between 55 and 69

Lifestyle Communities is well positioned to meet the needs of the baby boomer age wave

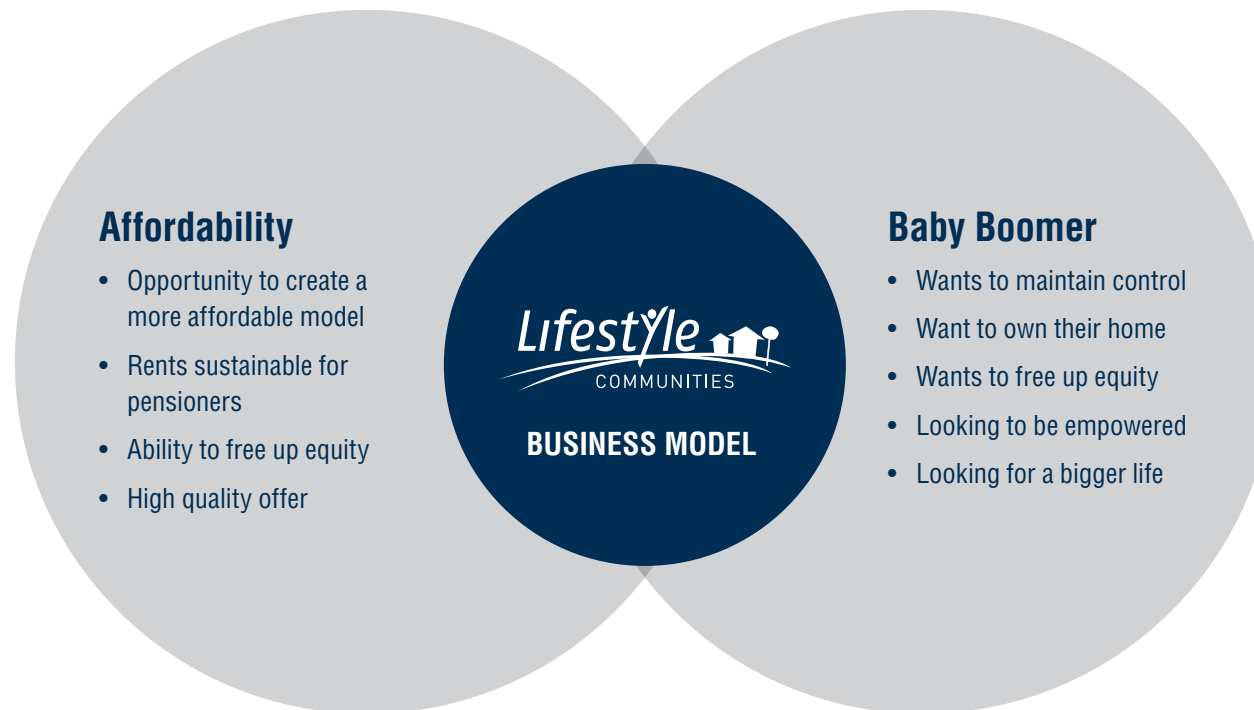


Source: ABS 2014 Catalogue 3235.0

Notes: (1) As at 31 December 2015

A.3 MARKET THE EMERGING MARKET GAP

The two key emerging trends come together to create the Lifestyle business model



Current housing solutions are not satisfying the new emerging customer

A.4 MARKET MARKETING

Lifestyle Communities' marketing targets the emerging baby boomer

Digital marketing is driving future growth

HOMES FROM \$247,480
OVER 30% SOLD!

**RESORT LIVING
THAT ISN'T JUST
FOR TWO WEEKS
OF THE YEAR**

CALL 1300 50 55 60
lifestyleofficer.com.au

Lifestyle
OFFICER
DOWNSIZE TO A BIGGER LIFE

BILLBOARD

**RESORT LIVING
THAT ISN'T JUST
FOR TWO WEEKS
OF THE YEAR**

Join the many happy homeowners over 50 who have discovered the upsides to downsizing at Lifestyle Communities.

A major upside is living an independent life of luxury with greater financial independence by freeing up the money tied up in your old house. Your cost of living will also come down with no sharing utility, no council rates and no body corporate, as well as discounted water and electricity.

The 5-star resort amenities at your doorstep is another upside that'll make you feel like you're on holiday 12 weeks of the year. Take a dip in the heated outdoor pool, enjoy a game of tennis, or learn bowls, watch a movie in the private cinema, or participate in the many social activities on offer. To find out more about the bigger life that awaits, call 1300 50 55 60.

HOMES NOW SELLING FROM \$169,900 TO \$382,100*

WITH TEN FABULOUS LOCATIONS TO CHOOSE FROM, A BIGGER LIFE IS WITHIN EASY REACH

*Officer • Geelong • Willet • Hastings • Chelsea Heights • Shepparton • Crabburne • Wangga • Ramon • Brookfield

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Lifestyle
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PRESS

Lifestyle Communities added 10 new photos.
Published by Monika Pilekic [?] · January 29 at 8:49am ·

The Lifestyle Geelong clubhouse is now open! Call Elizabeth today on 1300 50 55 60 to arrange your personal tour!

607 people reached Boost Post

Like Comment Share

Edward Grech, Stuart Peterson, Sandra Wearne and 22 others like this. Chronological

1 share

Michael Brennan There is the contact no Lyn Lewis
Like · Reply · Message · January 29 at 8:50am

Pam Boekel looks great..
Like · Reply · Message · January 29 at 9:09am

Paula Ferrari Newman Fantastic, looking very classy 😊
Like · Reply · Message · January 29 at 9:26am

Joan Tolliday Excellent decor
Like · Reply · Message · January 29 at 9:29am

Lucy Montalto Already been through .its amazing..
Like · Reply · Message · 2 · January 29 at 9:32am

Les Ronda Johnson Well done Lifestyle, they just keep getting better, we are glad we are part of it at Lifestyle Hastings
Like · Reply · Message · 1 · January 29 at 11:53am

Desi Gaffero Lovely.... 😊
Like · Reply · Message · January 29 at 3:10pm

Sue McCreath Wow....very impressive! Lifestyle just keeps getting better!
Like · Reply · Message · 1 · January 29 at 5:04pm

FACEBOOK

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DOWNSIZE TO A BIGGER LIFE

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