SunLife Australia

BRAND MANUAL

EXECUTIVE SUMMARY

1. THE POWER OF BRANDING

- Builds trust and standard
- Differentiates from competitors
- Creates value
- Increases revenue for organisations
- Optimises marketing performance and opportunity
- Enables quick and ready customer recognition
- Brand templates can lower costs

2. THE OBJECTIVES OF THE SUNLIFE AUSTRALIA BRAND STANDARD

- Build trust and recognition of the brand
- Fill a market demand and ease decision making for buyers
- Enable a premium to be obtained for product
- Reduce timeframes to achieve sales
- FacilitateInvest + Retire property mechanics
- CValue add with a network of clubs, community groups and exchange programs
- Increase market depth and streamline the sales process
- Create investment value
- Enable project equity and debt funders to better understand and optimise facilities

3. THE SUNLIFE AUSTRALIA BRAND

MARKET OVERVIEW

- Increasing over 50's demographic and life expectancy in Australia
- Demand for over 50's property in a community
- A trend towards "vertical" communities
- Fragmented market with many players
- Limited quality free-hold opportunities and over 50's communities for healthy and active residents
- Opportunity to target the middle to upper affluent market

SUNLIFE AUSTRALIA MARKET POSITIONING

- Freehold title to specifically target the the middle to upper market
- Excellent community and resort facilities
- SunLife Australia community network across Australia
- Luxury 'type' finishes

SUNLIFE AUSTRALIA STORY

- Developer for over 20 years with successful projects across Australia
- Vision to provide quality freehold property with a superior financial outcome to underrepresented market
- Vision to create a SunLife community network for community groups, clubs and exchange programs

SUNLIFE AUSTRALIA VALUES

- Quality, Community, Choice

SUNLIFE AUSTRALIA MESSAGING

- Quality Build & Facilities, Independence, Community, Financial Control, Security

SUNLIFE AUSTRALIA BRAND IDENTITY

THE POWER OF BRANDING

The power and success of branding can be seen with many mega-organisations and franchises around the world such as Apple, McDonalds, Coca-Cola, 7/11, Wyndham Hotel Group, and Amazon.

- Branding isa way a company represents itself both visually and verbally, so that it becomes instantly recognisable to customers.
- A brand is an intangible concept and yet it forms a very clear idea of what a company does based on its values and identity.
- It is a way of distinguishing yourself from the competitors and clarifying what it is you offer that makes you the better choice.

Branding is the perpetual process of identifying, creating, and managing the cumulative assets and actions that shape the perception of a business. Strongly established brand can increase a business' value by giving the company more leverage in the industry. This makes it a more appealing investment opportunity because of its firmly established place in the marketplace. A strong reputation means a strong brand which, in turn, translates into value. That value can mean influence, price premium, or mindshare.

The virtues of Branding include:

- Building Trust
- Streamlining consumer decision making
- Promoting recognition
- Generating referrals and repeat business
- Connecting to customers
- Representing a standard
- Differentiating from the competitors
- Attracting increased investment
- Creating tangible value

SUNLIFE AUSTRALIA BRAND STANDARD

Currently, very few over 50's communities provide residents with the alternative of owning their home, and there is a proven demand for an alternative to the common licence and lease retirement prevalent in the marketplace.

SunLife Australia sets itself apart from the competition by being a brand that caters to over 50's seeking:

- Freehold ownership of their home
- High-quality lifestyle
- Quality independent living apartments/villas
- Excellent community facilities and amenities
- Engagement with an active community
- The independence and privacy to relax in their own company
- Ability to continue business affairs in retirement

SunLife Australian properties are tailored towards residents who are in good health and active and therefore do not offer 'high care' services. However they will have strong relationships with, and provide SunLife residents access to a wide range of in-home care providers, both government and non-government, to offer support. This is an important part of brand standard.

The development of several SunLife Australia communities will create a network and build:

- A shared ethos for all SunLife communities
- Exchange programs for SunLife residents
- SunLife Australia Clubs
- Community activities

The SunLife Australia brand standard also provides industry professionals with a clear direction and focus of what the product is all about, and conveys to customers a clear vision and promise of what to expect. Setting a brand standard can lead to great success. The value of establishing a brand presence and delivering on the promise of that brand is well documented.

SunLife Australia branding assists property professionals by:

- Opening up market depth through designing a product for a growing and underrepresented market
- Facilitating property ownership through the Retire + Invest property mechanics
- Providing access to sales and marketing material
- Enabling immediate market connectivity and client understanding established through social media, TV, magazines, and other forms of advertising
- Linking marketing across SunLife projects for increased professional and market reach

The benefits of the SunLife Australia brand standard are evident from a client, agent, and developer perspective. Given the current over 50 property market in Australia, there is an excellent opportunity for the SunLife Australia Brand to create win-win outcomes for all involved.

The virtues of the SunLife Australia brand standard:

- An established product tailor made to a growing market
- A defined target market and a method to reach that market
- Clear set of development standards
- Positions and differentiates the product from competitors
- Creates a community network and cultivates a community spirit
- Connects SunLife Australia developments for exchange programs
- Provides developers with a ready-made vision, development template, and target market
- Provides agents and marketers with clear guidelines on sales and marketing
- Provides buyers with a product they know, want, and trust
- Provides developers with a all encompassing market program
- Provides alternatives to buyers with innovative property mechanics such as Retire + Invest

SUNLIFE AUSTRALIA BRAND

MARKET OVERVIEW

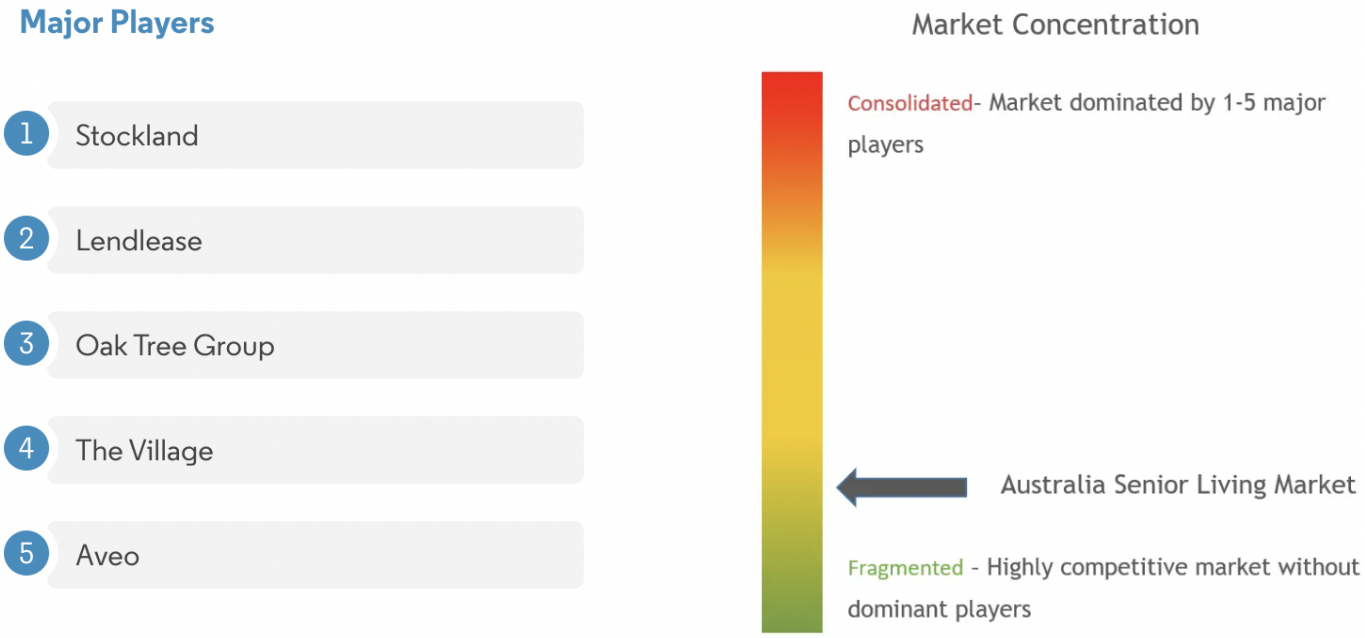
The demand for senior housing has been steadily increasing in Australia and it is expected to continue to rise in the coming years, driven by a focus on health and well-being and a rapidly ageing population. Real estate developers are responding to this demand by constructing standalone senior living projects or dedicated towers with necessary amenities for senior citizens within a larger group housing project.

Key demographics and property market trends:

- The Australian senior living market is expected to record a Compound Annual Growth Rate of over 8.5% during the forecast period, 2022-2027.
- Over a third of Australians will be 50 years or older by 2050, with the proportion of younger Australians declining.
- By 2025, the number of people aged 65 and above will have surpassed the number of children aged 0 to 14.
- Australians have one of the world's longest life expectancies. Men live nearly 80 years, and women live 84 years, 25 years longer than a century ago. The physical health of older Australians is also improving, and the majority of people (82%) are satisfied with their standard of living.
- One in every three Australians over 65 comes from a culturally and linguistically different background.
- Some 41% of new retirement villages in 2020-21 were classified as 'vertical' in nature, up from 33% in 2020.
- Retirees are increasingly seeking locations near bustling, vibrant urban villages, where they can access restaurants, shopping malls, and arts and cultural activities.

The Competition

The Senior Living market is relatively fragmented, with many players, including Stockland, Lendlease and Oak Tree Group. Fragmentation in the market is expected to increase with new companies and landlords actively developing new housing and villages in the country to capitalise on the growing market.



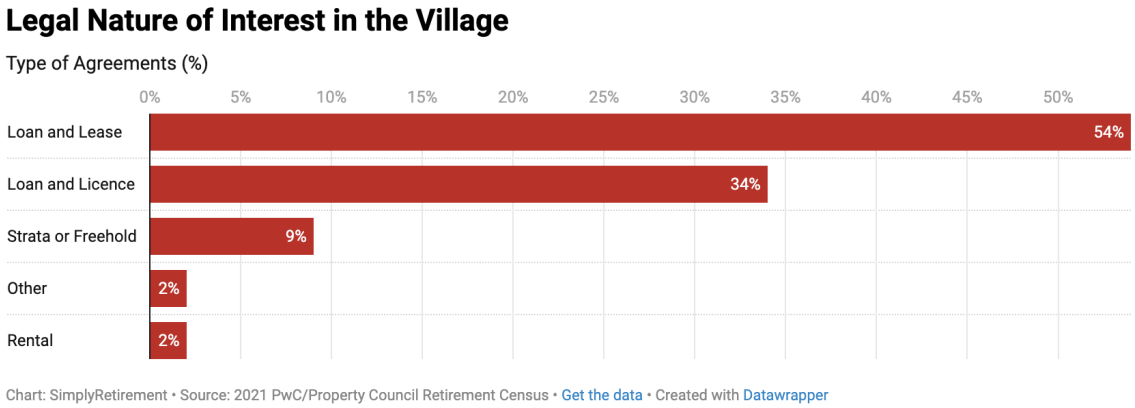
Senior living properties fall into three broad categories.

Villas/Independent Living Units
Properties range from high or medium-rise complex or terrace housing arrangement to a stand-alone or semi-detached building. Residents require little or no assistance with daily activities but want to enjoy the benefits of living in a retirement community.

Retirement villages with home care services
In addition to a villa/independent living unit, many retirement villages also offer access to a range of home care services such as help with domestic work and transport to appointments. Home care services are an additional cost.

Retirement villages with residential aged care
Some retirement village developments now have integrated levels of care and are offering residential care accommodation.

Each senior living community has a particular ownership structure:



A current market sample:

Name of Company	Ownership Model	Market	Facilities	Location
Ingenia	Buy the home, lease the land	Middle Market	Clubhouse, Swimming Pool, BBQ area, Library	Various locations in Queensland, NSW, and Victoria.
Pebble Beach	Freehold	Middle - Lower Middle Market	None on site	Bribie Island
Ocean Club Resort	Various, but based on Lease model	Middle - Upper Middle Middle	Bowling green, tennis court, 25-metre pool, Wellness and activity centre, gym, golf putting green, and driving nets, private cinema, vegetable gardens and open spaces	Port Macquarie
Hampshire Villages	Shared equity model	Lower Middle Market	Social Club and leisure facilities	Australia wide
Gibraltar Park	Appears to be Leasehold	Upper Market	Grand Clubhouse, indoor pool and gymnasium, wellness centre	Bowral

SUNLIFE AUSTRALIA MARKET POSITIONING AND OPPORTUNITY

90% of the over 50's community models are structured under a licence or lease, rather than outright ownership. This has created a demand for freehold property in the over 50's market, especially quality freehold apartments and facilities. Moreover, 86% of residents in villages are aged 75 to 85. This provides SunLife Austraia a strategic opportunity to target the more affluent purchasers who seek freehold property, plus the market gap of 60 plus and even 50 plus with Invest+Retire.

There are a limited number of over 50 communities for active and healthy Australians in the 50-75 age bracket, as 86% of people in retirement villages are between 75 to 85.

Furthermore, there is a growing demand for senior living as Australians are living longer. People over 50 are also living active lives and many have the financial freedom to enjoy it, so retirement has become a stage of freedom and adventure for many. This presents a tremendous opportunity for developers catering to this market segment.

SunLife Australia appeals to people who are over 50's, want independence in a quality home with excellent facilities, and be a part of an active and engaged community. SunLife Australia separates itself from the competition by focusing on providing high-quality freehold apartments with a resort style lifestyle and connected community living - Quality, Choice, Community.

THE SUNLIFE AUSTRALIA DIFFERENCE

- ***Freehold title owned by the resident***
  Very few over 50's communities offer freehold property. SunLife Australia offers buyers an outright ownership model -

- ***Middle to upper end of marketplace - quality***
  SunLife Australia develops for the middle/upper middle market and designs quality homes that are comfortable and stylish.

- ***Excellent community facilities***
  SunLife understands the importance of community and fosters community engagement through the use of excellent facilities and activities. SunLife Australia developments propose a range of facilities such as tennis courts, swimming pool/s, gardens, club house and entertainment rooms, wellness and activity centre, gym, golf putting green and driving nets.

- ***No entry or exit fees***
  There are no entry and exit fees in and out of the SunLife Australia communities.

- ***Resale is managed by the resident***
  Outright ownership provides the owner with the independence and freedom of controlling their asset.

- ***Superior financial outcome at the end of the occupation***
  Buying freehold property yields
  a superior financial outcome to that of leasing.

- ***Opportunity with the Invest Retire model***
  The innovative property mechanics of SunLife Australia allow people to make investment yields now while planning for future retirement. Various models are possible. For example, a family member could purchase the home as an investment property and the parents could rent from them..

SUNLIFE AUSTRALIA STORY

Timothy Wright has been a developer for over 20 years with successful resort, house and land, apartment, and subdivision projects across Australia. Tim saw a real need for over 50's living communities and focused his attention on developing for people who want to be in a community, have high-quality homes, and have the freedom of freehold. He realised many people wanted to be a part of a community but not sacrifice their independence – to be free but connected. He also saw that a lot of people over 50 were still very active and healthy, were financially secure, and wanted to enjoy the next phase of their life with like-minded people. Tim saw SunLife Australia providing independent over 50's with a superior financial outcome through freehold, and through his experience of resort development, wanted to provide a resort lifestyle that encouraged activity and community engagement. He also had the vision of having a network of SunLife Australia communities across Australia and residents being connected through club activities, social groups, and exchange programs, where residents can experience other SunLife Australia locations.

SUNLIFE AUSTRALIA VALUES

Quality, Community, Choice

A focus on quality homes and community facilities, and an understanding of the lifestyle that the over 50's want to live and enjoy, and the delivering that product. The benefit of outright ownership of their home with purchasers in a SunLife development often considered in the 'middle to upper' echelon of the community.

Creating a point of difference based on listening to what purchasers in a SunLife project want, makes the SunLife brand more human and a vision they can relate to it. This sets the SunLife brand apart.

The SunLife Australia brand understands that it is not only important to foster a thriving and engaged community on its premises , but to also connect with the wider community and the surrounding area to allow residents an opportunity to explore their area with ease and have support. Using this retirement community philosophy, which prizes quality and connection, the brand's aim is to create a community spirit, common to all SunLife Australia developments. This will also allow the opportunity where those in different SunLife communities can undertake 'exchange programs' with their homes.

QUALITY

A brand standard for SunLife is that resident's homes are well designed and meet disable requirements and enjoy 'resort style' community facilities

The resort style facilities of a SunLife development, depending on location and need and target market, can offer:

- Excellent common recreation facilities:
- Swimming pool, tennis and games room
- Men's and ladies' arts and crafts spaces and workshops
- Security – a gated community with safety
- Bookable meeting & function rooms to cater for those working and not working
- Residents' motel style rooms for guests and family
- Caravan/trailer, boat, golf-cart parking where possible or arrangements with off-site facilities
- Set down area for taxi/Uber/resident pickup & drop-off
- 24hr management, including dog walking & sitting, plant watering, & dry-cleaning services
- Parcel & mail delivery room
- Resident Wi-Fi in all common recreation areas

COMMUNITY

The SunLife Australia brand not only seeks to foster a thriving and engaged community on its grounds, but to also connect with the wider community and the surrounding area.

SunLife residents have the opportunity to explore their area with ease and have support. Using this over 50's community philosophy, which prizes quality and connection, the brand aim is to create a community spirit, common to all SunLife Australia developments. This will also allow the opportunity where those in different SunLife communities can undertake 'exchange programs' with their homes.

CHOICE

SunLife Australia provides residents outright ownership of their property.

90% of retirement villages are structured under a licence or lease, rather than outright ownership. SunLife Australia is an alternative and provides:

- Freehold title owned by the resident
- No entry or exit fees
- Security of tenure
- Resale managed by the resident
- Superior financial outcome at the end of the occupation
- Opportunity with the Invest Retire model

SUNLIFE AUSTRALIA MESSAGING

QUALITY

Quality Facilities
Each location has appropriately designed facilities to meet the needs and expectations of the residents of that particular community

Security
Safe and secure premises across all SunLife Australia developments.

Luxury Living / Quality Build
Buyers seeking comfortable homes with accessibility and ample facilities for activity and entertainment.

COMMUNITY

SunLife Spirit
Residents are part of an engaged and Residents are part of a diverse community with a network across Australia, while owning and maintaining a quality home with peace and privacy.

Activities
Community facilities to enjoy with other residents.

Lifestyle
Residents live in stylish-designed quality homes with resort-style facilities, and have a sense of safety, quality, and belonging.

CHOICE

Independence
Residents control their asset and enjoy the financial benefits that brings greater independence.

Financial Control
Residents retain full capital value of property to leave to family - freehold property OR optimise value if need to move to higher care OR have the financial freedom to move somewhere else.

Invest + Retire
Owners can buy in as an investment property with positive cash flow and a great return on investment until they are ready to occupy.

SUNLIFE AUSTRALIA BRAND IDENTITY

Logo

SunLife Australia

SunLife Australia

Colour

Grey text:
CMYK 47|39|39|3 RGB 142|142|142 Hex #8e8e8e

Navy Blue:
CMYK 86|76|48|47 RGB 39|47|68 Hex #272f44

Sunlife Gradient:
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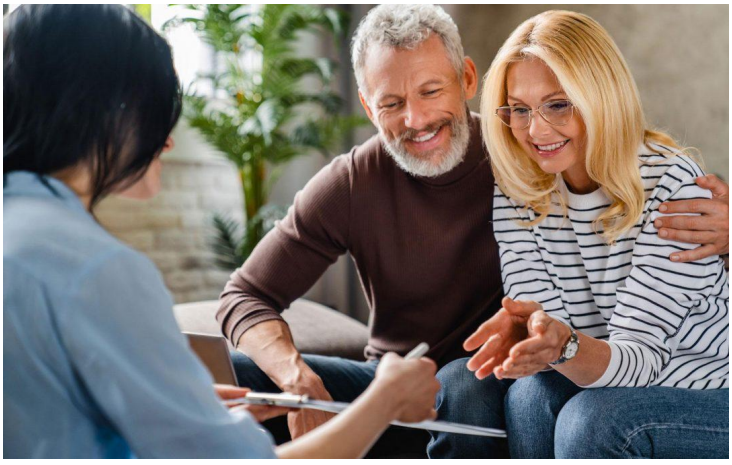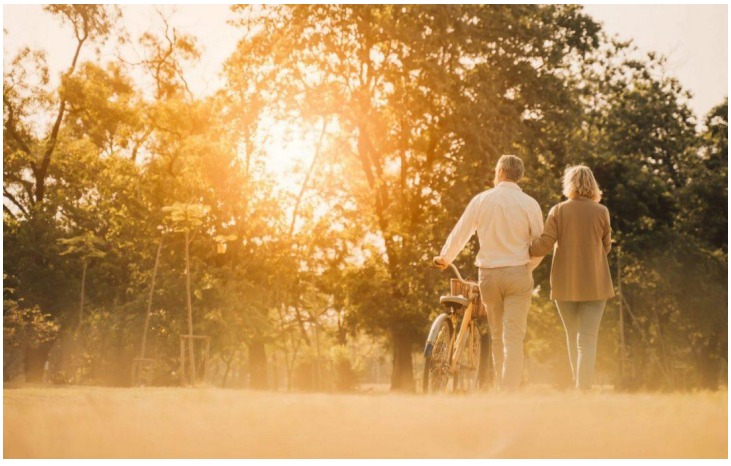
Example pictures: