



UniLodge



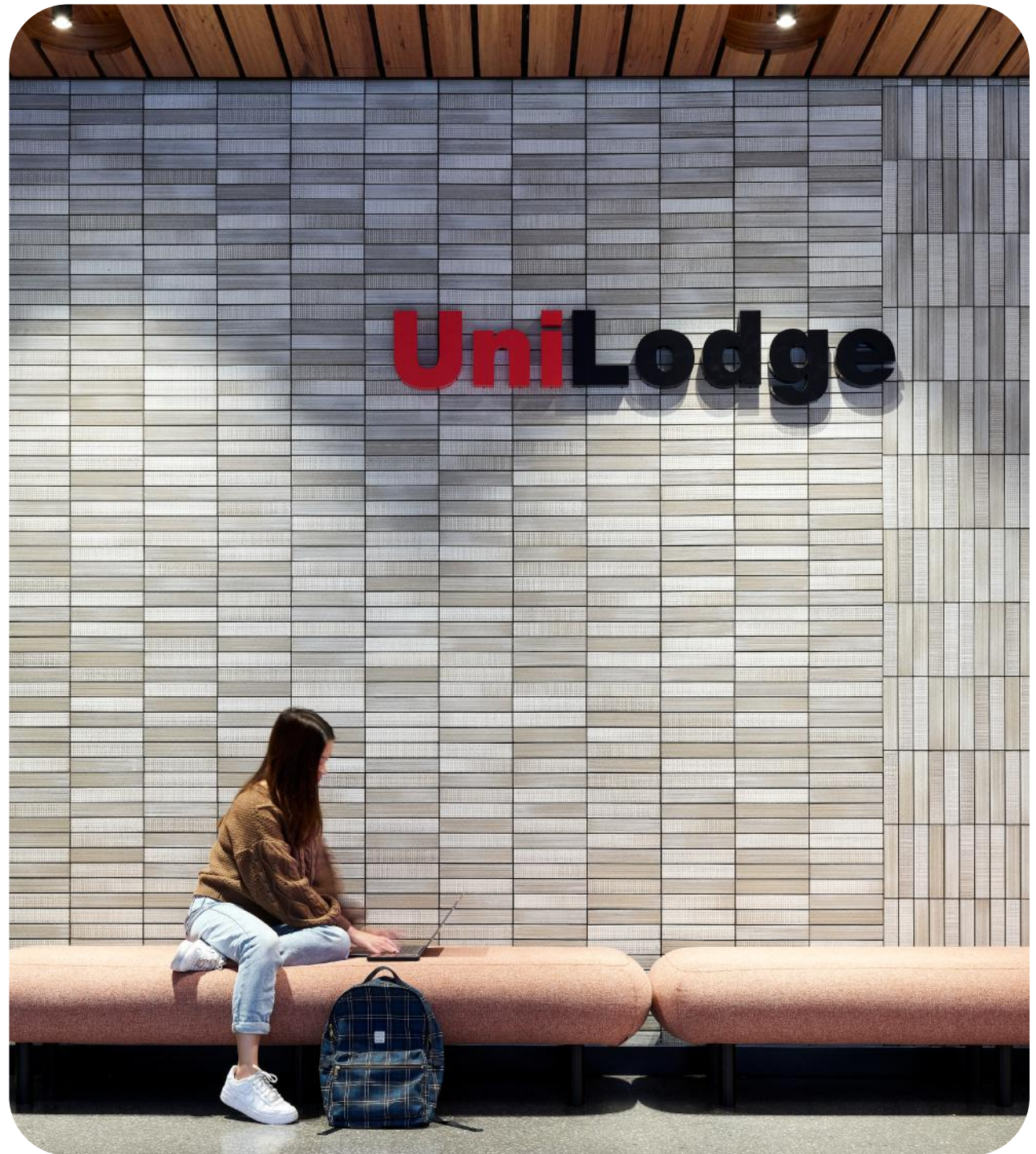
Corporate
Profile

At UniLodge, we specialize in the professional operation and management of student accommodation.

Our success is built on a proven formula that delivers genuine value to investors and student residents alike.

That success has led to a portfolio of more than 41,000 student housing beds under management in Australia and New Zealand. Now we are bringing UniLodge to the Canadian student housing market to partner with Colleges and Universities for on-campus management and with owners/developers for off-campus management of student housing.

On-campus, UniLodge can operate in collaboration with the campus' housing and student life teams, or we can provide the full suite of student life services in addition to managing the building.



Welcome to UniLodge

UniLodge is a leading international provider of purpose-built student accommodation.

Industry
Leader since
1996


>40,000
beds


130+
campuses


Located in
most major cities in
Aus/NZ and now
expanding into Canada



Privately owned since day one, student accommodation has always been our core business. This focus has seen us forge strong, ongoing relationships with many of the region's most respected educational institutions.

What drives us



Our Vision

To build **inclusive communities** for inspired living.

Our Values

We care for those in our trust and support diversity. We build relationships on respect and honesty while striving for a passionate, energetic, and fun environment.



UniLodge

Where I want to be

Our Mission

To be the operator of choice for our stakeholders by **leading the market in student accommodation and community management.**



Our Services

UniLodge offers a full spectrum of student accommodation services. These have been carefully refined over many years to deliver maximum benefit for both students and investors alike.



DEVELOPMENT SERVICES

- ✓ Development consultancy for new and existing student accommodation facilities, ensuring feasibility, operability, and an optimum outcome
- ✓ Feasibility advisory services including, operational reviews and strategy
- ✓ Furniture, fittings, and equipment specification and procurement
- ✓ Development management
- ✓ Project management
- ✓ Enhanced purchasing power through our scale as market leaders



PROPERTY MANAGEMENT SERVICES

- ✓ Property management
- ✓ Tenant management
- ✓ Asset management
- ✓ Accommodation and management
- ✓ Marketing strategy plans
- ✓ Ongoing research, including electronic resident surveys
- ✓ Licensed real estate leasing services
- ✓ Media and Public Relations management
- ✓ Stakeholder management
- ✓ Information and records management
- ✓ Workforce planning and people management, strategy and planning
- ✓ Transition plans for property takeovers



CREATING A COMMUNITY

- ✓ Community building through our student engagement and well-being program called our Student Living initiative
- ✓ Social responsibility programs and student leadership opportunities

OFF CAMPUS

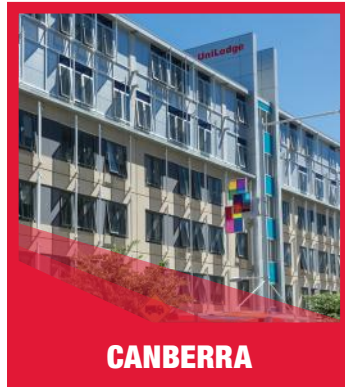
In an off-campus setting, our team takes pride in providing the highest quality of asset management for the owners/ investors while also providing an animated student experience and high degree of service. Regardless of the specific amenities a building offers, service and student experience are valuable benefits in a UniLodge operated facility and our occupancy rates and retention reflect it.

History

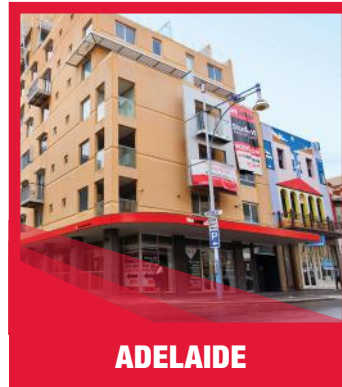
UniLodge has expanded to be on campus at leading Australia and New Zealand campuses, including: Australia National University, University of Melbourne, University of Sydney, Auckland University, University of Canterbury, University of Queensland, and more.



SYDNEY



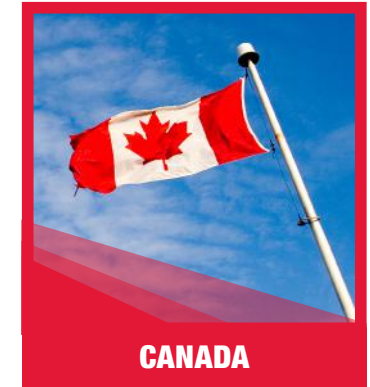
CANBERRA



ADELAIDE



NEW ZEALAND



CANADA

1996



UniLodge
was founded in Sydney,
New South Wales,
Australia

UniLodge
on Broadway is the first
property in our portfolio,
located in Sydney, New
South Wales, Australia

UniLodge
launched Your Shop
CANBERRA

2007

UniLodge
expands into Canberra,
Australian Capital
Territory, Australia

UniLodge @ ANU
Davey Lodge

Head Office moved
to Brisbane



UniLodge launches the
Student Living
On-Campus Program

2010

UniLodge
expanded into
Adelaide,
South Australia,
Australia

UniLodge
@ Metro Adelaide

UniLodge
welcomes the Student
Living portfolio

2016

UniLodge
New Zealand
portfolio grows to
four properties

Launched re-design
of Student Living



UniLodge launches
Student Living
for Off-Campus
properties

2019 AND BEYOND

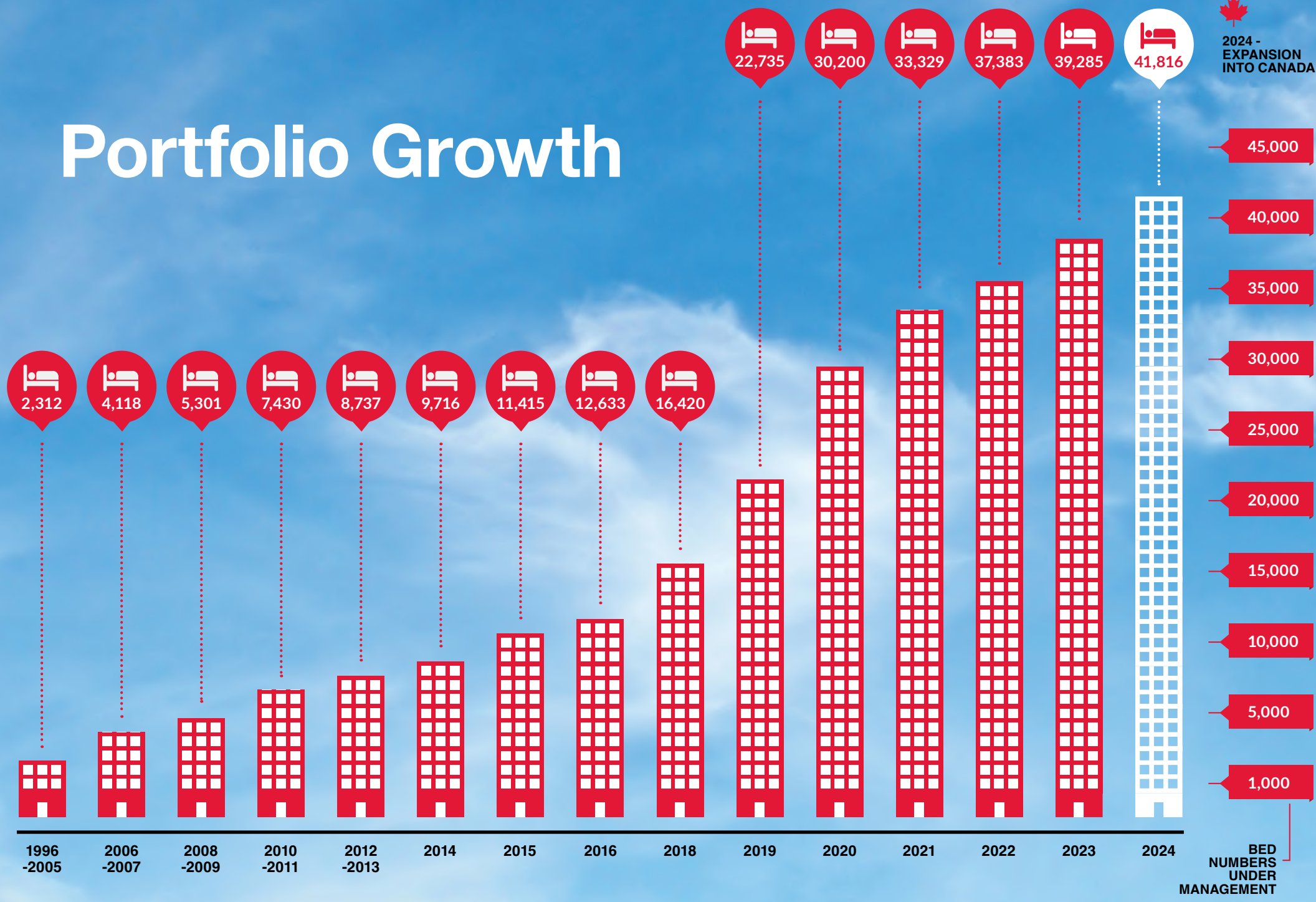
Today, **UniLodge** has over
40,000 beds in our ever-
increasing offering of
student accommodation,
and more than **1200+**
energetic staff

**Now UniLodge is
expanding into Canada**

PROJECT 100

Project 100 Student
Engagement Plan Created

Portfolio Growth



BED NUMBERS UNDER MANAGEMENT

UniLodge and Canada:

A Natural Fit





There are so many reasons why the experience and culture of UniLodge is right for students in Canadian higher education.

It starts with the land itself. In a country with a vast expanse of territory and a small population centred in a limited number of major cities, the issues faced by students share a great deal in common.

The history of British colonialism gives Canada and Australia/New Zealand a common political legacy, a shared language, a similar culture, and a responsibility for reconciliation with our indigenous communities. UniLodge has a perspective on the Canadian experience from that mutual history and shared bonds. And this makes the expansion of UniLodge into Canada a reassuringly natural fit.

The UniLodge Team



PETER BATES
EXECUTIVE CHAIRMAN

Peter Bates joined UniLodge in September 2006 as the Chief Executive Officer. In the decade since he joined UniLodge, with his expertise in project management, project delivery, business management, and finance has seen him oversee the growth of the UniLodge portfolio from 3,500 beds to over 31,000 beds under management. A civil engineer by profession, Peter graduated from the University of Queensland.

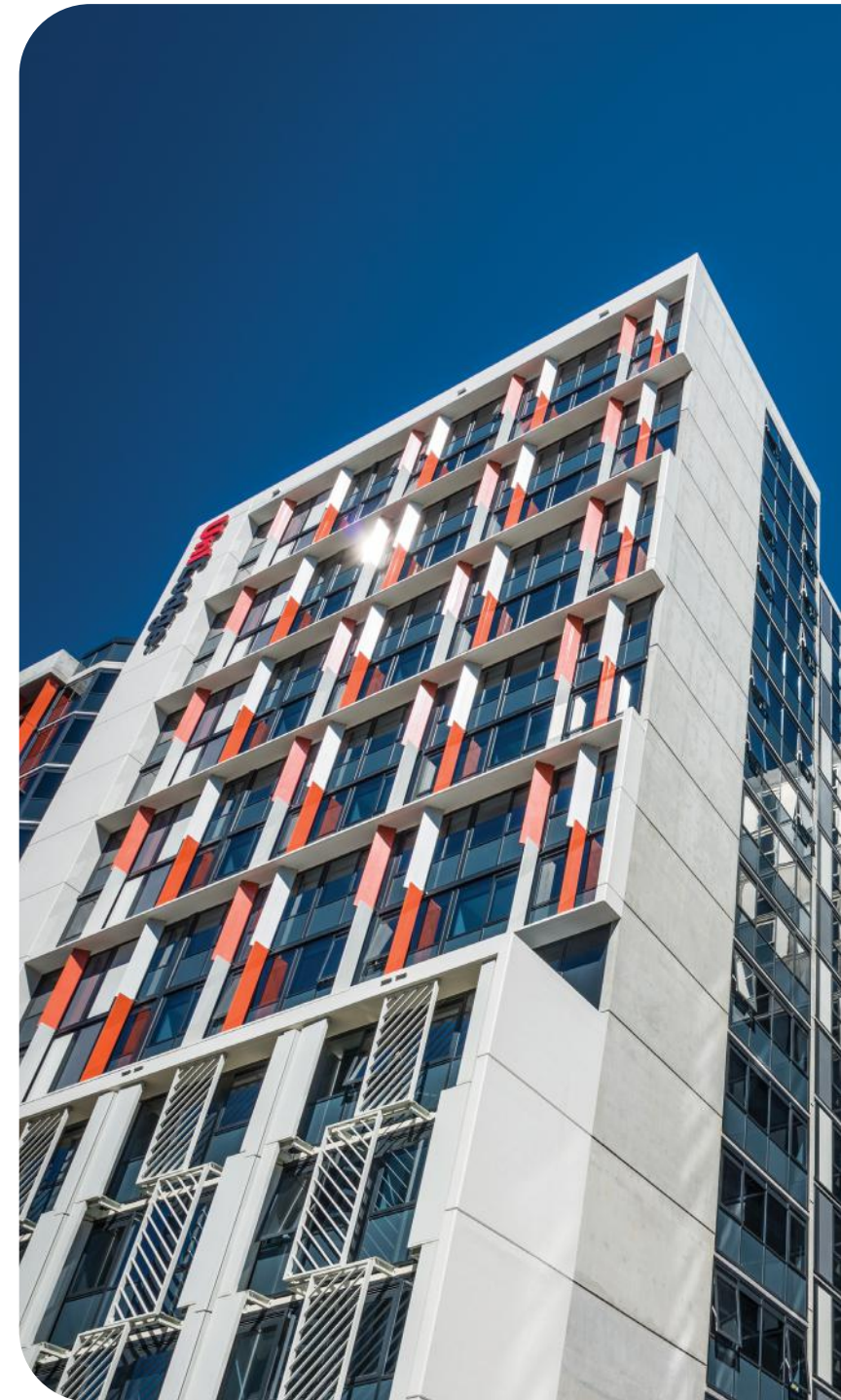
He started his career with the construction arm of Lend Lease, Civil & Civic in 1987 in Brisbane and enjoyed a 19-year career with Lend Lease. Peter's time with Lend Lease took him to many locations in Australia and into Asia, where he spent nine years in Bangkok, Singapore, and Shanghai in senior management roles.



MIKE PORRITT
CHIEF DEVELOPMENT OFFICER

Mike Porritt has 15 years of Executive Director/ Director level experience on campuses in Canada and the USA and working with PBSH in Canada. Mike also led the Scion Advisory team in Canada working with over 45 campuses and PBSH owners across Canada for 9 years.

His work includes the development of academic integration programs now in place today within residential programs at McGill University (Quebec), Trent University (Ontario), Winona State University (Minnesota) and Appalachian State University (North Carolina). Combined with his experience in market analysis, housing master plans and strategy development, planning for new construction and major renovations, he contributes a wealth of knowledge both in the Canadian higher education and student housing landscape.



UniLodge Canada Advisory Board



TOMAS JOHNSON
CHIEF EXECUTIVE OFFICER



CHRIS WEBB
CHIEF FINANCIAL OFFICER



MATT ROW
CHIEF OPERATING OFFICER



VICKI NAGLE
CHIEF PEOPLE
OFFICER



GRANT WALDECK
CHIEF SALES AND
MARKETING OFFICER



Student Living Program

The physical and emotional wellbeing of all our residents is of the utmost importance. With security, safety, convenience, and support provided by UniLodge, students are free to focus on their studies and broadening their social networks. We offer advice on finding academic support, and we're always on hand to make sure residents are healthy and happy. **Our Student Living Program is geared for on-campus housing as well as off-campus and adapts to the population and area. We help students settle into their new lifestyle. It gives them the opportunity to make new friends and explore their surroundings like a local.**



Social

We provide residents with lifelong friendships and connections through social interactions and local experiences, whilst enabling community belonging.



Academic

We support residents through their study experience so that they can achieve academic and personal success; including degree attainment, improved career prospects and future employability.



Health & Wellbeing

We encourage positive mental and physical personal health and assist with leisure pursuits amongst the broader community.



Community

We promote a sense of community connection and responsibility and engage residents in a range of socially responsible and sustainable practices.



Cultural

We assist in the development of cultural competency - the understanding and appreciation of human differences and to encourage social responsibility.



Student Living Testimonials

“ *The Student Living Program is a great way to make friends and experience Brisbane and its surrounding regions. Moving from Darwin was pretty nerve-racking but with the help of Student Living Program, I was able to get out and about on a university student budget and interact with others in the same position as me.*

– MOLLY, UNILODGE RESIDENT

“ *The Student Living Program events have been great. The best being the welcome party. We had a great time dancing the night away! We also had a great experience with the kick-boxing class. I can't wait for this semester and I'm excited about the upcoming events.*

– RATIB, UNILODGE RESIDENT

“ *Living here was superb and it gave me independence and a wonderful support network. It was nice to know that I could talk to the staff that are very friendly whenever I had any problems, living at UniLodge is an unforgettable experience and I would recommend it to anyone.*

– ALEXANDRA, UNILODGE RESIDENT

UniLodge and **PROJECT 100**

Project 100 is an initiative to stay connected with students and support them with human touch points as well as electronic. We purposely do some things the 'old-fashioned' way to have in-person interaction with students. We also utilize advanced technology to flag potential issues.

Whether on or off campus, our students' well-being is important, and we intentionally seek out engagement connections and facilitate opportunities for students to come together.





UniLodge understands how difficult it can be for young people, especially those arriving from overseas, to meet new friends and settle into their new environment.

That's why we ensure our Student Living Program events are available to all ages. We are here to support healthy engagement in student life and involvement in campus activities.



The UniLodge Commitment to Investors & Property Owners:

As your property manager, we are committed to protecting your asset and maximizing your investment returns. Due to our experience and expertise, we offer a strong operational platform that generates consistency, quality, professional management and efficiencies across all properties in our care. We are specialists in marketing student accommodation, and we are committed to producing high occupancy rates across our diverse portfolio. We achieve this through our multi-channel approach to marketing and enviable global network that is specific to each property.

UniLodge Australia/NZ employs over 1,200 dedicated staff, each with a strong focus on delivering quality, innovation, efficiency, and customer responsiveness to all of our stakeholders. That same level of quality and service will be delivered in Canada.



UniLodge utilizes a wide range of tools and strategies including:

- ✓ Location-specific market analysis and property-specific competitor analysis
- ✓ Market and consumer research through online student surveys
- ✓ Maintaining a strong Brand and Brand Essence marketing collateral - print and web
- ✓ A unique to UniLodge, marketing collateral identity – developed to specifically appeal to our target audience
- ✓ Property-specific and group collateral – print-ready and web-based
- ✓ Interactive website with online booking capabilities
- ✓ Online social networking programs
- ✓ Internet Search Engine Optimization (campaigns and monitoring)
- ✓ Regular email communication with education agents
- ✓ Attendance/participation at international education exhibitions, conferences and trade shows
- ✓ Sales missions in key international markets
- ✓ Strategic relationships with international and domestic education agents and housing officers
- ✓ Targeted sponsorships and partnerships
- ✓ Regular overseas sales, marketing, and networking initiatives
- ✓ Strategic annual advertising campaigns
- ✓ Media and crisis management programs
- ✓ Sales and marketing training with property teams
- ✓ We also keep our partners well informed at all times, communicating to investors and owners regularly about the property market and what activities we are undertaking to ensure occupancies and rental returns are maximized

Sales & Marketing Expertise

To maintain its position as a market leader, UniLodge continues to adopt best-practice strategies in all aspects of sales and marketing. Our competitive advantage is secured by a comprehensive and contemporary understanding of post-secondary education and student accommodation markets. By carefully monitoring trends we are able to proactively adapt to the challenges of each market.

Our sustained growth over the past two decades is a testament to our ability to deliver high-value products, which meet the evolving needs of our education partners and offshore agents. This ensures UniLodge continues to be synonymous with quality, secure, and fully occupied student accommodation. Our highly skilled sales and marketing team conducts detailed market analysis and prepares business plans to ensure our commitment to our customers, internal and external, is delivered both now and into the future.



UniLodge's Reconciliation Action Plan

(RAP) and indigenization progress

Our vision is to build inclusive communities for inspired living, in which Indigenous Peoples are treated with dignity and respect. As an operator of student housing on campus and off, UniLodge is uniquely positioned to promote equity and cultural exchange to ensure that our buildings are places where Indigenous students feel culturally safe and at home. We take pride in collaborations with campus services and supports as well as local indigenous leaders to help our students find a sense of home. That includes consideration for indigenization and reconciliation in our operations and supports.

As a provider of student housing to peoples from all over the world, UniLodge is passionate about the opportunity to help spread the lessons and rich stories of the Indigenous peoples of Canada, Australia and New Zealand.

The Action Plan reflects an organizational desire to promote cultural diversity and respect.

We commit ourselves to the initiatives and the targets laid out in this program with the conviction that they will help us build strong and mutually beneficial partnerships.



mccall macbain FOUNDATION



Canadian John McCall MacBain is the largest investor in UniLodge and he and Marcy McCall MacBain created the Foundation that bears their name.

As recent Chancellor of McGill University and John remains a passionate supporter of universities and colleges in Canada and around the world and will continue to grow the scope of his activities as a promoter of education in Canada.





John McCall MacBain was the Founder, President & CEO of Trader from 1987 until its successful sale in 2006.

To date, the Foundation has committed over \$400 million in three areas of funding: education and scholarships, climate change and environment, and youth mental health and wellbeing. Through focused philanthropy in these three key areas, the Foundation works to support and strengthen the work of charity partners to increase their impact and scale.

UniLodge Canada is committed to sharing a significant portion of the profits from its student housing operations with the campuses with which it partners. This arrangement will aim to support institutional initiatives, with specific allocation and use of funds to be agreed upon collaboratively. While this reflects our dedication to contributing to higher education, the details of the distributions will be subject to mutual agreement between the parties.



Discover More Today

For more information about UniLodge
or any of our properties, please contact us today:

UNILODGE CANADA

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unilodge.ca
STUDENT LIVING BY UniLodge



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