

A photograph of an older couple sitting on dark, wet rocks by the ocean. The man is on the right, wearing a blue and white striped shirt, and the woman is on the left, wearing a dark jacket. They are both looking out at the water. The scene is framed by a thick yellow border.

THE

JOY

CONCEPT

THE GOLDEN YEARS RE-IMAGINED

AN INTRODUCTION TO THE JOY CONCEPT



We're not getting any younger.

And we're not getting any more prepared for what that means either.

Canada's aging population is exploding. Inconceivably, our supply of living spaces for them is shrinking at the same time.

The demand for retirement living is overwhelming the available options, and it's creating longer wait lists and higher costs for Canada's boomers.

This landscape is forcing many to put off retirement and cornering them into unsafe, unsuitable, and unaffordable living situations.

Aging Canadians should be retreating into retirement, not away from it. They didn't work their whole life to be priced out of aging in comfort and dignity.

The golden years are quickly losing their colour.

What gives life its colour?

We believe that the best parts of life all trace back to being part of a community – the people you meet, the stories you hear, the lessons you learn, the friendships you make, the laughs you share. They all come from belonging and participating within a connected system of people that is bigger than yourself.

Which is why it's so troubling that the older we get, the more isolated we are. We spend the golden years of our life disconnected from golden parts of life.





Imagine a community of Canadians
– connected to where they live and
connected to each other.

Imagine a building where every door
in the hall is filled with the potential for
a golden moment – new friends, new
stories, new lessons, and new laughs
in every room.

Imagine living without the burden of
expensive rent, the responsibility of
home maintenance, or the danger of
living alone.

Imagine having affordable access to
programs and amenities that make
leading an active and fulfilling lifestyle
easy.

This isn't a group of twenty-somethings
living out their college years.

It's a community of just older youth
living out their golden years.

Just Older Youth is our solution to the oncoming surge of demand for retirement living spaces in Canada.

It consists of mid-rise, co-living buildings that offer personal suites with shared common spaces starting at \$1,300. This approach allows us to create more supply in less space, and offer an affordable price point while providing Canadians ages 55+ with access to the community and connection they need.

All JOY developments will prioritize sustainability, and will utilize effective insulation, solar design, and airtightness in order to meet Passive international standards for energy efficiency.

JOY projects will also include innovative learning labs to assist residents in expanding their knowledge and business interests through technology.

The affordable option is also the best option.



It's worked in Germany, it's worked in Denmark, now it's time for it to work in Canada.

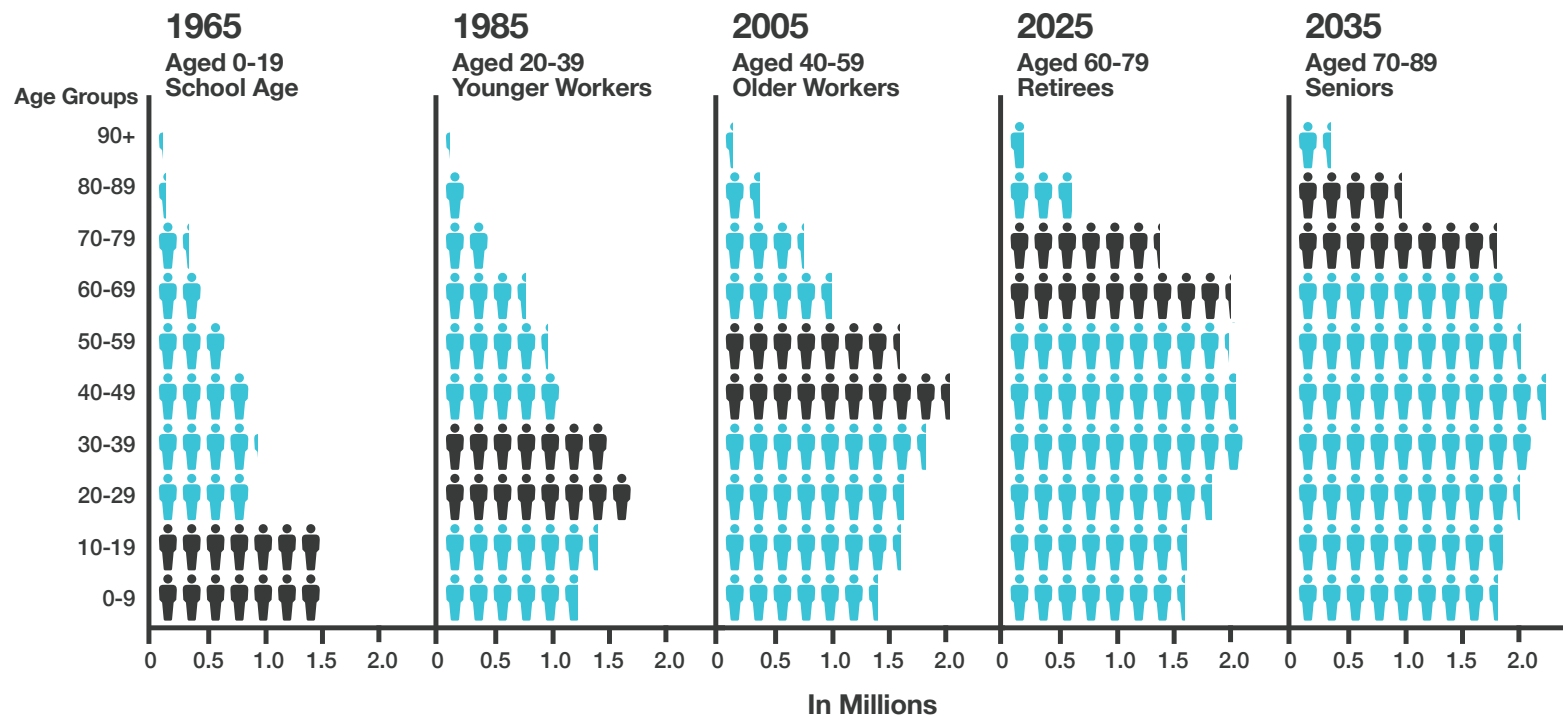
It's worked for youth, it's worked for millennials, now it's time for it to work for boomers.

Aging populations around the world are demanding a retirement option that respects their means, and delivers on their needs. Co-living is that option.

Canadian seniors are fed up with the five year long waiting lists and unreachable price points, and they should be – Canadians deserve better.

We know it works, we know it's needed, and we know it's possible.

Baby Boomers Passing through the Ontario Age Structure, 1965-2035



Source Statistics Canada estimates (1965-2005) and Ontario Ministry of Finance projections

The JOY approach provides boomers with the experience of a lifetime, without costing them the savings of a lifetime, but it cannot be done alone.

If we want to bring aging Canadians together, we need to first come together ourselves.

The JOY concept needs to be backed by a cohesive and organized support from multiple sectors and decision-makers across Canada in order to reach its full potential.

We owe it to the countless Canadians sitting on waitlists for places they don't want to live in anyways.

We owe it to the oncoming surge of baby boomers who are depending on new options to emerge – soon.

And we owe it to the future generations of Canadians who will use JOY to stay young, vibrant, and happy.

In a world with JOY, the best years are always ahead of you.

It's time to take back the golden years.

Coming to a community near you.





BGI

BGI Background The Developer

The BGI Group ('BGI' www.bgigroup.ca), is a full service developer based in Toronto with international expertise, and whose principals have been developing large-scale, mixed-use projects containing Condominium apartments, 4-5 star hotels, retail office, pharma labs, university buildings, and adult lifestyle projects over the past 50+ years - mainly in the Toronto area.

Past BGI projects include completion of a diversified mix:



For further information on the 23Mil SF/ 9Bil of projects history by BGI or its principal see www.bgigroup.ca

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