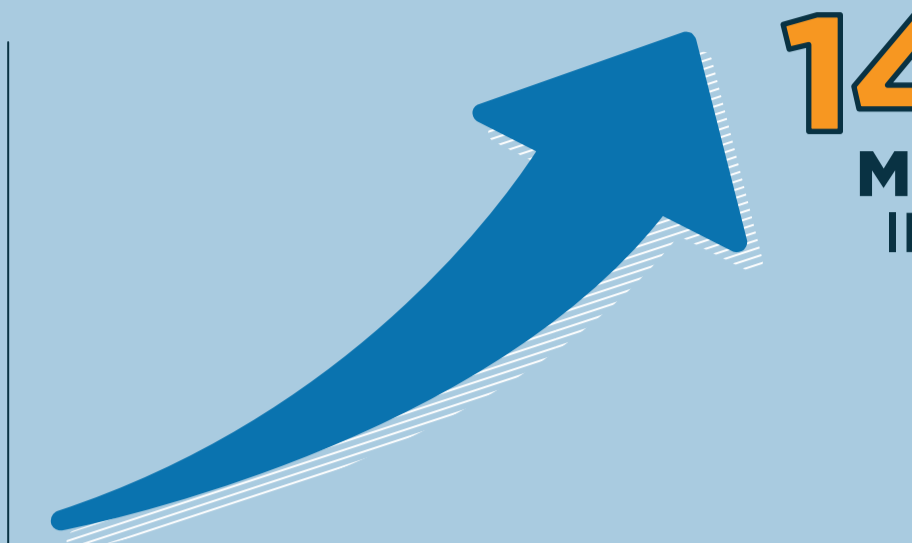


MIDDLE-INCOME SENIORS: A BIG MARKET FOR HOUSING & CARE

**MIDDLE-INCOME SENIORS ARE A
LARGE & GROWING POPULATION.**

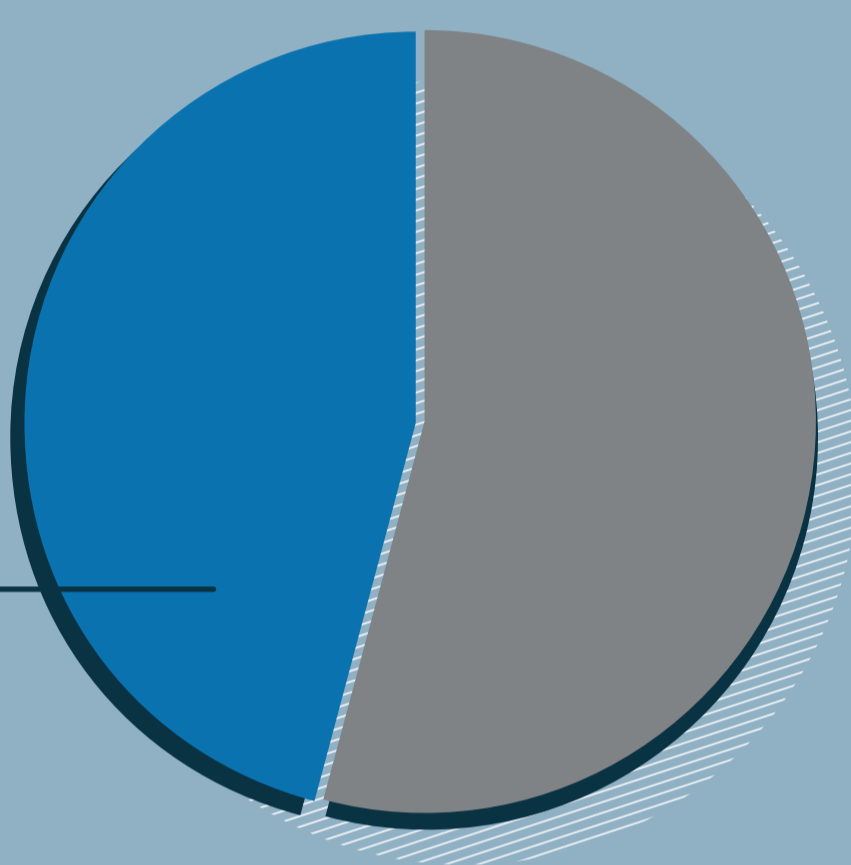
**7.94
MILLION
IN 2014**



**14.35
MILLION
IN 2029**

**MANY WILL NEED HOUSING & CARE BUT
WON'T BE ABLE TO AFFORD IT.**

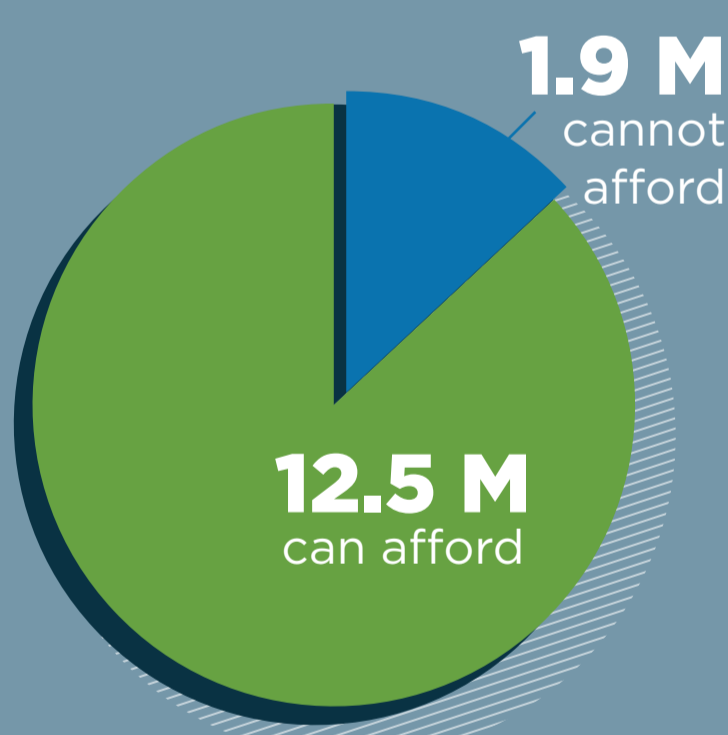
**ONLY
46%
CAN AFFORD
THE COST BY
2029**



**LOWER-COST OPTIONS WOULD HELP MORE
SENIORS ACCESS HOUSING & CARE.**



AVG. SENIORS HOUSING +
CARE COSTS = **\$60,000**



AVG. SENIORS HOUSING +
CARE COSTS = **\$45,000**

**MEETING DEMANDS FOR SENIORS HOUSING
TAKES COLLABORATION & INNOVATION.**

- I. More construction (750,000 units)
- II. Multi-stakeholder collaboration
- III. Other solutions



More basic housing products



Leveraging technology



Subsidizing rent for 'middle-market'



New investors and capital providers



Adapting existing properties