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# Macquarie Bank Limited Banking and Property Group Operational Briefing

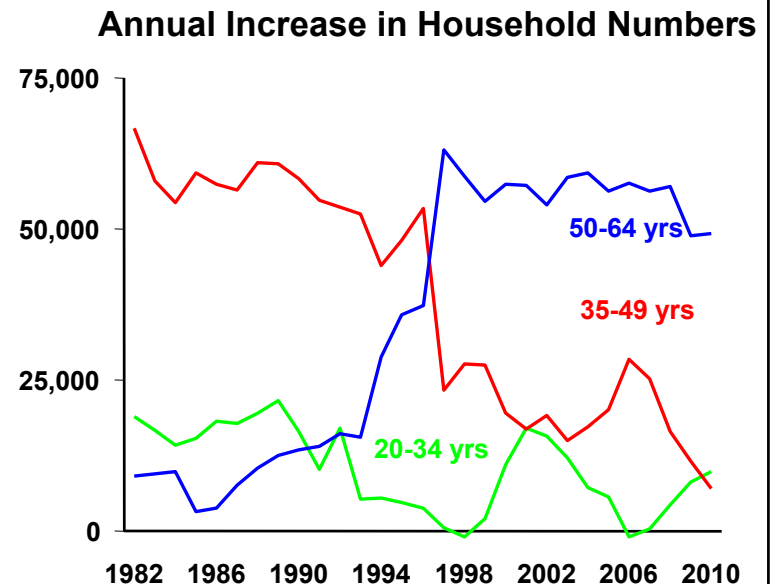
Tony Fehon

Division Head – Golf and Leisure



# Trend to Lifestyle Real Estate

- Market conditions driving lifestyle real estate
  - Aging population, more active with higher disposable income base
  - Higher consumerism in lifestyle activities
- Trending towards branded real estate
  - Enduring long term brands return higher premiums
  - Amalgam of ownership, income, consumer benefits and capital growth
- Risks
  - Emotive
  - Style-based
  - Evocative





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# Our positioning in Lifestyle Real Estate

## Lifestyle Conditions

Ageing Population

Active

Changing Lifestyle



## Branded Real Estate

Security

Exclusivity

Concierge level benefits

Like-minded community



## Consumer Choices

Pay to use

Pre-paid

Membership

Fractional

Ownership



## Asset Classes

Theme park

Golf

Marinas

Garden

Transport

Spas

Hotels

Active

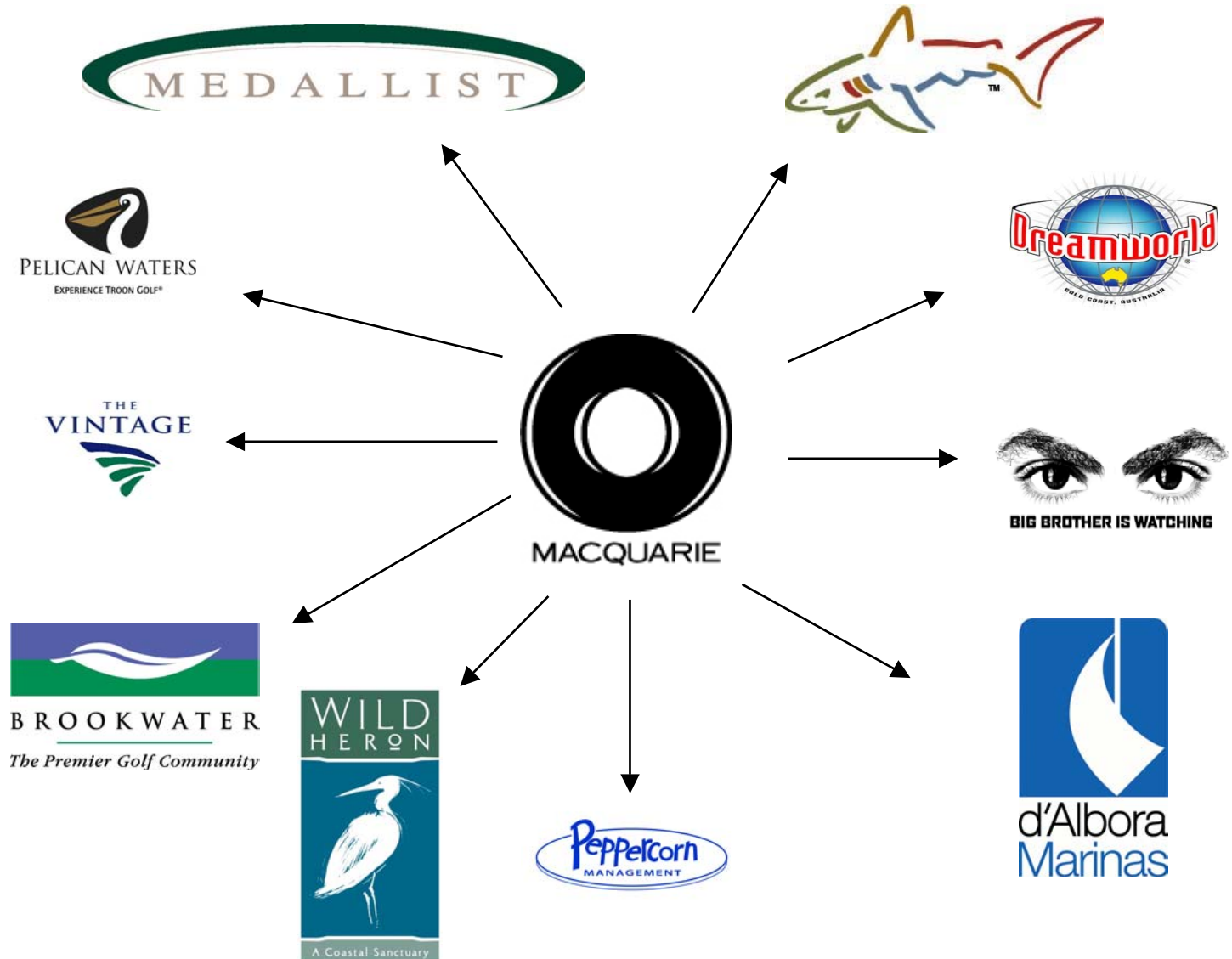


Indulgent



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# “Best of Breed” partners and projects

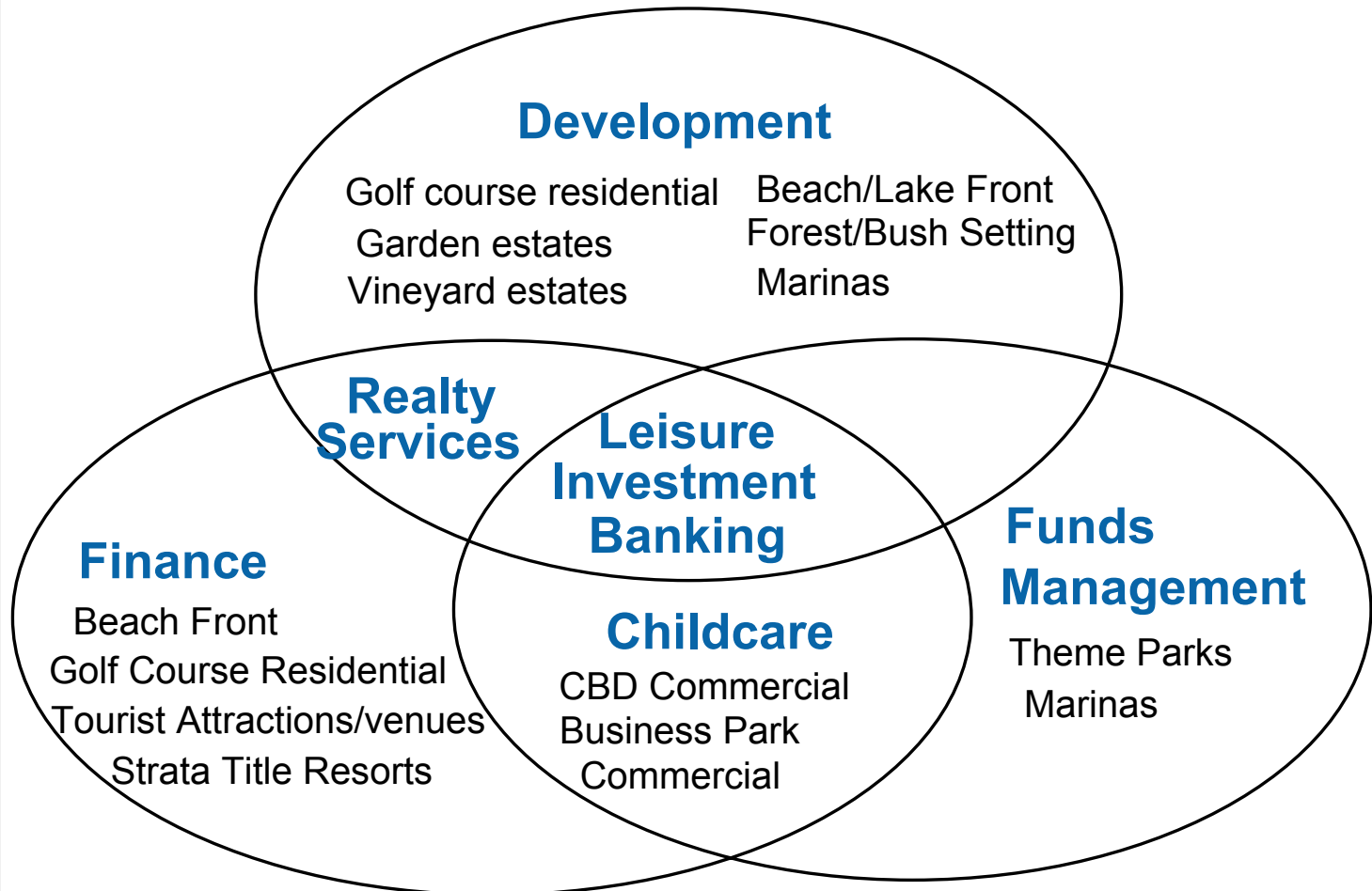




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# Diversity of products

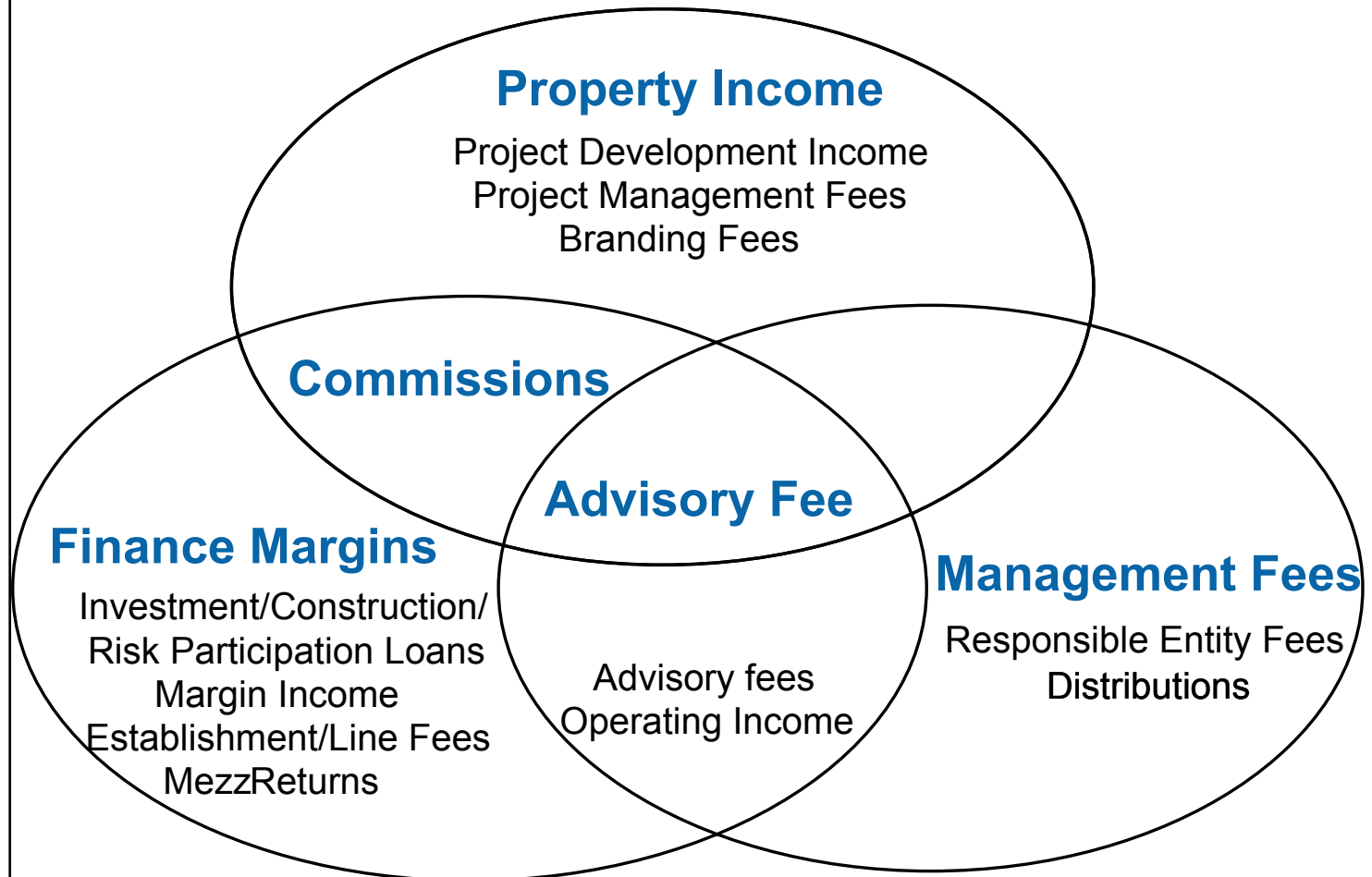
Leisure Investment Banking provides services to both internal and external clients in a range of businesses in the leisure sector





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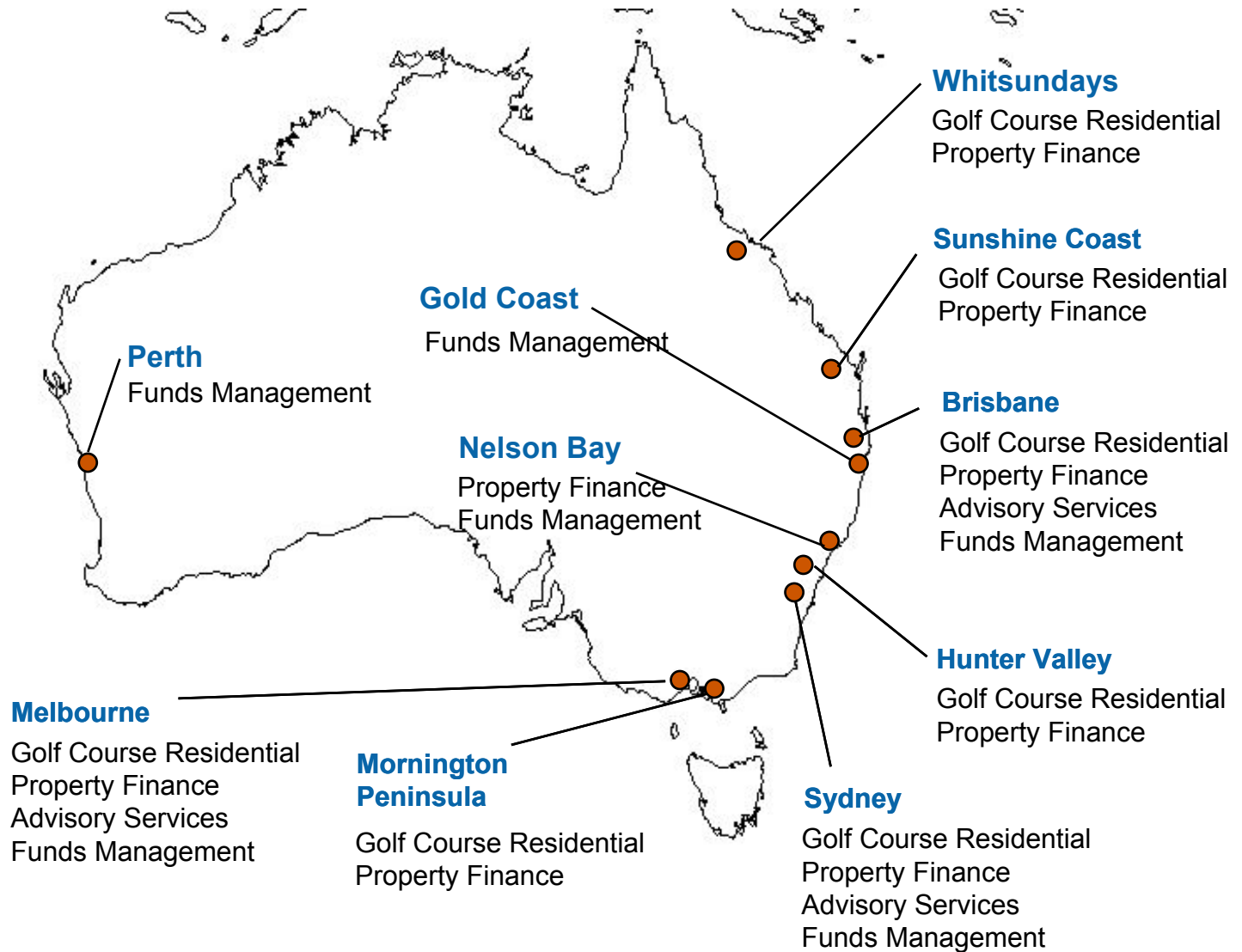
# Diversity of income streams





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# Businesses - Australia





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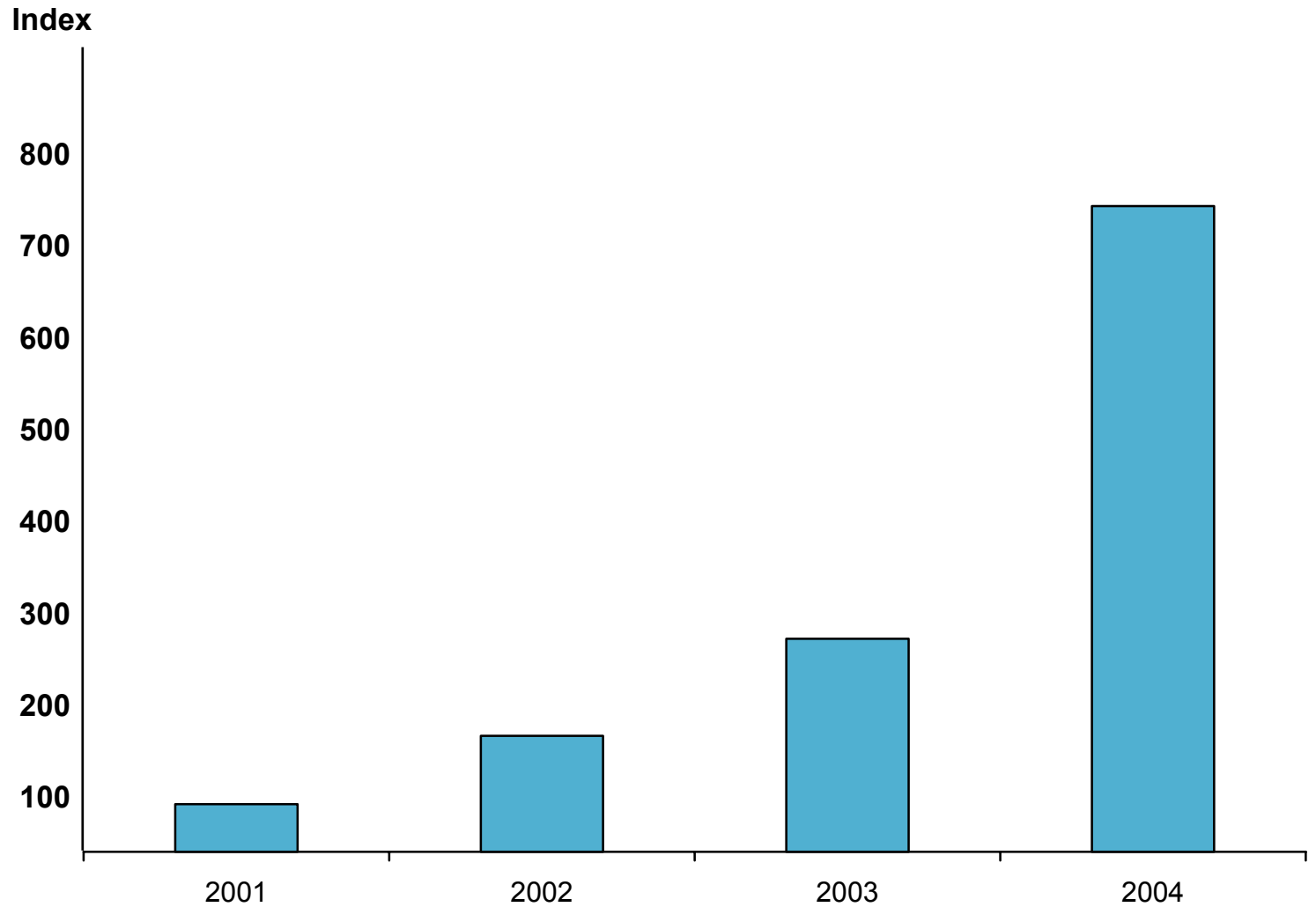
# Businesses – North America





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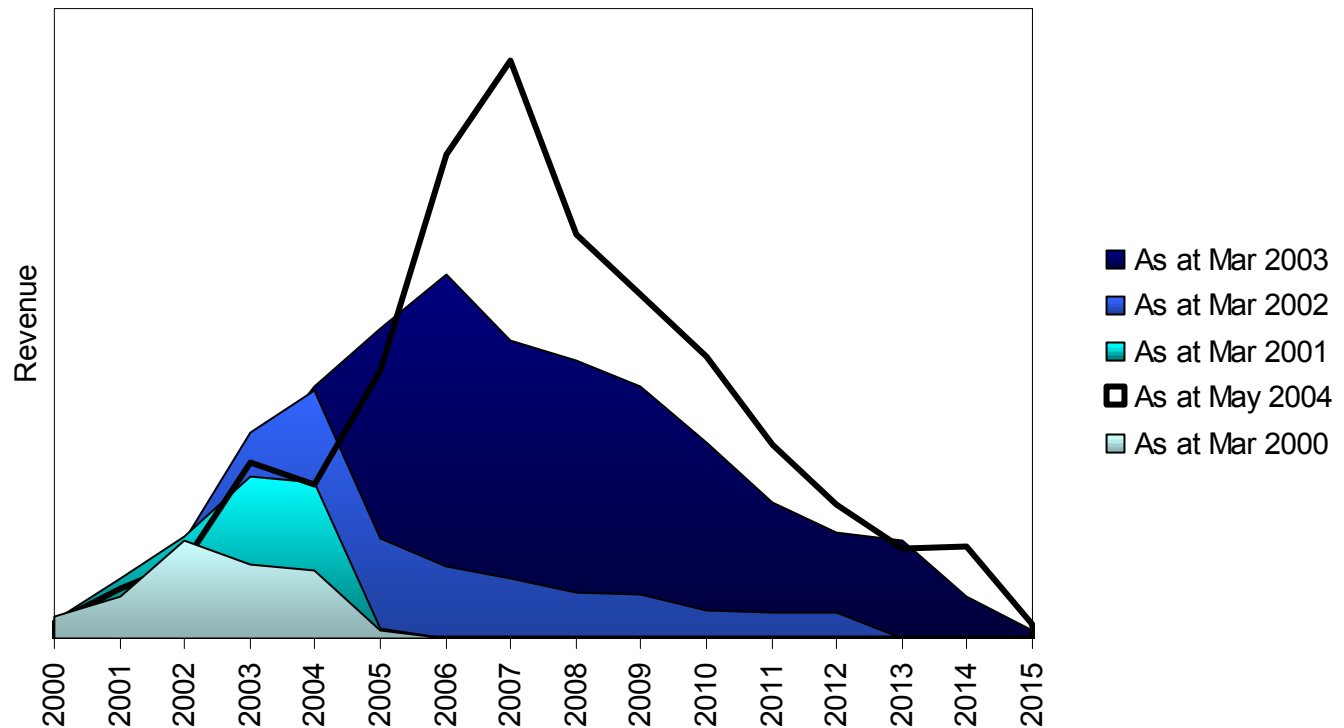
# Capital growth of Medallist projects





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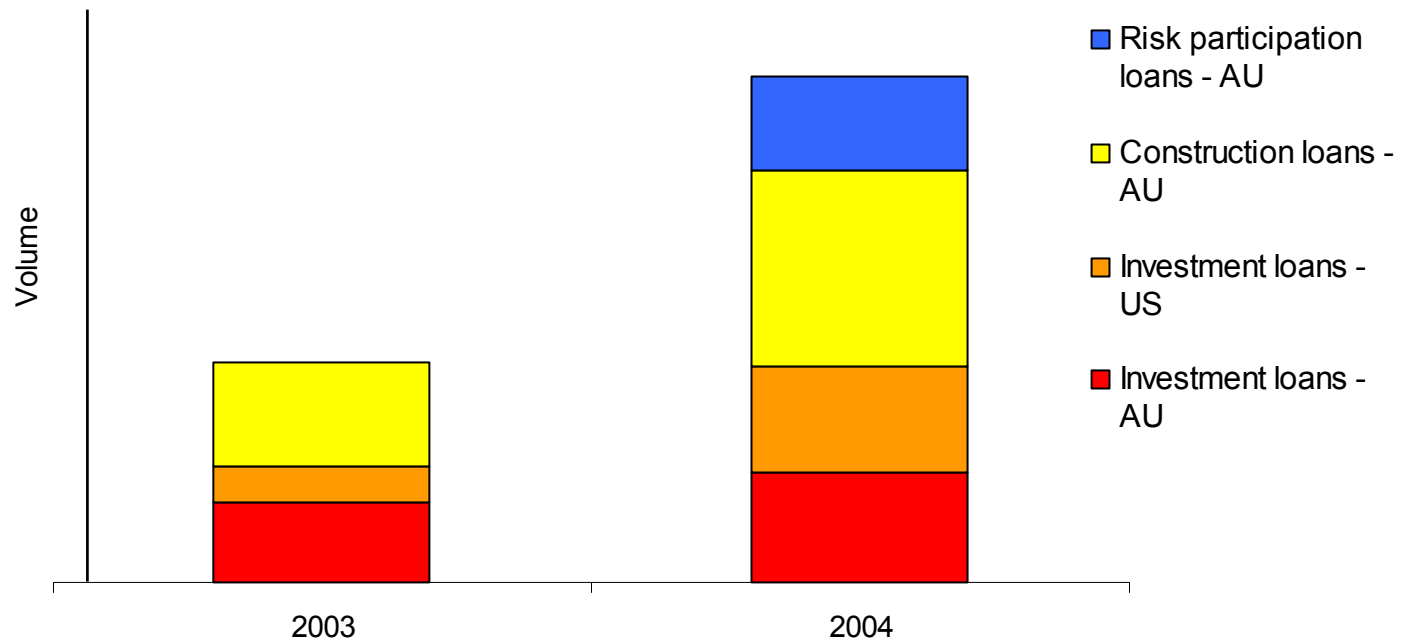
# Profile of Medallist's current projects





# Golf and Leisure Finance loan volumes

Loan book volume of Golf and Leisure Finance more than doubled.



Forward book inquiries remain positive.



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# Macquarie Golf and Leisure

Why are we leaders in our Industry?

- Innovation and first mover advantage
- Employing the best skills available in the industry
- Operational expertise in difficult business sectors
- Risk identification and management
- Strong brand management
- Sound financial management



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