



HOW WE HELP:

*Connecting Qualified Families
to Senior Living Communities*



Our service allows partners to outperform
the market by extending their national reach,
& providing the local knowledge & support
families need to move forward in finding senior care.

A Place for Mom:

THE BEST INVESTMENT YOU CAN MAKE

Connecting Families to Senior Living

Many families are not fully aware of the quality-of-life benefits senior living provides. As a result, they often delay moving to a community. Furthermore, caregivers may feel guilty when confronted with the idea that their parent or loved one needs care support outside the home.

Meeting these challenges can be costly and complex. However, senior communities don't have to go it alone. A Place for Mom (APFM) works with over 350,000 families a year, helping them understand their senior living options through local Senior Living Advisors (SLAs) and then referring them to senior living community partners. SLAs help families understand their local senior care, cost and lifestyle options for a parent or loved one in the city or town of interest. For many, the choices can be overwhelming and our local advisory service helps narrow down and personalize these options so families feel confident moving forward.

Helping Our Partners Outperform the Market

The senior living industry is experiencing moderate growth of 3 – 4% and new construction has led to flat or decreasing occupancy. Increased competition has led to flat growth for many existing communities. Operators are looking to accelerate move ins and improve profitability. A Place for Mom helps our Senior Living Partners achieve better results. Over the past few years, we have consistently increased the number of qualified referrals provided to our partners by 15 - 20%. These are high-quality referrals move in at a rate of 35 - 45%. Best of all, our partners only pay for our service when a family moves into their community.

A Place for Mom's service helps our partners outperform the industry in three key areas:

WE REACH NEW FAMILIES

Through APFM's national advertising and on-line marketing platform we advocate on behalf of the industry and generate national interest in senior living options. These efforts expand connections to families beyond what partners could do on their own.

WE QUALIFY EVERY REFERRAL

We invest up front through our Connection Center and local Advisor Network to qualify every family and provide high quality, high converting referrals to our partners at a national scale.

WE HELP PARTNERS RECEIVE HIGH ROI WITH NO UP-FRONT INVESTMENT

Partner communities generate on average a return on investment of 2,000 – 2,500% of future revenue from APFM families who move in.

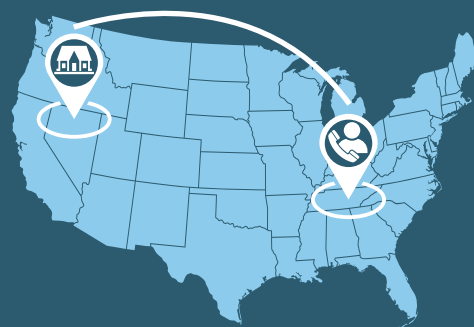
Reaching New Families Nationwide **THROUGH TV, ADVOCACY AND DIGITAL MARKETING**

A Place for Mom invests millions of dollars in national television advertising annually to reach a highly-qualified, affluent audience of caregivers. This program benefits local senior living communities around the country as approximately 28% of families need care for a loved one in a different city or state. Reaching a national audience through our trusted spokeswoman, Joan Lunden, also helps to educate families about the quality-of-life benefits that senior living provides.

No other senior living advisory and referral service matches our national reach, educates families about the value of senior living, and provides local resources to connect qualified families with partner communities.

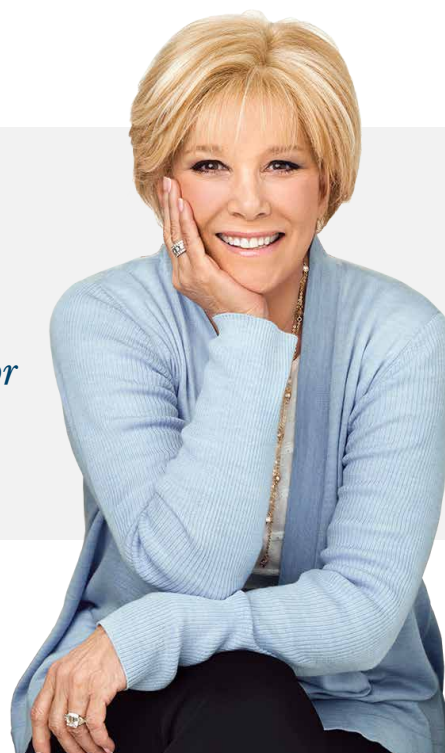


**OUR COMMERCIALS ARE SEEN OVER 1.3
BILLION TIMES ANNUALLY** and help
educate over 70% of adult caregivers.



**28% OF FAMILIES ARE LOOKING FOR
SENIOR LIVING IN A DIFFERENT MARKET**
than where they are calling from.

*Senior Living Advocate & A Place for Mom
Spokesperson, **JOAN LUNDEN** educates
families every day on the value & benefits senior
living provides to a family's quality of life.*



OPERATING THE INDUSTRY'S MOST EFFECTIVE DIGITAL MARKETING PLATFORM

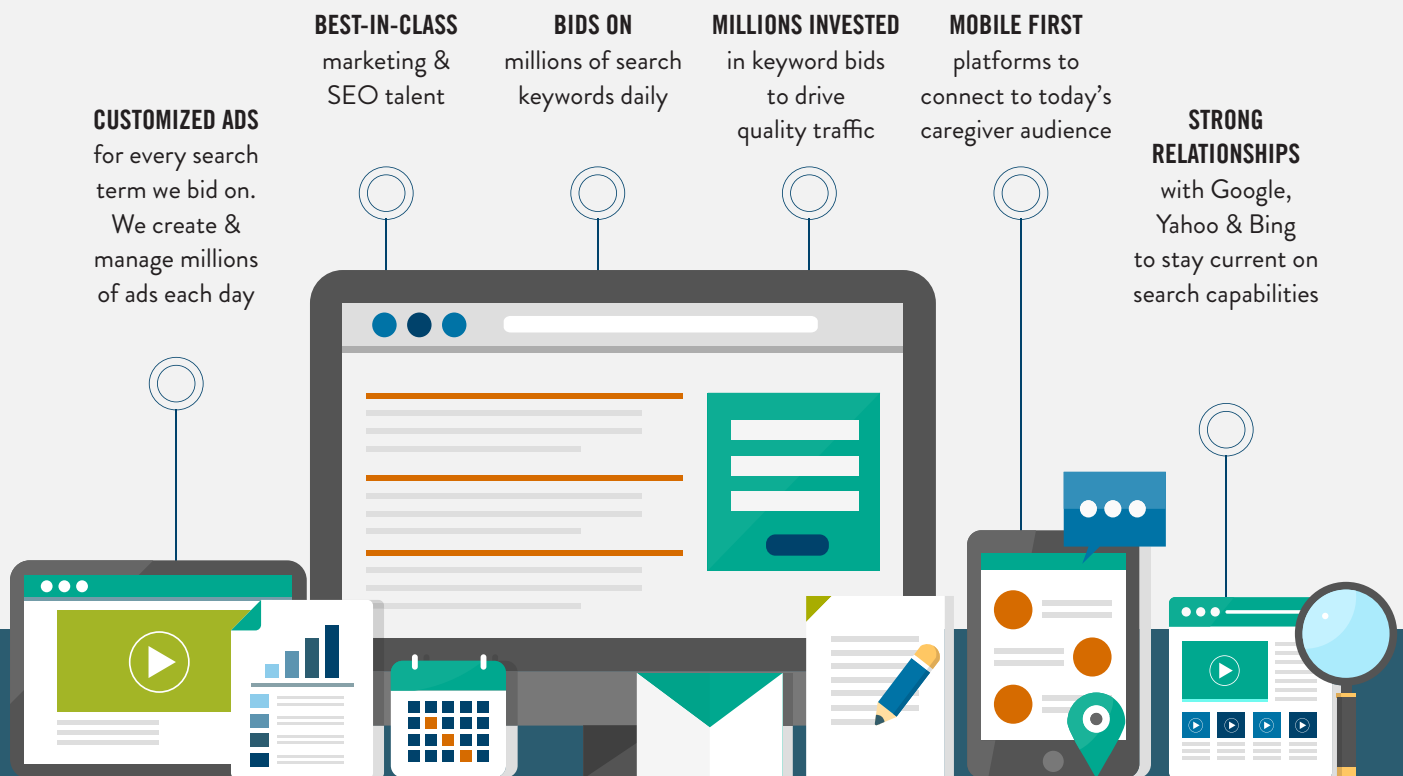
Digital marketing programs are complex, costly, continuously evolving—and more important than ever. Google searches for senior living have increased 40% since 2015, and competition within the industry is both local and national. Senior living communities need customized search-term messaging, targeting, and bidding to reach families with the information they seek, whether they're local or searching across the country.

APFM's online and mobile marketing platform reaches more than 2 million families each month on behalf of our partner network. This allows our partners a level of marketing reach, scale, and analytics that might otherwise be out of reach.

These capabilities allow APFM to deliver a reliable and continuous stream of high-quality referrals our partners need to meet their occupancy goals in an increasingly competitive market.

MARKETING EXPERTISE

A Place for Mom's 75 marketing professionals offer unmatched knowledge of changing consumer preference & buying behavior in the senior living category.



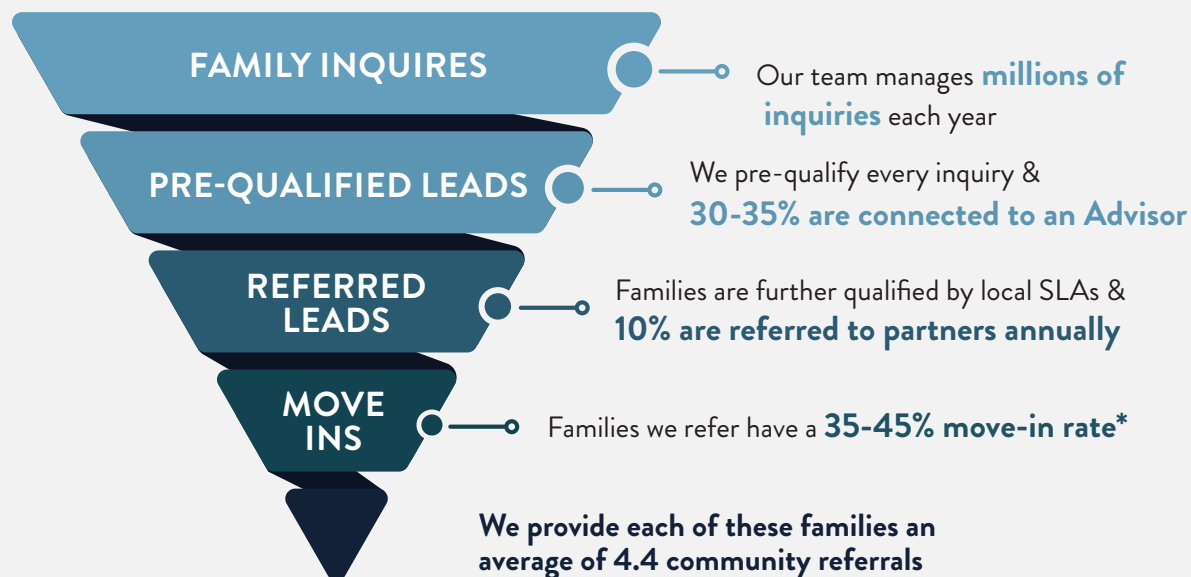
**A PLACE FOR MOM'S DIGITAL MARKETING INFRASTRUCTURE
SUPPORTS OUR PARTNERS**

IDENTIFYING *High-Quality* LEADS

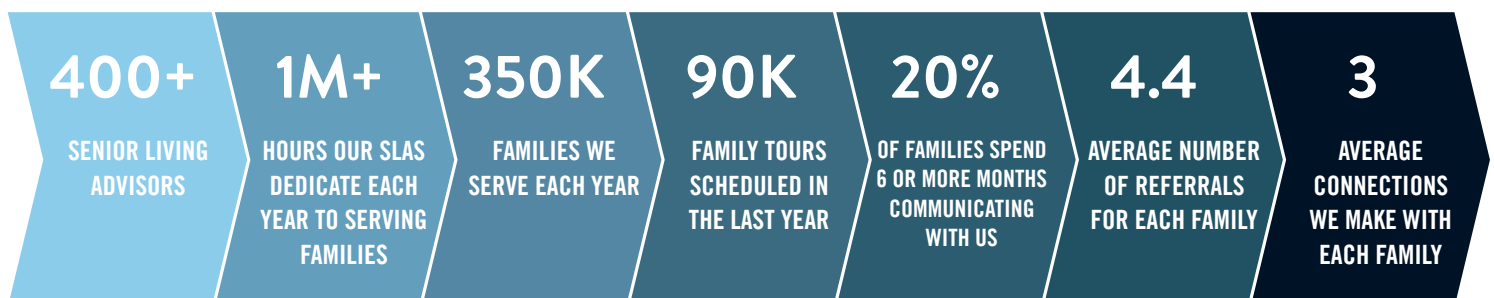
We know the importance of lead quality and the value it provides to our partners. A Place for Mom qualifies every family throughout our SLA led process. It starts with our investment in a national call center (we call it our Connection Center) where families connect with a senior care resource coordinator prior to being connected to one of our local Senior Living Advisors.

Throughout the process we stay connected with families, and help them understand their options and move forward when they are ready. In fact, of the families who inquire with us, only 10% are referred to our partner network. Our investments in lead qualification ensure that by the time a family is introduced to a partner, they are ready to move forward and move in.

Up-front Qualification Process & Local Advisor Model ENSURE PARTNERS RECEIVE QUALITY REFERRALS WHO MOVE IN



We Invest Time, Money & Resources to Manage & Qualify Every Family EARLY IN THEIR SEARCH TO ENSURE PARTNERS DRIVE PROFITABLE GROWTH



*Rate is based on move-in conversion for independent living, assisted living and memory care referrals. Rates may vary based on care type, with assisted living and memory care typically experiencing higher conversion than independent living.

Family Move ins Through A Place For Mom Have COMPARABLE AVERAGE LENGTH OF STAYS TO THE INDUSTRY

	ASSISTED LIVING	INDEPENDENT LIVING	MEMORY CARE
A PLACE FOR MOM	21.2 MONTHS	26.9 MONTHS	17.7 MONTHS
INDUSTRY AVERAGE ⁱ	20.8 MONTHS	31.1 MONTHS	18 MONTHS

CONNECTING FAMILIES TO THE RIGHT COMMUNITIES

A Place for Mom supports our partners by helping families move forward and find the right senior living solution. Our local SLAs work to understand the needs of each family and to only refer to partners who could be a good fit.

A PROGRAM DEDICATED TO NURTURING LEADS FOR OUR PARTNERS

The size of our Senior Living Advisor network enables us to build long-term relationships with families and nurture them throughout the decision-making process. This investment of time, money, and other resources supports and enhances the lead-generation programs of our partners.

A TRUSTED ADVISOR SOURCE FOR SENIOR LIVING INFORMATION

Our SLAs live and work in the communities they serve and they periodically visit the partner communities in their area. They use their local market knowledge and industry experience to help families understand their care options and find the right community.



Helping Partners **OUTPERFORM THE MARKET**

The senior living industry has experienced moderate growth of 3 - 4 % in recent years, despite the Baby Boom generation's rising need for care. Families with an incomplete understanding of today's senior living options often delay moving to a senior community in favor of in-home services and short-term customized care. Caregivers who do seek information often prefer not to talk on the phone during traditional business hours. To continue growing, the industry must educate families about the benefits of senior living and make it easier for family caregivers to become qualified leads. We do all of this on behalf of our partner network.

OUTPERFORMING THE INDUSTRY IN QUALIFIED REFERRALS

A Place for Mom's annual lead growth of 15 - 20% helps our partners exceed industry growth rates of 3 - 4%. Our qualified family referrals have a move-in rate of 35 - 45%.

DRIVING PERFORMANCE WITH DATA AND ANALYTICS

A Place for Mom's Partner Central and Partner Web Services provide one-of-a-kind data, tools, and analytics to help our partners improve their operational performance, grow their profitability, and measure their performance against their competitors.

Partner Central and Partner Web Services deliver unmatched data and analytics support to improve conversion by 10 - 15%

DELIVERING EXCEPTIONAL ROI *at a Fair Price*

No other referral source matches the scale, ROI, and occupancy-growth opportunities that A Place for Mom provides. We deliver on average 15 - 30% of our average partner's leads, and partners pay only when a family moves in—no upfront investment is required. Our partners' return on future revenue ranges from 2,000 to 2,500% at a move-in cost of 3 - 5%.

*We Help Partners Drive Increased Occupancy
While Providing More Than 20x Return On Future Revenue*



“

*You took the scariest,
most emotional time in my life &*
**MADE ME FEEL LOVED
& COMFORTED.**

JOAN – found senior living in Alexandria, VA



Our Noble Mission **IS YOUR NOBLE MISSION**

A Place for Mom believes in the mission of helping families find the right care for their loved one. We are dedicated to delivering high-quality service and improving the overall view of senior living. Our goal is to advise and educate families on their senior living options, so they can make the best choice for their loved one. Ultimately we want every senior to enjoy a higher quality of life and together with our partners, we can.

HELPING FAMILY CAREGIVERS ON THEIR TERMS

We connect with families when they want, the way they want—by phone, on-line, email, and text—to provide the communication channel that works best for them.

Our goal is to always have a one-on-one conversation with the family to determine their needs and qualify them. After our first contact, we send follow-up emails offering the option to schedule a call with an Advisor or have a conversation via email. We also offer a digital-first option through a third-party text-to-chat tool, and we have more than 100,000 text-message conversations with families each year.

CONNECTING WITH NEW SENIOR CARE SEGMENTS

As the senior care market grows and changes, A Place for Mom continues to look for new ways to deliver value to our partners and families. We're now extending our reach to support families requiring hospital transitions to ensure our senior living partners are part of the caregiver's consideration for those families.

ENHANCING CUSTOMER SATISFACTION

Industry-wide, 21% of families use a referral service to choose a senior community, and those who do are more satisfied with their selection than those who don't. Among families who have moved into a senior community through A Place for Mom, over 90% are satisfied with the overall experienceⁱⁱ.

“Over 21% of consumers used a referral service to find their senior living community. Consumers who used this service were more satisfied with their selection vs. those that did not.” - J.D. Power 2018 Satisfaction Study

i IL and AL benchmarks: ASHA State of Seniors Housing 2016. MC benchmark: Anecdotal ALOS estimate

ii <http://www.jdpower.com/business/press-releases/jd-power-2018-senior-living-satisfaction-study>