



▶ OUR MISSION

Enriching the lives of those we serve with compassion, respect, excellence and integrity

▶ OUR VISION

To be the nation's **first choice** in senior living

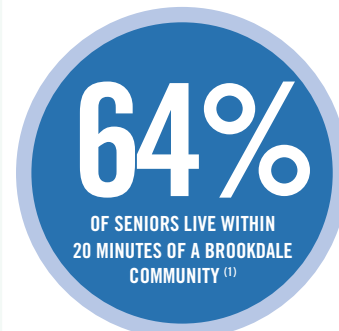
Brookdale Senior Living is the nation's premier operator of senior living communities throughout the United States — a responsibility we take pride in. For more than 40 years we've put our residents first, providing them with the service, care and living accommodations that meet their specific needs.

We operate independent living, assisted living, Alzheimer's and dementia care communities, and through our comprehensive network of services, we help to provide seniors with care and services to support their lifestyle in an environment that feels like home. Our expertise in healthcare, hospitality and real estate provides our residents with opportunities to improve wellness, pursue passions and stay connected with friends and loved ones.

Learn more at brookdale.com

Getting to Know Brookdale

OUR PLACES



OUR PEOPLE

60,000+
RESIDENTS*

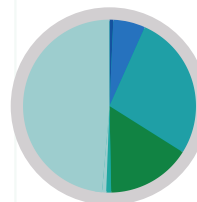


*ABILITY TO SERVE

35,000+
ASSOCIATES



WORKFORCE BY
ETHNICITY/RACE²



American Indian (0.6%)
Asian (5.7%)
Black (26.1%)
Hispanic (16.5%)
Pacific Islander (0.7%)
Two Races (2.1%)
White (48.3%)

EXPERIENCED LEADER



#1 IN CUSTOMER
SATISFACTION

WITH ASSISTED
LIVING/MEMORY
CARE COMMUNITIES⁽⁴⁾



Brookdale statistics as of June 30, 2021, unless otherwise noted.

(1) ESRI, Brookdale; senior population is defined as age 75-plus with an annual income of \$50,000 or greater and within the United States.

(2) Active full-time associates as of December 31, 2020

(3) Reported by units, Argentum 2021

(4) Tied in 2020. For J.D. Power 2020 award information, visit [jdpower.com/awards](https://www.jdpower.com/awards)

(5) Services vary by community

BROAD CONTINUUM OF CARE



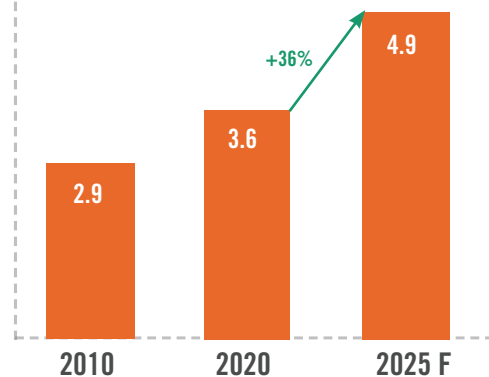
-  **BROOKDALE SERVICES**
-  **THIRD-PARTY SERVICES**
-  **VENTURE PARTNER SERVICES**

(1) Services vary by community; some services require physician referral
(2) Healthcare professionals rounding in our communities

Getting to Know Brookdale

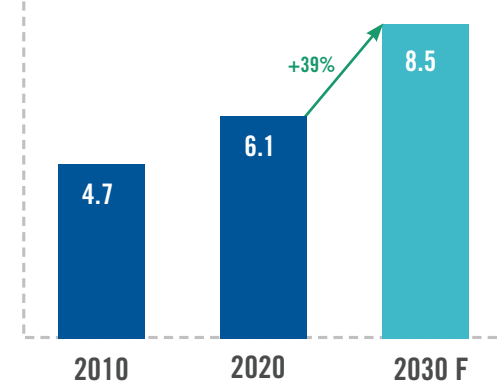
SENIOR DEMOGRAPHICS WILL GROW EXPONENTIALLY WITHIN 20 MINUTES OF BROOKDALE COMMUNITIES. ⁽¹⁾

Population
In Millions



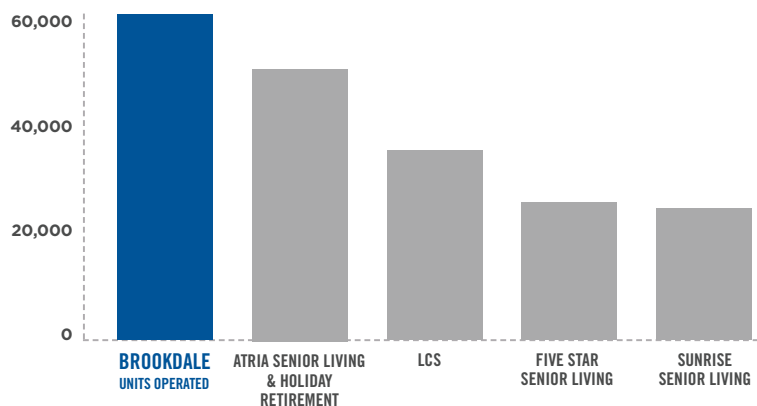
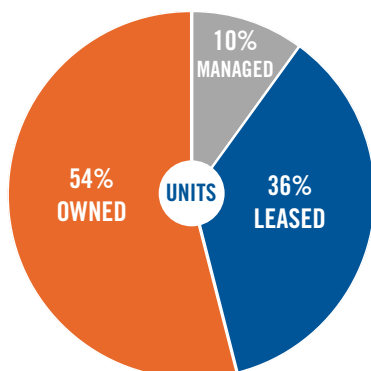
THE NUMBER OF SENIORS WHO DEVELOP ALZHEIMER'S DISEASE AND OTHER DEMENTIAS WILL CONTINUE TO RISE. ⁽²⁾

Population
In Millions



BROOKDALE POSSESSES THE SKILL AND SCALE TO MEET THE NEEDS OF THESE GROWING DEMOGRAPHICS. ⁽³⁾

COMMUNITIES IN 41 STATES



SOURCES:

(1) ESRI, Brookdale; senior population is defined as age 75-plus with an annual income of \$50,000 or greater and within the United States.

(2) Alzheimer's Association publication 2021 *Alzheimer's Disease Facts and Figures*; in publication seniors are defined as age 65 or older.

(3) For Brookdale, actual as of June 30, 2021; for peers, as self-reported to Argentum 2021, except Atria Senior Living and Holiday Retirement, with units combined following announcement of Holiday Retirement acquisition by Atria Senior Living.

EXECUTIVE LEADERSHIP DIVERSITY



17% PEOPLE OF COLOR

33% FEMALE



BOARD OF DIRECTORS

89%
INDEPENDENT
DIRECTORS



44%
WOMEN

11%
PEOPLE
OF COLOR

Brookdale 2020 information

Getting to Know Brookdale

**FORTUNE
#638**

**REVENUE U.S.
\$3.5
BILLION**

**TOTAL ASSETS
\$6.9
BILLION**



NYSE
Board Advisory Council

**Lucinda Baier,
President and CEO,
joins NYSE Board Advisory Council**



\$18MILLION⁺
RAISED BY BROOKDALE SINCE 2008*

* Funds raised by associates, residents, families and business partners.



DIAMOND NATIONAL TEAM

Brookdale 2020 information

BROOKDALE RECOGNITION

FACEBOOK FEATURED BROOKDALE

AS A RESILIENT BUSINESS FOR
OUR COVID-19 RESPONSE

facebook.com/business/stories/resilient-business/brookdale-senior-living



THE CONFERENCE BOARD
Trusted Insights for Business Worldwide



**Corporate Citizenship Award
from the Committee for
Economic Development (CED)
of The Conference Board**



**“W” Winning Company Honored
for Commitment to Board Diversity**



**McKnight's Celebrates Two Brookdale
Associates as “Women of Distinction”**

Lucinda Baier - Hall of Honor
President and CEO

Jaclyn Pritchett - Rising Stars Award
SVP, Human Resources



ARGENTUM
EXPANDING SENIOR LIVING

2020 Hero Award

Steven McLaurin - Brookdale Tequesta
For Leadership in the Face of a Natural Disaster

BROOKDALE RECOGNITION

Medical^{NASHVILLE}**News**

**Nashville Medical News
“InCharge” list**

Lucinda Baier, President and CEO
Cindy Kent, EVP and President of Senior Living



**Nashville Business
Journal Health
Care Award**

Lucinda Baier
President and CEO



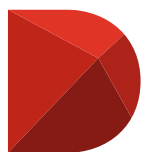
**Named Industry
Scholar at the
Cornell Institute for
Healthy Futures**

Sara Terry
SVP of Resident and
Family Engagement



**2020 “Nursing at Its Best Award”
from The Center for Excellence in
Aging Services and Long-Term Care
at the University of Texas**

Juliet Weldin, RN
Brookdale Guadalupe River Plaza



Diligent

**Named to 2020
Modern Governance
100 List**

Chad White
EVP, General Counsel
and Secretary