

RESOLUT

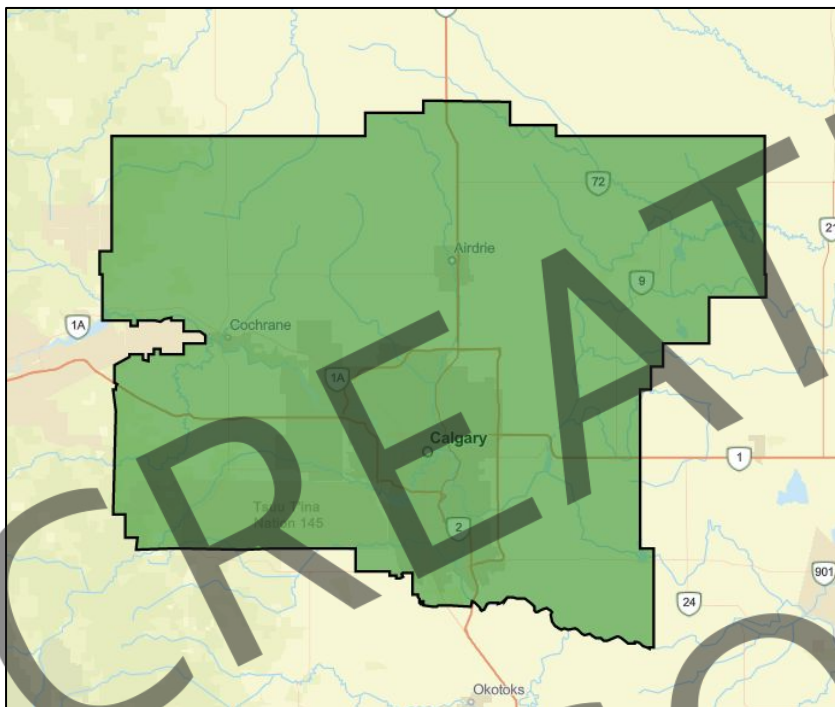
RE

CALGARY, CANADA
MARKET ASSESSMENT



CALGARY METROPOLITAN AREA

RESOLUT



MARKET FACTS

2015 POPULATION	1,396,009
2020 POPULATION	1,551,356
2025 POPULATION	1,732,280
ANN. POPULATION GROWTH RATE	2.23%
ANN. POPULATION GROWTH RATE (NTL)	0.94%
2020 AVERAGE HOUSEHOLD INCOME	\$138,895
2025 AVERAGE HOUSEHOLD INCOME	\$155,086
2020 MEDIAN AGE	37
2020 DAYTIME POPULATION	1,522,280



CALGARY METROPOLITAN AREA

MARKET POTENTIAL

RESOLUT



Consumer Spending	Average Amount Spent	Spend Potential Index
Food	\$14,733.60	122
Food Purchased From Restaurants	\$5,603.85	130
Restaurant Meals	\$5,057.02	131
Restaurant Lunches	\$1,743.78	133
Restaurant Dinners	\$2,954.72	133

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the Canada average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

CALGARY METROPOLITAN AREA

PRIZM SEGMENTATION

RESOLUT



PRIZM SEGMENTATION

PRIZM SEGMENT	PERCENT	CUMULATIVE PERCENT
Pets & PCs (16)	15.0%	15.0%
Home Sweet Rows (42)	9.4%	24.4%
Street Scenes (12)	7.2%	31.6%
Kids & Careers (06)	6.8%	31.6%



Younger, upscale suburban families



Diverse, middle-aged, middle-income suburbanites



Younger, upper-middle-income singles and families

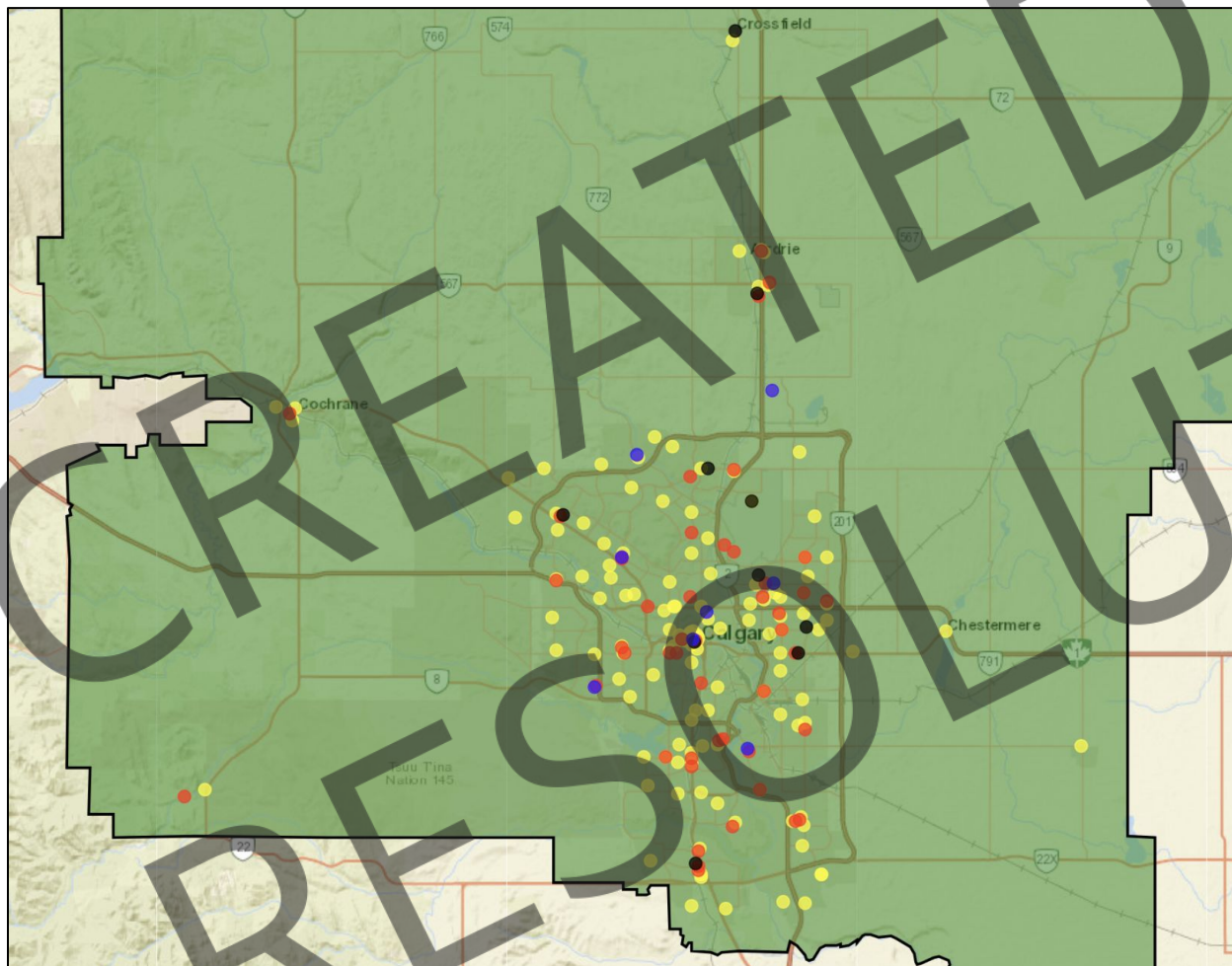


Large, well-off, middle-aged suburban families

CALGARY METROPOLITAN AREA

EXISTING COMPETITION

RESOLUT

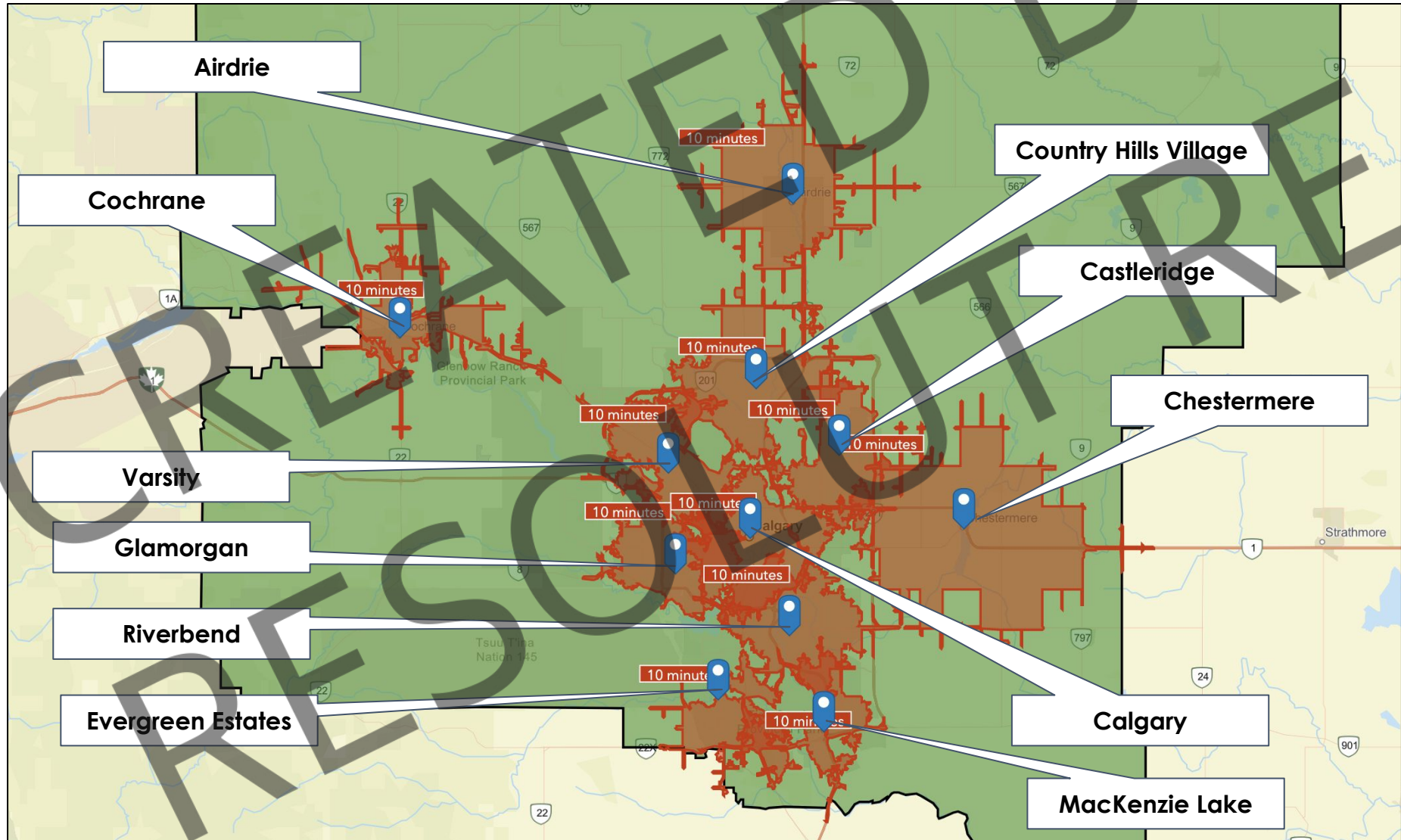


COMPETITION

- BRAND A: 10
- BRAND B: 138
- BRAND C: 47
- BRAND D: 8

POTENTIAL MARKETS - 10 MINUTE DRIVE TIME

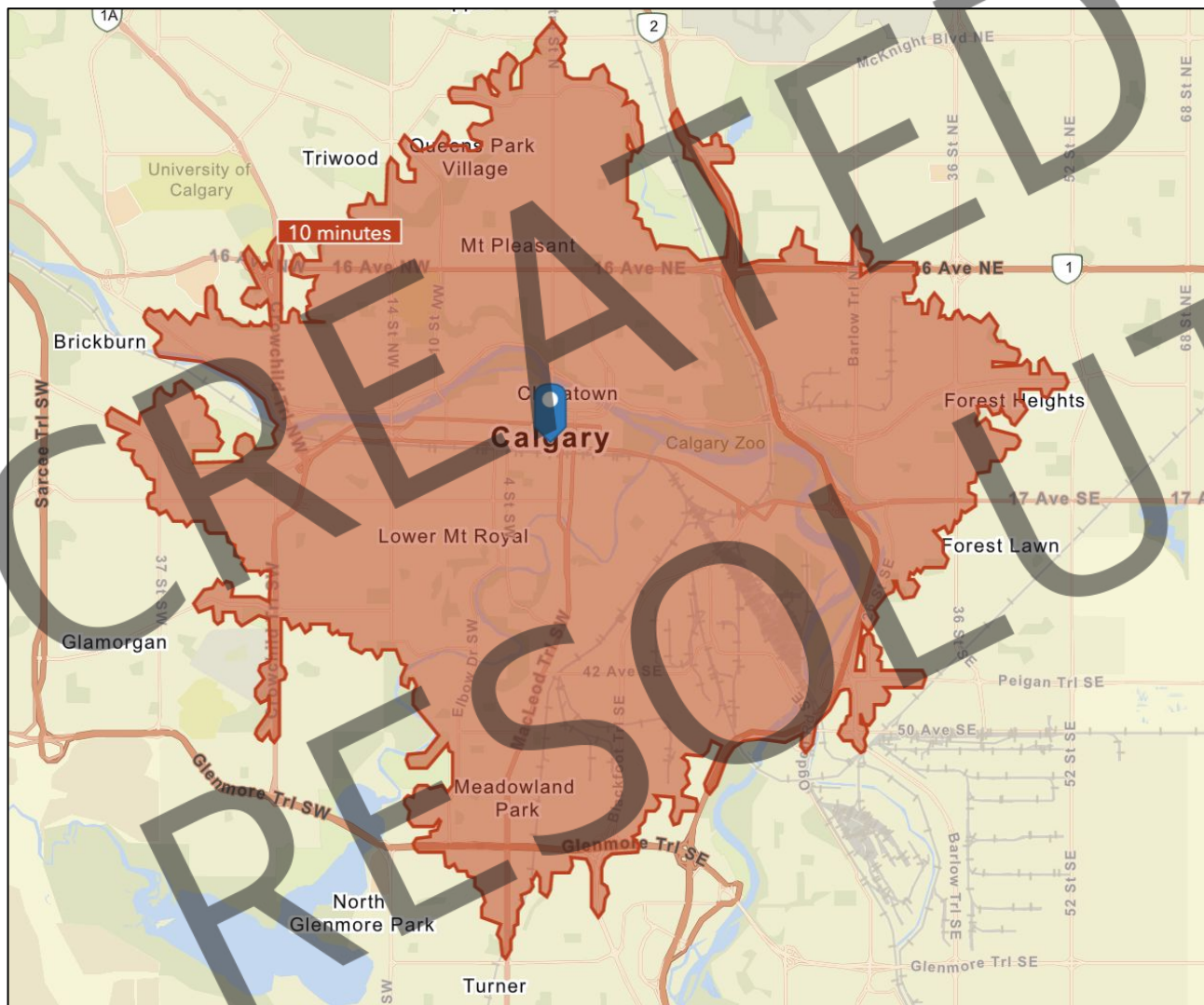
RESOLUT



POTENTIAL MARKET - CALGARY, AB

10 MIN DRIVE TIME

RESOLUT



MARKET FACTS

2015 POPULATION	207,716
2020 POPULATION	229,413
2025 POPULATION	264,683
ANN. POPULATION GROWTH RATE	2.90%
2020 AVERAGE HOUSEHOLD INCOME	\$135,957
2025 AVERAGE HOUSEHOLD INCOME	\$150,539
2020 MEDIAN AGE	37
2020 DAYTIME POPULATION	427,095

POTENTIAL MARKET - CALGARY, AB

10 MIN DRIVE TIME - MARKET POTENTIAL

RESOLUT



Consumer Spending	Average Amount Spent	Spend Potential Index
Food	\$13,564.21	112
Food Purchased From Restaurants	\$5,984.09	139
Restaurant Meals	\$5,433.91	140
Restaurant Lunches	\$1,886.58	144
Restaurant Dinners	\$3,144.44	142

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the Canada average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

POTENTIAL MARKET - CALGARY, AB

PRIZM SEGMENTATION

RESOLUT



PRIZM SEGMENTATION		
PRIZM SEGMENT	PERCENT	CUMULATIVE PERCENT
Street Scenes (12)	24.0%	24.0%
Grads & Pads (38)	19.7%	43.7%
Urban Digerati (11)	8.7%	52.4%
New World Symphony (31)	6.6%	59.0%



RESOLUT

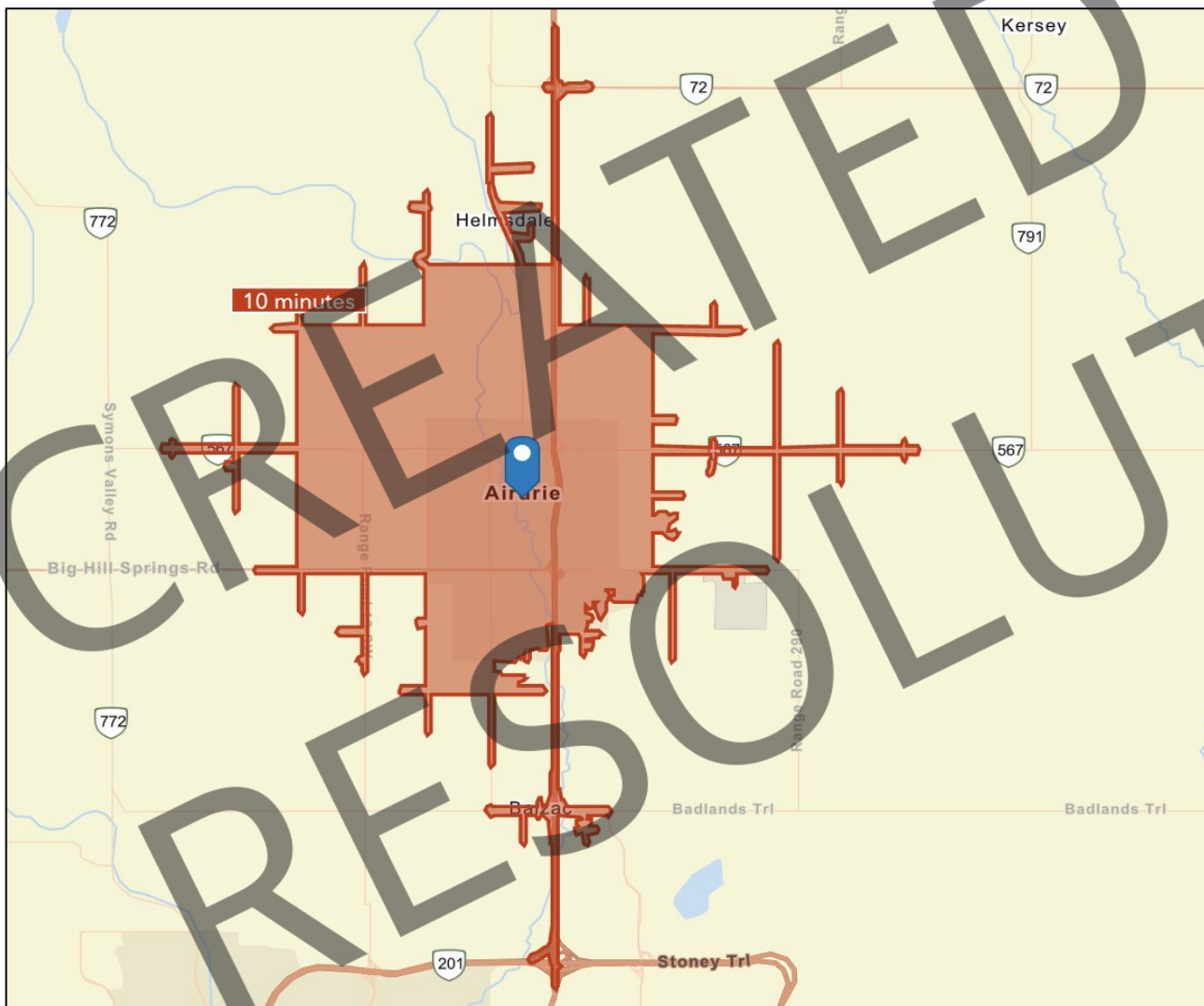


- BRAND A: 1
- BRAND B: 42
- BRAND C: 12
- BRAND D: 2

POTENTIAL MARKET - AIRDRIE, AB

10 MIN DRIVE TIME

RESOLUT



MARKET FACTS

2015 POPULATION	57,781
2020 POPULATION	76,115
2025 POPULATION	90,390
ANN. POPULATION GROWTH RATE	3.50%
2020 AVERAGE HOUSEHOLD INCOME	\$122,516
2025 AVERAGE HOUSEHOLD INCOME	\$136,943
2020 MEDIAN AGE	34
2020 DAYTIME POPULATION	55,080

POTENTIAL MARKET - AIRDRIE, AB

10 MIN DRIVE TIME - MARKET POTENTIAL

RESOLUT



Consumer Spending	Average Amount Spent	Spend Potential Index
Food	\$14,797.82	122
Food Purchased From Restaurants	\$5,411.10	125
Restaurant Meals	\$4,823.46	125
Restaurant Lunches	\$1,674.37	127
Restaurant Dinners	\$2,812.90	127

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the Canada average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

POTENTIAL MARKET - AIRDRIE, AB

PRIZM SEGMENTATION

RESOLUT



PRIZM SEGMENTATION		
PRIZM SEGMENT	PERCENT	CUMULATIVE PERCENT
Pets & PCs (16)	53.4%	53.4%
Trucks & Trades (37)	10.2%	63.6%
Suburban Scramble (50)	6.0%	69.6%
Fresh Air Families (24)	5.7%	75.3%

16 PETS & PCS

S2 SUBURBAN YOUNGER **F1** YOUNG DIVERSE FAMILIES

Younger, upscale suburban families

37 TRUCKS & TRADES

S2 SUBURBAN YOUNGER **F2** GROWING FAMILIES

Younger and middle-aged, upper-middle-income families

50 SUBURBAN SCRAMBLE

S2 SUBURBAN YOUNGER **Y2** STARTER NESTS

Young, middle-income suburbanites

24 FRESH AIR FAMILIES

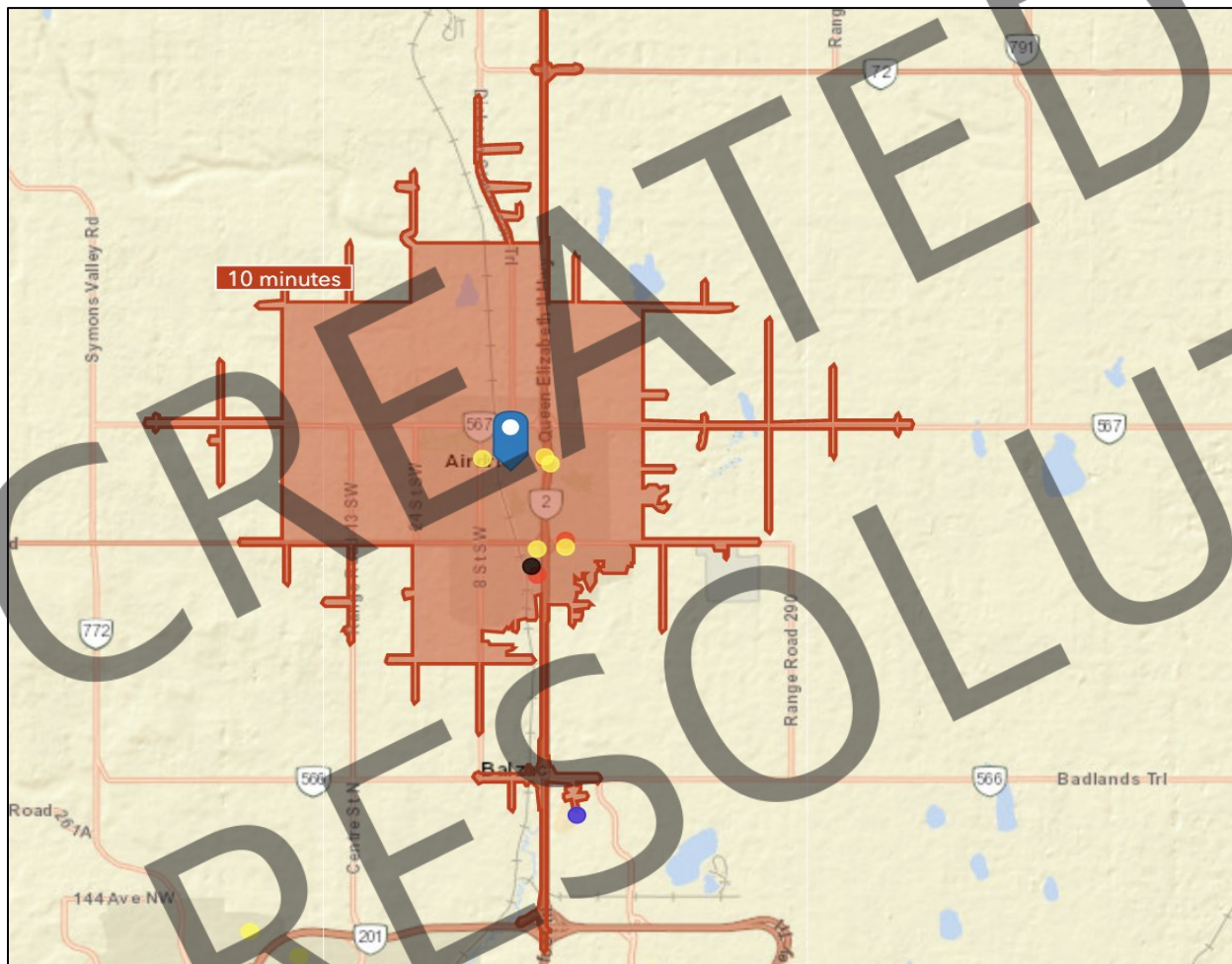
E2 EXURBAN MIDDLE-AGED **F3** OLDER PARENTS, YOUNGER KIDS

Middle-aged, middle-income exurbanites

POTENTIAL MARKET - AIRDRIE, AB

10 MIN DRIVE TIME - EXISTING COMPETITION

RESOLUT



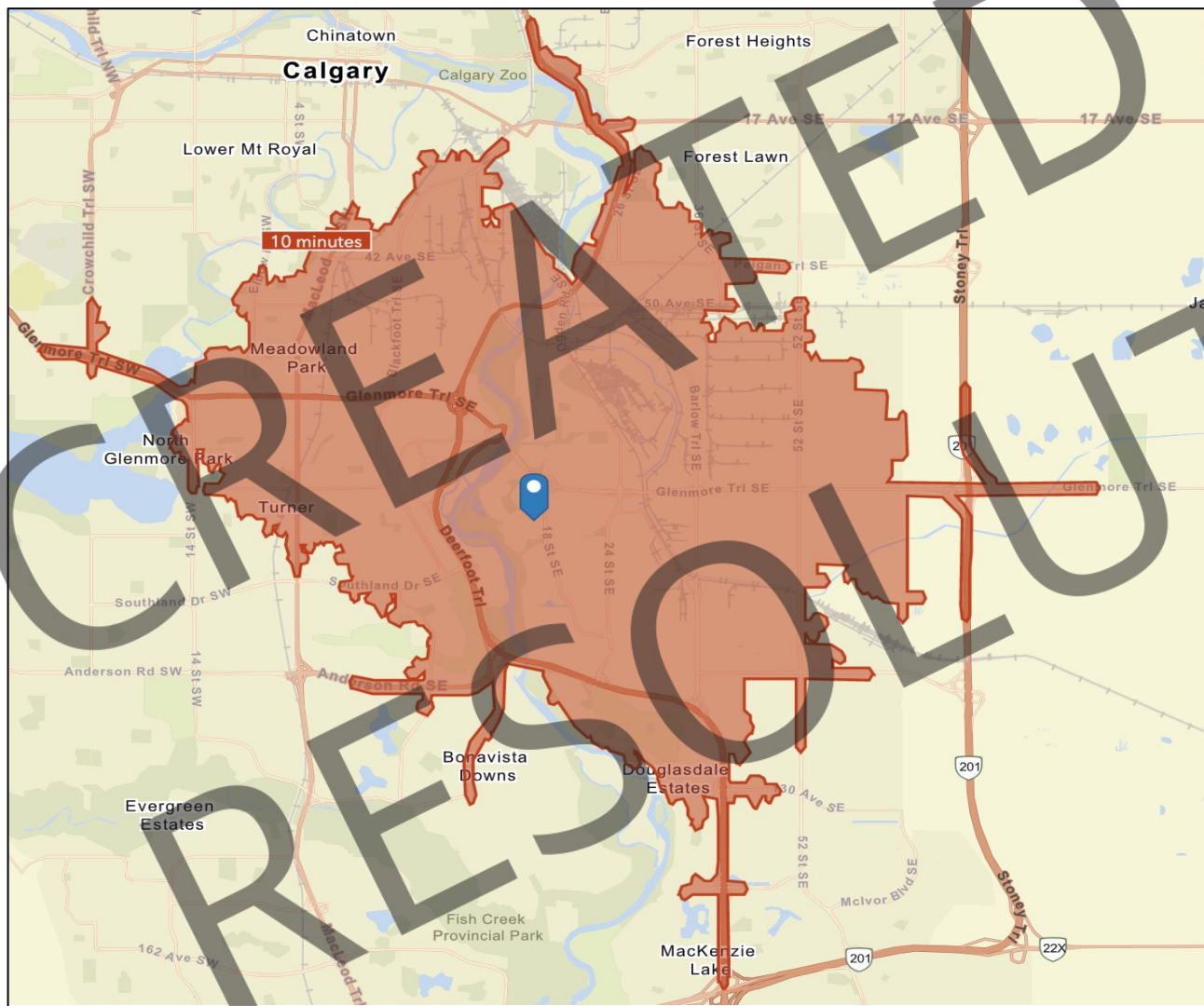
COMPETITION

- BRAND A: 1
- BRAND B: 5
- BRAND C: 3
- BRAND D: 1

POTENTIAL MARKET - RIVERBEND, AB

10 MIN DRIVE TIME

RESOLUT



MARKET FACTS

2015 POPULATION	82,527
2020 POPULATION	87,063
2025 POPULATION	94,437
ANN. POPULATION GROWTH RATE	1.64%
2020 AVERAGE HOUSEHOLD INCOME	\$132,268
2025 AVERAGE HOUSEHOLD INCOME	\$143,804
2020 MEDIAN AGE	41
2020 DAYTIME POPULATION	168,918

POTENTIAL MARKET - RIVERBEND, AB

10 MIN DRIVE TIME - MARKET POTENTIAL

RESOLUT



Consumer Spending	Average Amount Spent	Spend Potential Index
Food	\$13,651.75	113
Food Purchased From Restaurants	\$5,161.95	120
Restaurant Meals	\$4,673.32	121
Restaurant Lunches	\$1,595.03	121
Restaurant Dinners	\$2,736.72	123

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the Canada average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

POTENTIAL MARKET - RIVERBEND, AB

PRIZM SEGMENTATION

RESOLUT



PRIZM SEGMENTATION		
PRIZM SEGMENT	PERCENT	CUMULATIVE PERCENT
Single City Jazz (56)	10.5%	10.5%
Aging in Suburbia (22)	10.0%	20.5%
New World Symphony (31)	8.6%	29.1%
Lunch at Tim's (63)	7.2%	36.3%



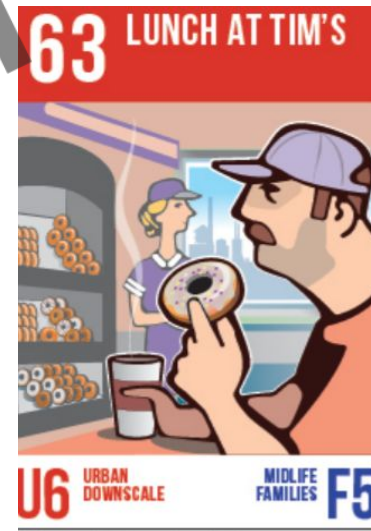
Younger, diverse city singles in apartments



Older, upper-middle-income suburban couples and families



Diverse, middle-income city dwellers

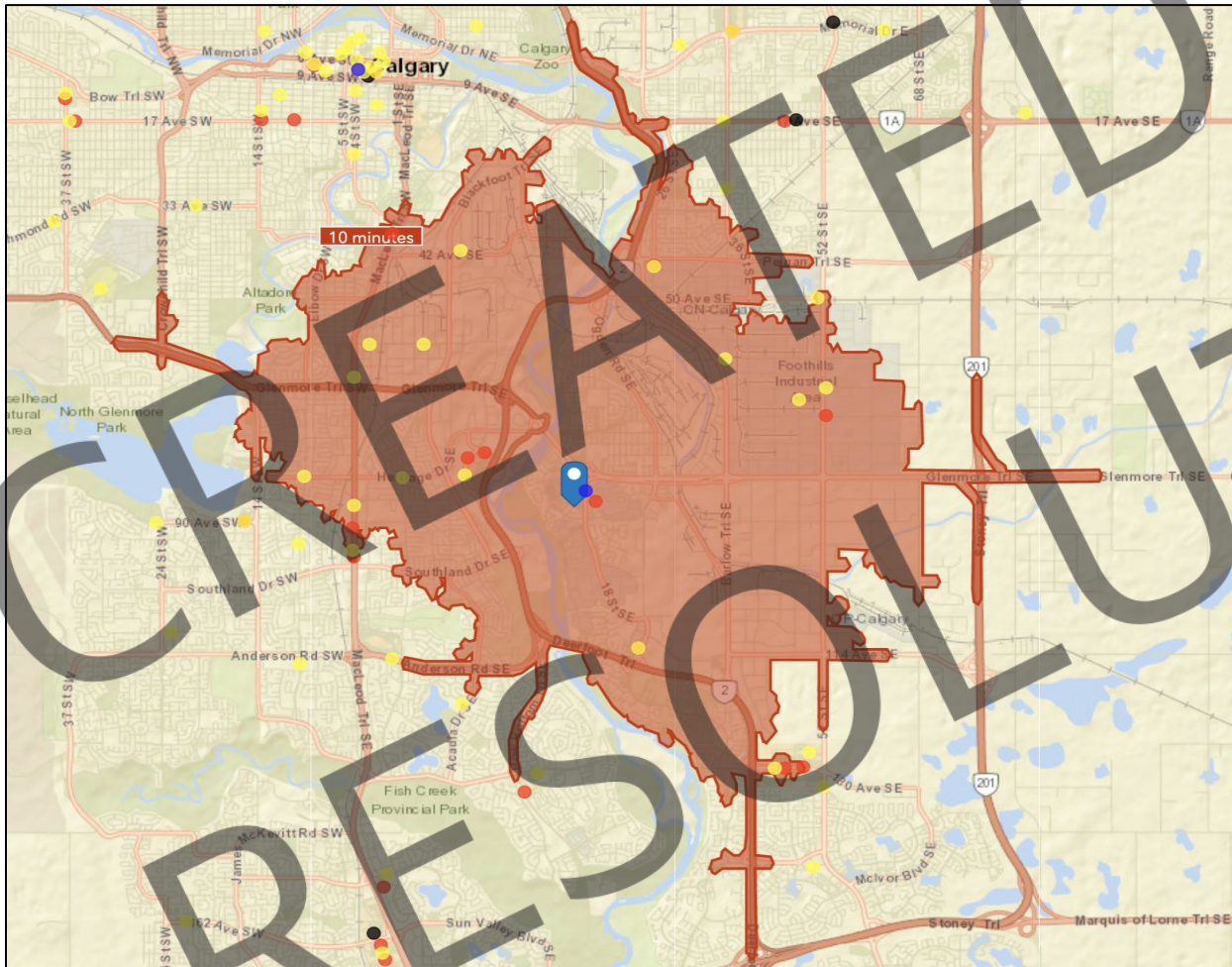


Urban, downscale singles and families

POTENTIAL MARKET - RIVERBEND, AB

10 MIN DRIVE TIME - EXISTING COMPETITION

RESOLUT



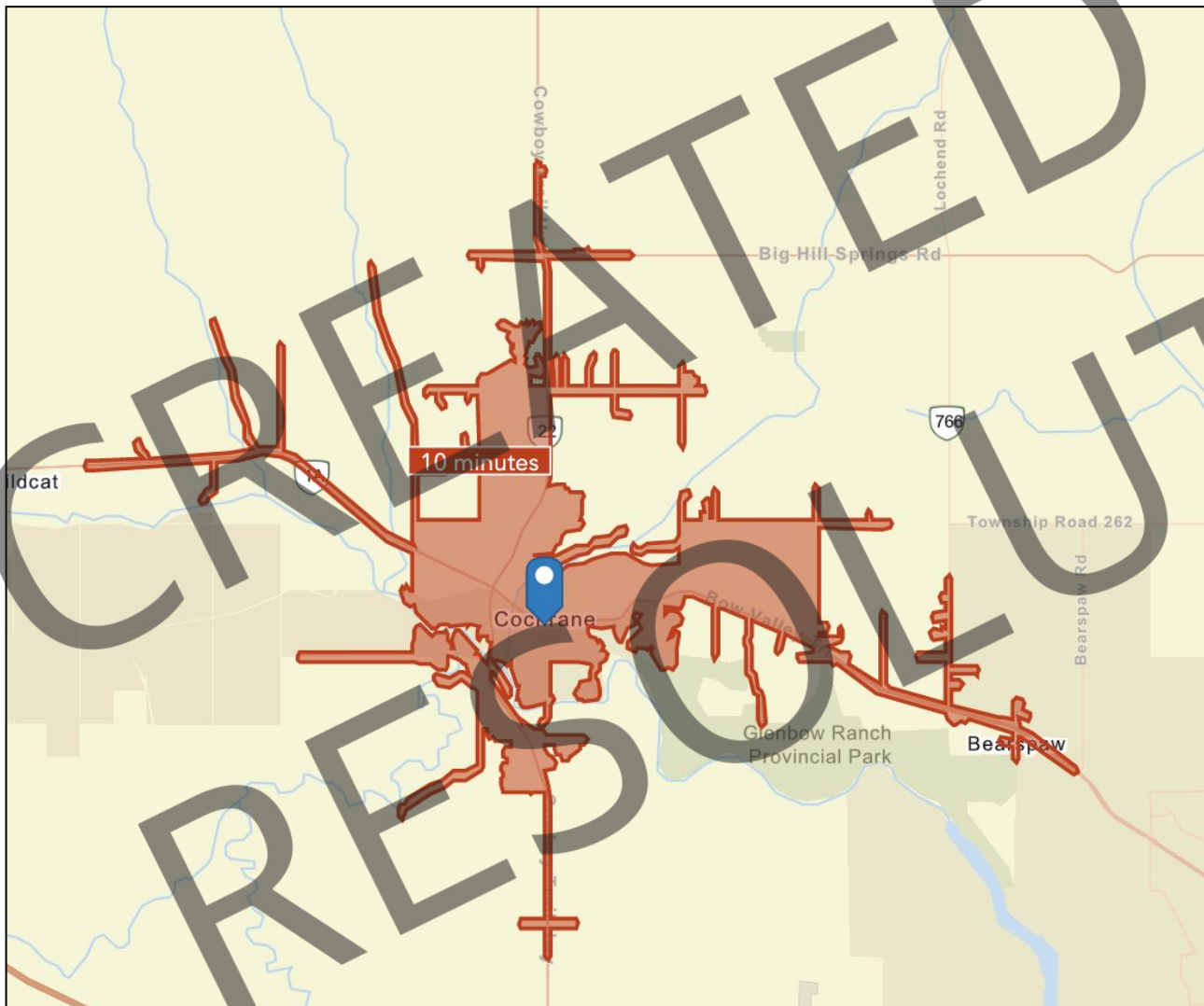
COMPETITION

- BRAND A: 0
- BRAND B: 16
- BRAND C: 11
- BRAND D: 1

POTENTIAL MARKET - COCHRANE, AB

10 MIN DRIVE TIME

RESOLUT



MARKET FACTS

2015 POPULATION	28,429
2020 POPULATION	32,134
2025 POPULATION	36,551
ANN. POPULATION GROWTH RATE	2.61%
2020 AVERAGE HOUSEHOLD INCOME	\$152,668
2025 AVERAGE HOUSEHOLD INCOME	\$170,005
2020 MEDIAN AGE	38
2020 DAYTIME POPULATION	24,350

POTENTIAL MARKET - COCHRANE, AB

10 MIN DRIVE TIME - MARKET POTENTIAL

RESOLUT



Consumer Spending	Average Amount Spent	Spend Potential Index
Food	\$16,325.34	135
Food Purchased From Restaurants	\$6,099.58	141
Restaurant Meals	\$5,522.40	143
Restaurant Lunches	\$1,888.07	144
Restaurant Dinners	\$3,247.26	146

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the Canada average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

POTENTIAL MARKET - COCHRANE, AB

PRIZM SEGMENTATION

RESOLUT



PRIZM SEGMENTATION		
PRIZM SEGMENT	PERCENT	CUMULATIVE PERCENT
Pets & PCs (16)	29.3%	29.3%
Satellite Burbs (09)	17.5%	46.8%
Exurban Wonderland (17)	13.0%	59.8%
Urbane Villagers (02)	7.6%	67.4%



Younger, upscale suburban families



Older, upscale exurban couples and families



Middle-aged, upscale exurban families

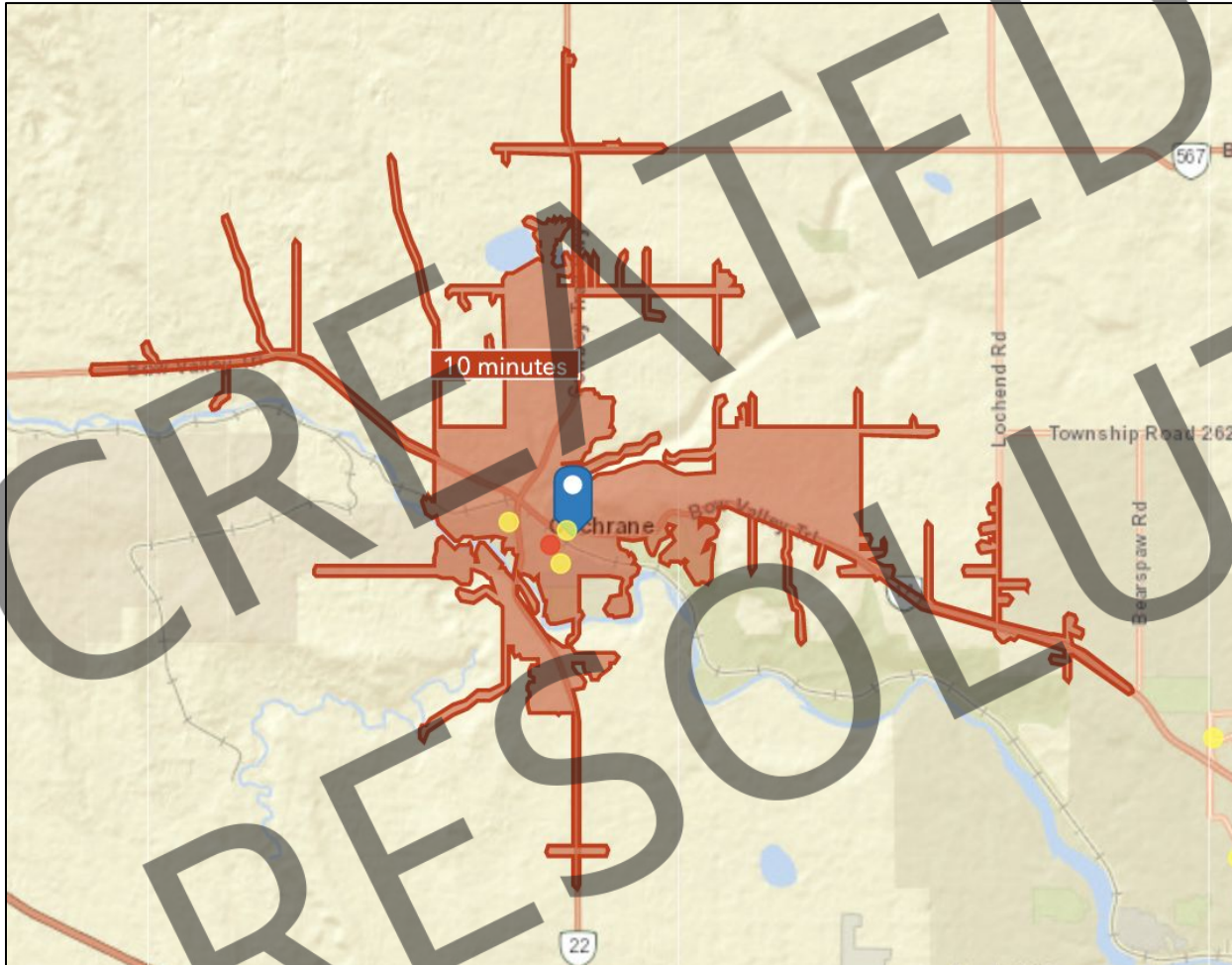


Wealthy, middle-aged and older city sophisticates

POTENTIAL MARKET - COCHRANE, AB

10 MIN DRIVE TIME - EXISTING COMPETITION

RESOLUT



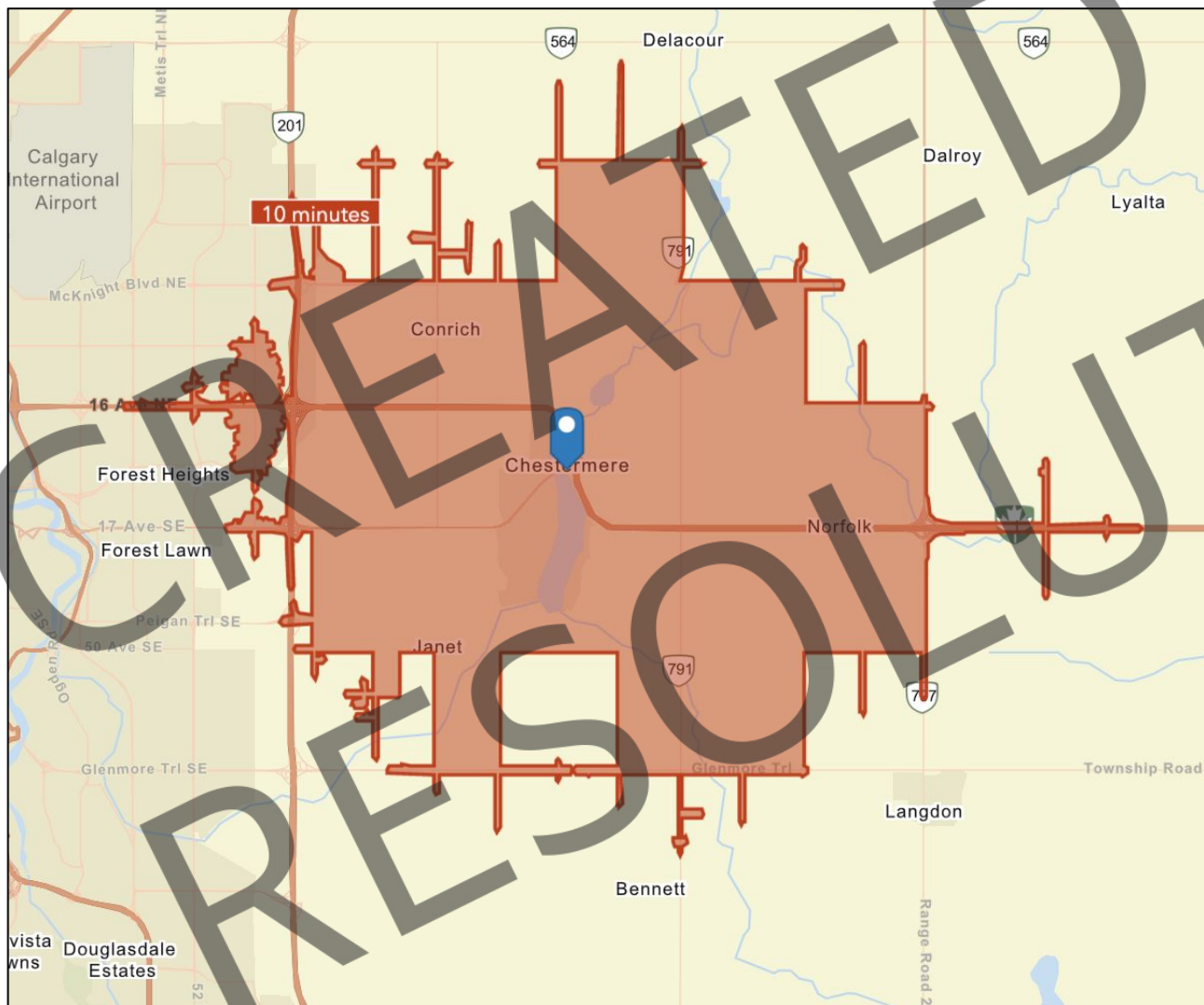
COMPETITION

- BRAND A: 0
- BRAND B: 3
- BRAND C: 1
- BRAND D: 0

POTENTIAL MARKET - CHESTERMERE, AB

10 MIN DRIVE TIME

RESOLUT



MARKET FACTS

2015 POPULATION	46,130
2020 POPULATION	51,943
2025 POPULATION	58,865
ANN. POPULATION GROWTH RATE	2.53%
2020 AVERAGE HOUSEHOLD INCOME	\$118,999
2025 AVERAGE HOUSEHOLD INCOME	\$133,463
2020 MEDIAN AGE	38
2020 DAYTIME POPULATION	33,003

POTENTIAL MARKET - CHESTERMERE, AB

10 MIN DRIVE TIME - MARKET POTENTIAL

RESOLUT



Consumer Spending	Average Amount Spent	Spend Potential Index
Food	\$13,889.76	115
Food Purchased From Restaurants	\$4,705.32	109
Restaurant Meals	\$4,211.22	109
Restaurant Lunches	\$1,483.32	113
Restaurant Dinners	\$2,425.14	109

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the Canada average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

POTENTIAL MARKET - CHESTERMERE, AB

PRIZM SEGMENTATION

RESOLUT



PRIZM SEGMENTATION		
PRIZM SEGMENT	PERCENT	CUMULATIVE PERCENT
Home Sweet Rows (42)	27.4%	27.4%
Pets & PCs (16)	19.6%	47.0%
Kids & Careers (06)	5.7%	52.7%
New World Symphony (31)	5.0%	57.7%



Diverse, middle-aged, middle-income suburbanites



Younger, upscale suburban families



Large, well-off, middle-aged suburban families

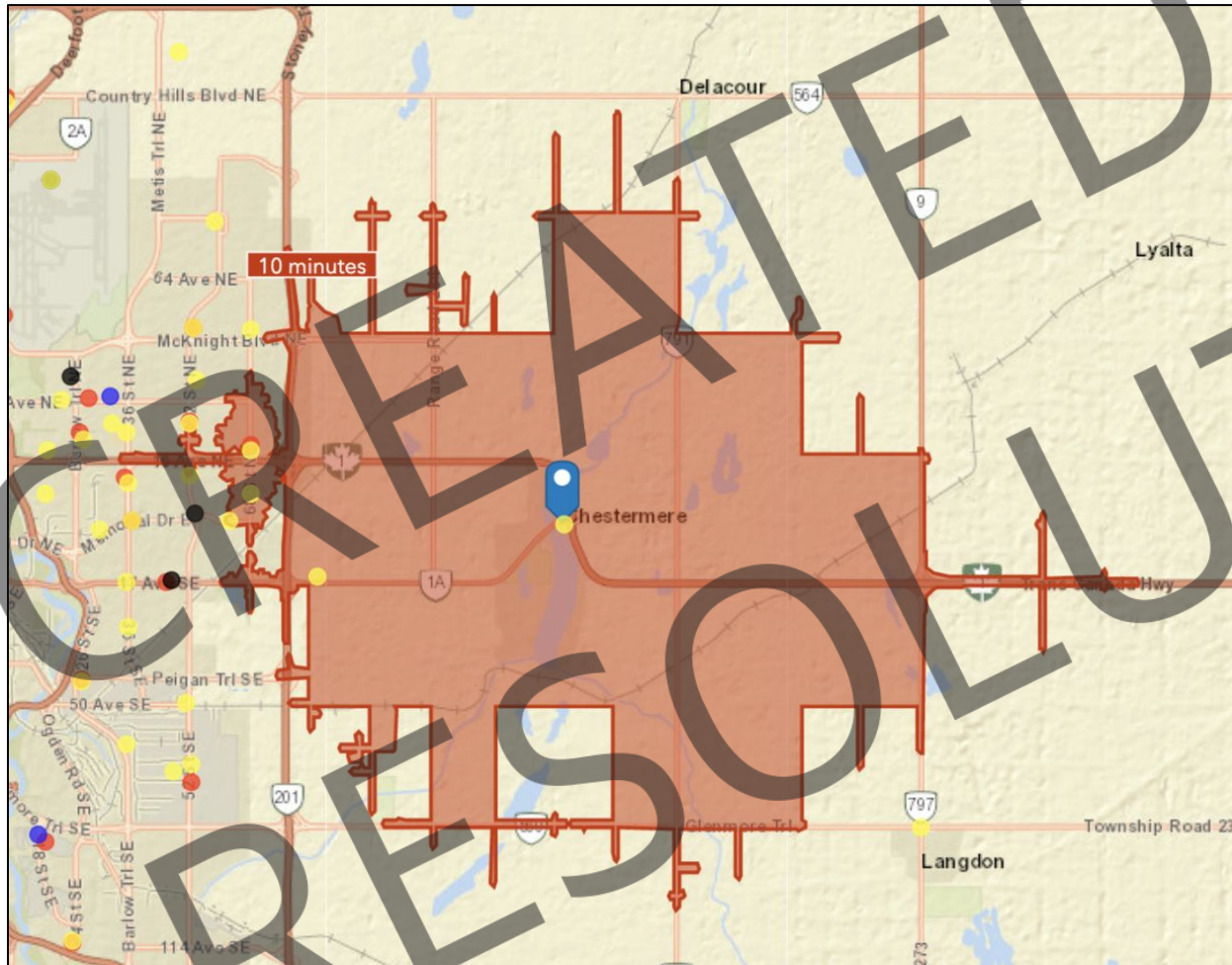


Diverse, middle-income city dwellers

POTENTIAL MARKET - CHESTERMERE, AB

10 MIN DRIVE TIME - EXISTING COMPETITION

RESOLUT



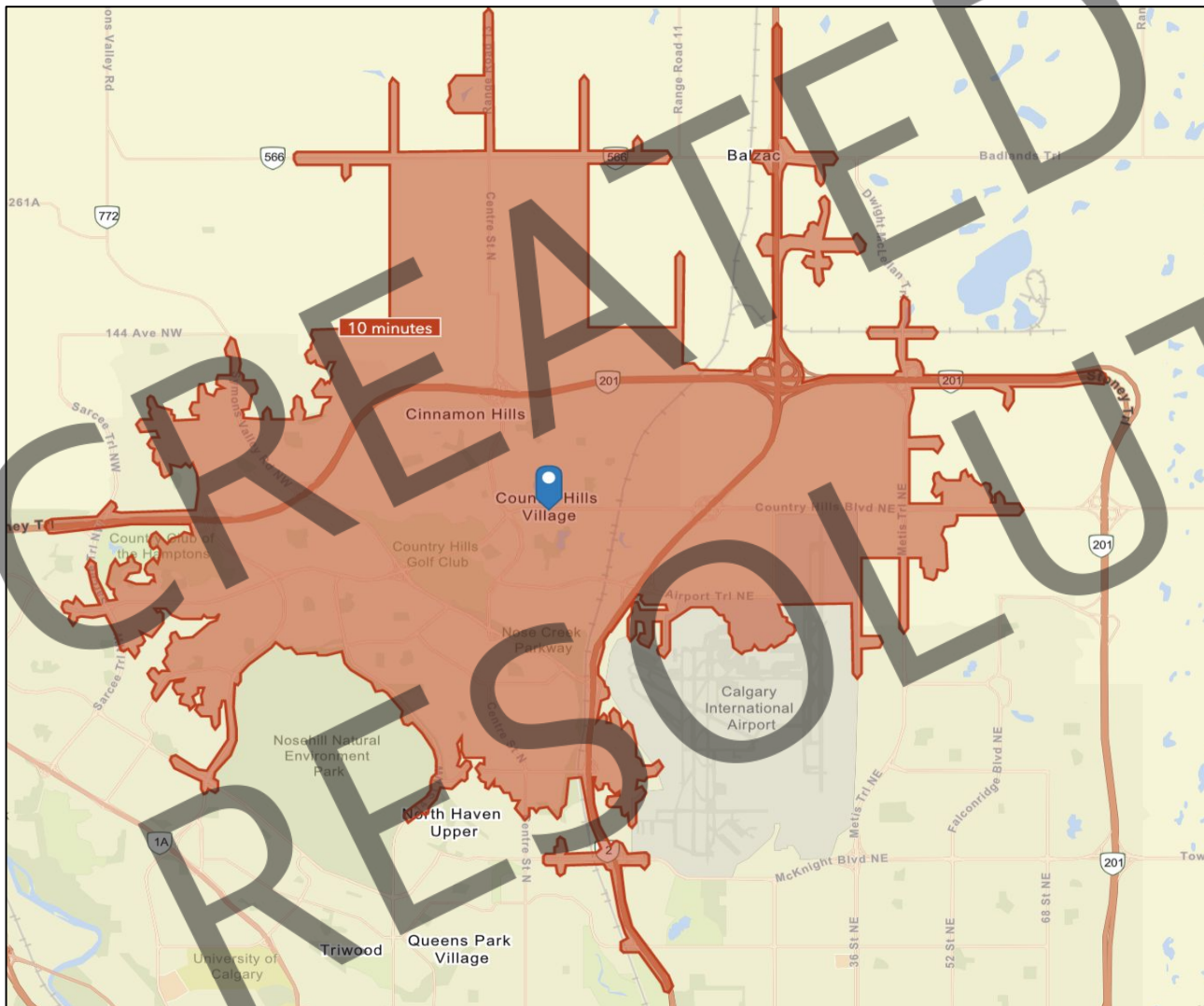
COMPETITION

- BRAND A: 0
- BRAND B: 7
- BRAND C: 2
- BRAND D: 0

POTENTIAL MARKET - COUNTRY HILLS VILLAGE, AB

10 MIN DRIVE TIME

RESOLUT



MARKET FACTS

2015 POPULATION	151,600
2020 POPULATION	165,898
2025 POPULATION	180,411
ANN. POPULATION GROWTH RATE	1.69%
2020 AVERAGE HOUSEHOLD INCOME	\$123,449
2025 AVERAGE HOUSEHOLD INCOME	\$137,835
2020 MEDIAN AGE	38
2020 DAYTIME POPULATION	106,348

POTENTIAL MARKET - COUNTRY HILLS VILLAGE, AB

10 MIN DRIVE TIME - MARKET POTENTIAL

RESOLUT



Consumer Spending	Average Amount Spent	Spend Potential Index
Food	\$14,047.52	116
Food Purchased From Restaurants	\$4,947.23	115
Restaurant Meals	\$4,427.73	114
Restaurant Lunches	\$1,550.89	118
Restaurant Dinners	\$2,556.61	115

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the Canada average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

POTENTIAL MARKET - COUNTRY HILLS VILLAGE, AB

PRIZM SEGMENTATION

RESOLUT



PRIZM SEGMENTATION		
PRIZM SEGMENT	PERCENT	CUMULATIVE PERCENT
Pets & PCs (16)	20.8%	20.8%
Kids & Careers (06)	12.8%	33.6%
Home Sweet Rows (42)	11.1%	44.7%
Heritage Hubs (15)	8.4%	53.1%



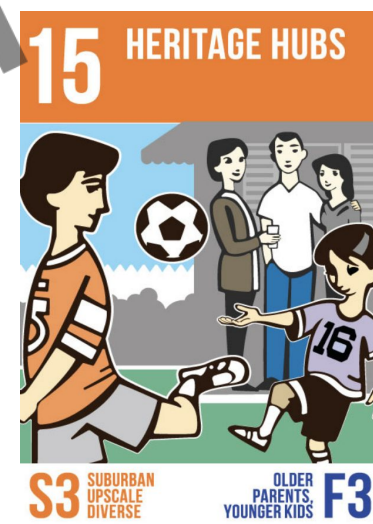
Younger, upscale suburban families



Large, well-off, middle-aged suburban families



Diverse, middle-aged, middle-income suburbanites

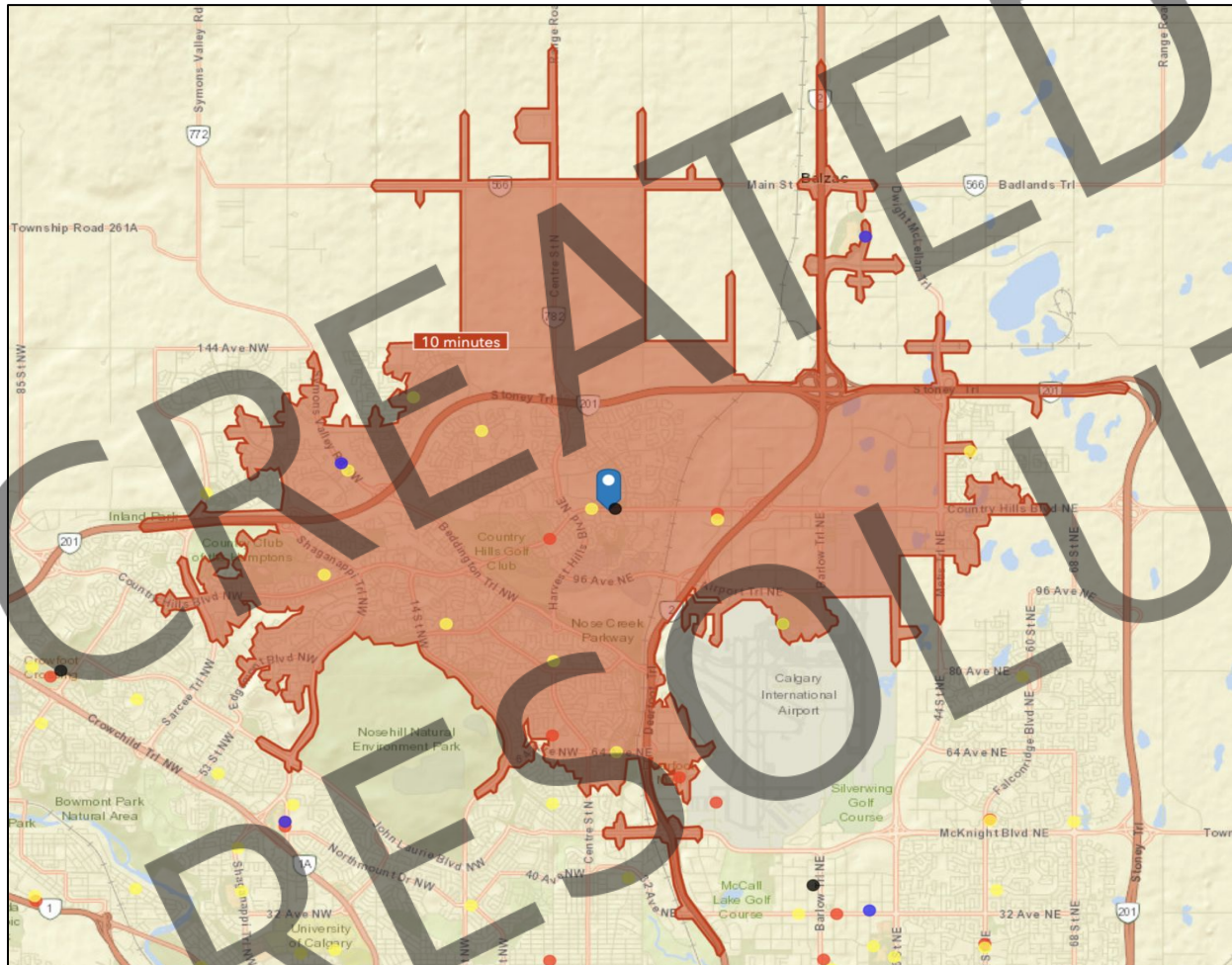


Middle-aged, diverse suburban families

POTENTIAL MARKET - COUNTRY HILLS VILLAGE, AB

10 MIN DRIVE TIME - EXISTING COMPETITION

RESOLUT



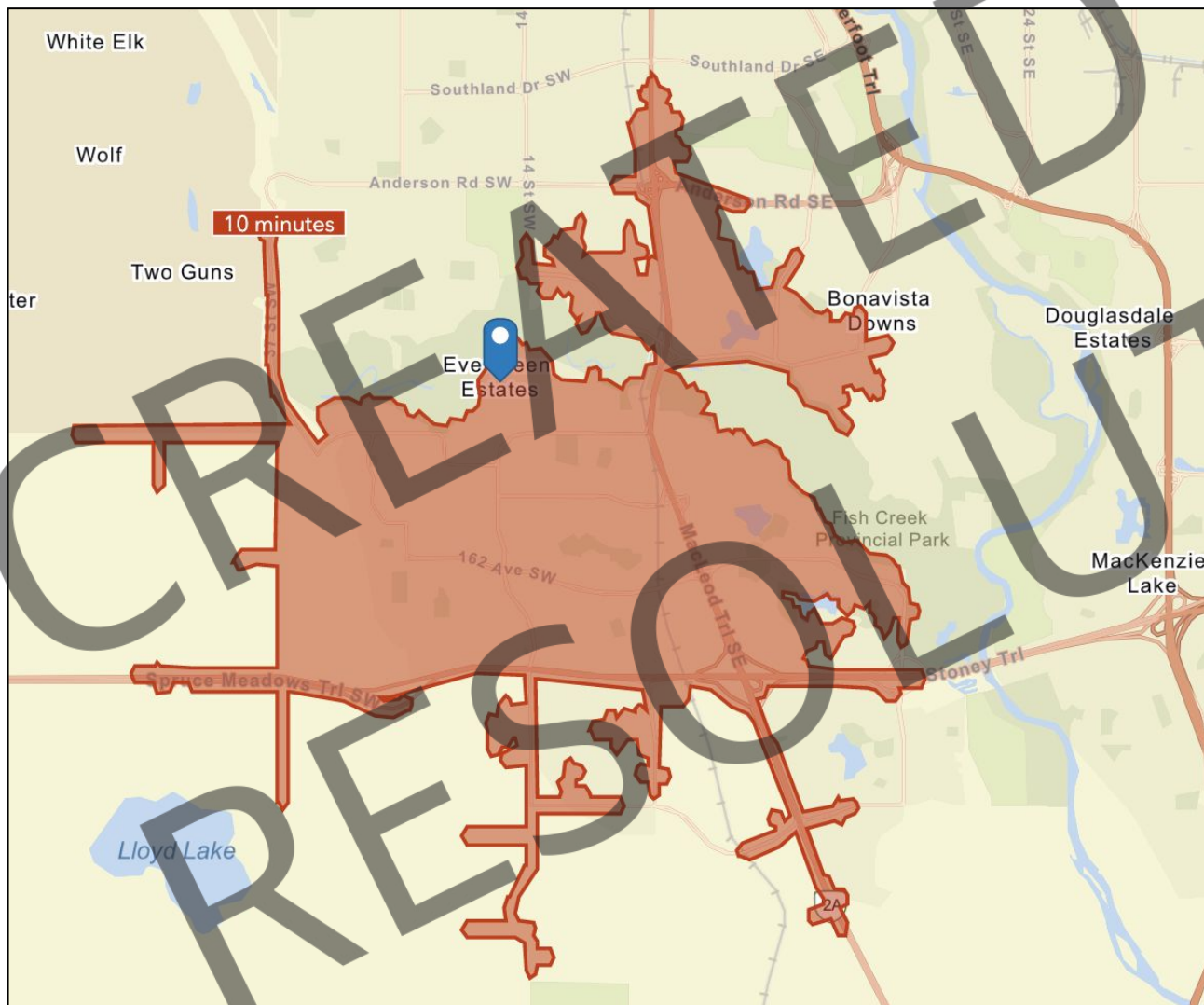
COMPETITION

- BRAND A: 1
- BRAND B: 10
- BRAND C: 4
- BRAND D: 2

POTENTIAL MARKET - EVERGREEN ESTATES, AB

10 MIN DRIVE TIME

RESOLUT



MARKET FACTS

2015 POPULATION	95,741
2020 POPULATION	101,560
2025 POPULATION	112,292
ANN. POPULATION GROWTH RATE	2.03%
2020 AVERAGE HOUSEHOLD INCOME	\$142,573
2025 AVERAGE HOUSEHOLD INCOME	\$157,738
2020 MEDIAN AGE	39
2020 DAYTIME POPULATION	75,965

POTENTIAL MARKET - EVERGREEN ESTATES, AB

10 MIN DRIVE TIME - MARKET POTENTIAL

RESOLUT



Consumer Spending	Average Amount Spent	Spend Potential Index
Food	\$15,057.74	125
Food Purchased From Restaurants	\$5,529.49	128
Restaurant Meals	\$4,989.34	129
Restaurant Lunches	\$1,707.56	130
Restaurant Dinners	\$2,931.14	132

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the Canada average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

POTENTIAL MARKET - EVERGREEN ESTATES, AB

PRIZM SEGMENTATION

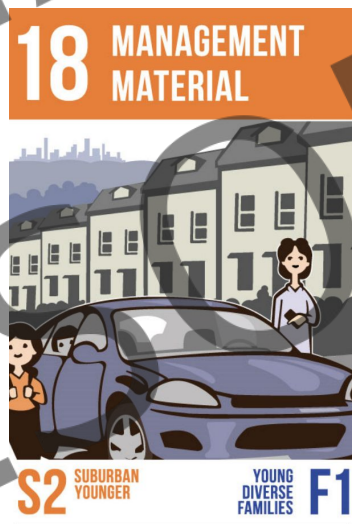
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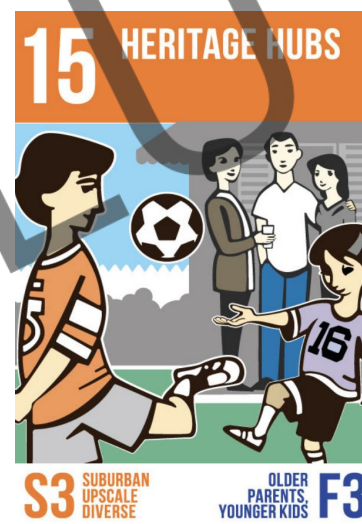
PRIZM SEGMENTATION		
PRIZM SEGMENT	PERCENT	CUMULATIVE PERCENT
Pets & PCs (16)	13.3%	13.3%
Management Material (18)	9.4%	22.7%
Heritage Hubs (15)	8.6%	31.3%
Kids & Careers (06)	8.1%	39.4%



Younger, upscale suburban families



Younger, upper-middle-income suburbanites



Middle-aged, diverse suburban families

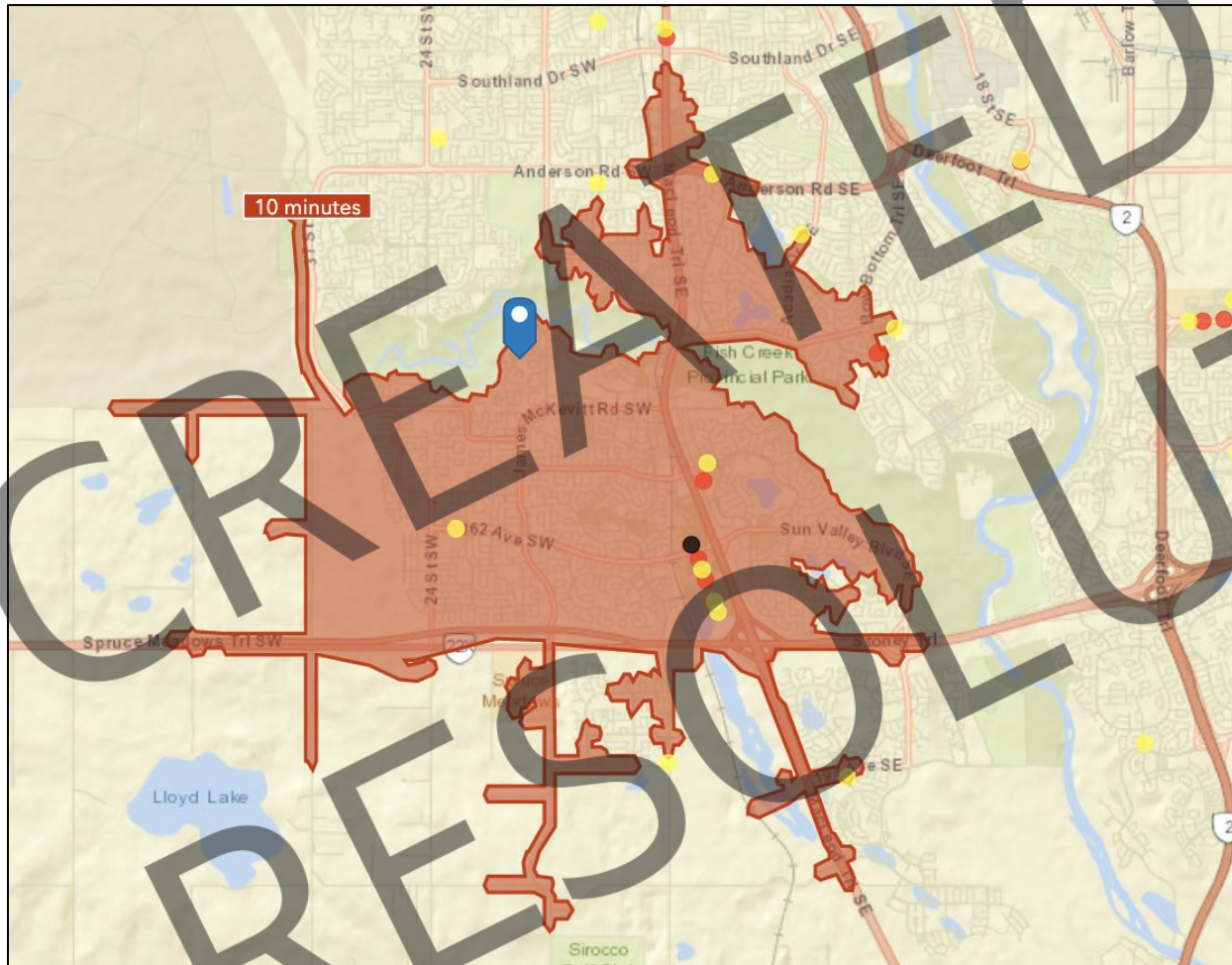


Large, well-off, middle-aged suburban families

POTENTIAL MARKET - EVERGREEN ESTATES, AB

10 MIN DRIVE TIME - EXISTING COMPETITION

RESOLUT



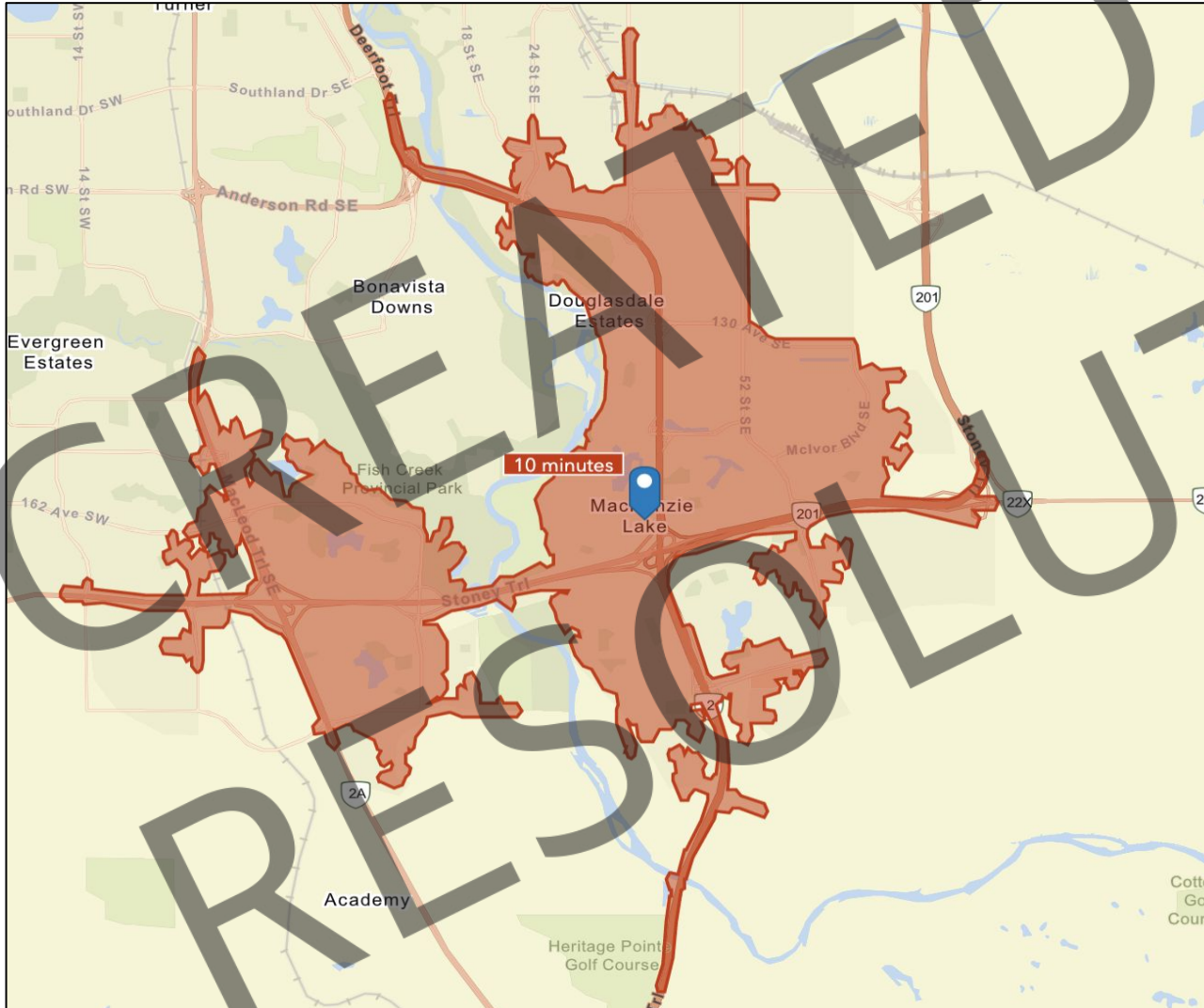
COMPETITION

- BRAND A: 1
- BRAND B: 10
- BRAND C: 4
- BRAND D: 0

POTENTIAL MARKET - MACKENZIE LAKE, AB

10 MIN DRIVE TIME

RESOLUT



MARKET FACTS

2015 POPULATION	109,061
2020 POPULATION	125,097
2025 POPULATION	139,611
ANN. POPULATION GROWTH RATE	2.22%
2020 AVERAGE HOUSEHOLD INCOME	\$149,695
2025 AVERAGE HOUSEHOLD INCOME	\$165,936
2020 MEDIAN AGE	36
2020 DAYTIME POPULATION	106,411

POTENTIAL MARKET - MACKENZIE LAKE, AB

10 MIN DRIVE TIME - MARKET POTENTIAL

RESOLUT



Consumer Spending	Average Amount Spent	Spend Potential Index
Food	\$16,302.88	135
Food Purchased From Restaurants	\$6,061.14	141
Restaurant Meals	\$5,439.00	141
Restaurant Lunches	\$1,893.85	144
Restaurant Dinners	\$3,182.54	143

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the Canada average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

POTENTIAL MARKET - MACKENZIE LAKE, AB

PRIZM SEGMENTATION

RESOLUT



PRIZM SEGMENTATION		
PRIZM SEGMENT	PERCENT	CUMULATIVE PERCENT
Pets & PCs (16)	44.6%	44.6%
Urbane Villagers (02)	9.9%	54.5%
Kids & Careers (06)	9.7%	64.2%
Aging in Suburbia (22)	4.9%	69.1%

16 PETS & PCS

S2 SUBURBAN YOUNGER **F1** YOUNG DIVERSE FAMILIES

Younger, upscale suburban families

02 URBANE VILLAGERS

U1 URBAN ELITE **F8** PROSPEROUS PARENTS

Wealthy, middle-aged and older city sophisticates

06 KIDS & CAREERS

S1 SUBURBAN ELITE **F8** PROSPEROUS PARENTS

Large, well-off, middle-aged suburban families

22 AGING IN SUBURBIA

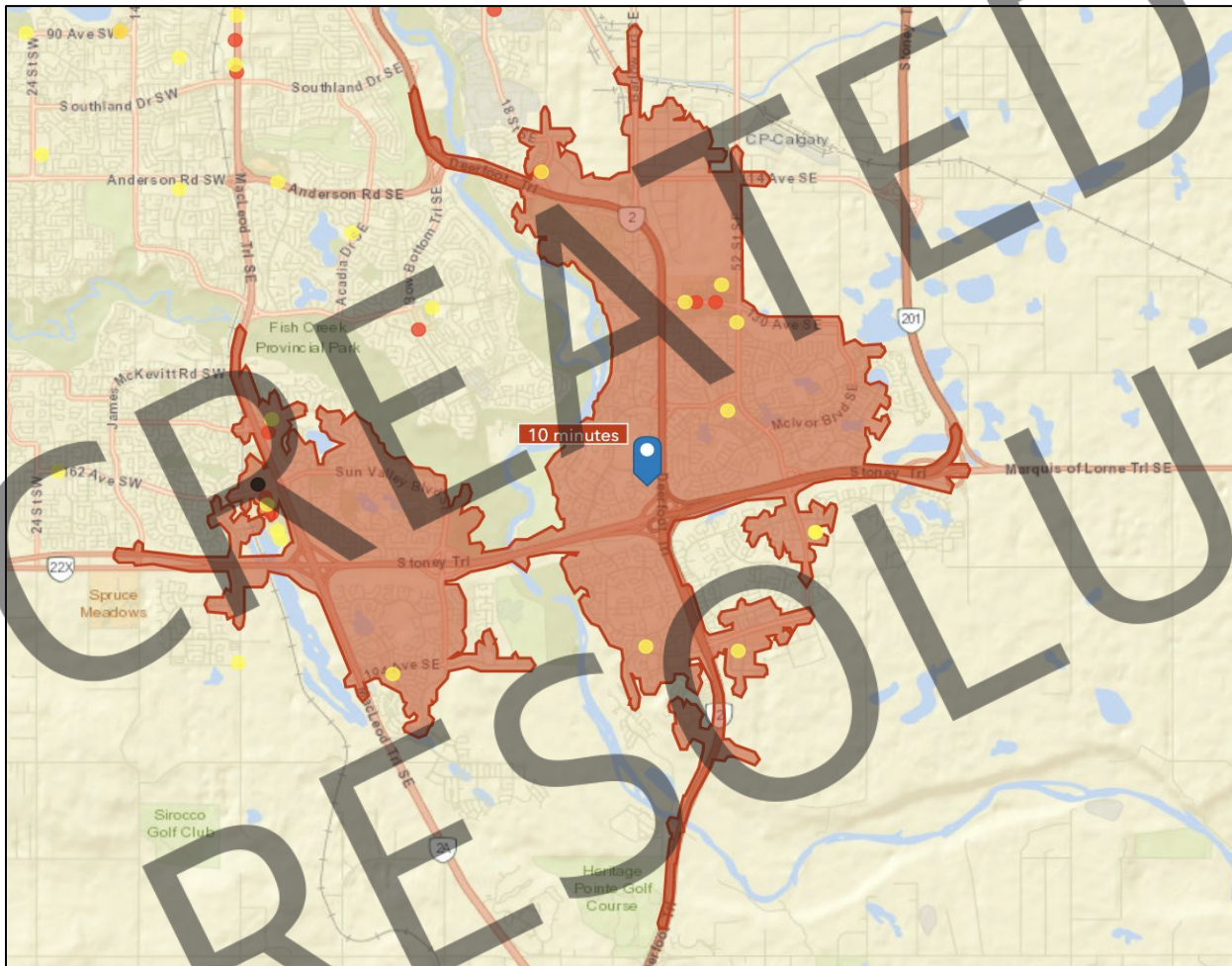
S4 SUBURBAN OLDER **F5** MIDLIFE FAMILIES

Older, upper-middle-income suburban couples and families

POTENTIAL MARKET - MACKENZIE LAKE, AB

10 MIN DRIVE TIME - EXISTING COMPETITION

RESOLUT



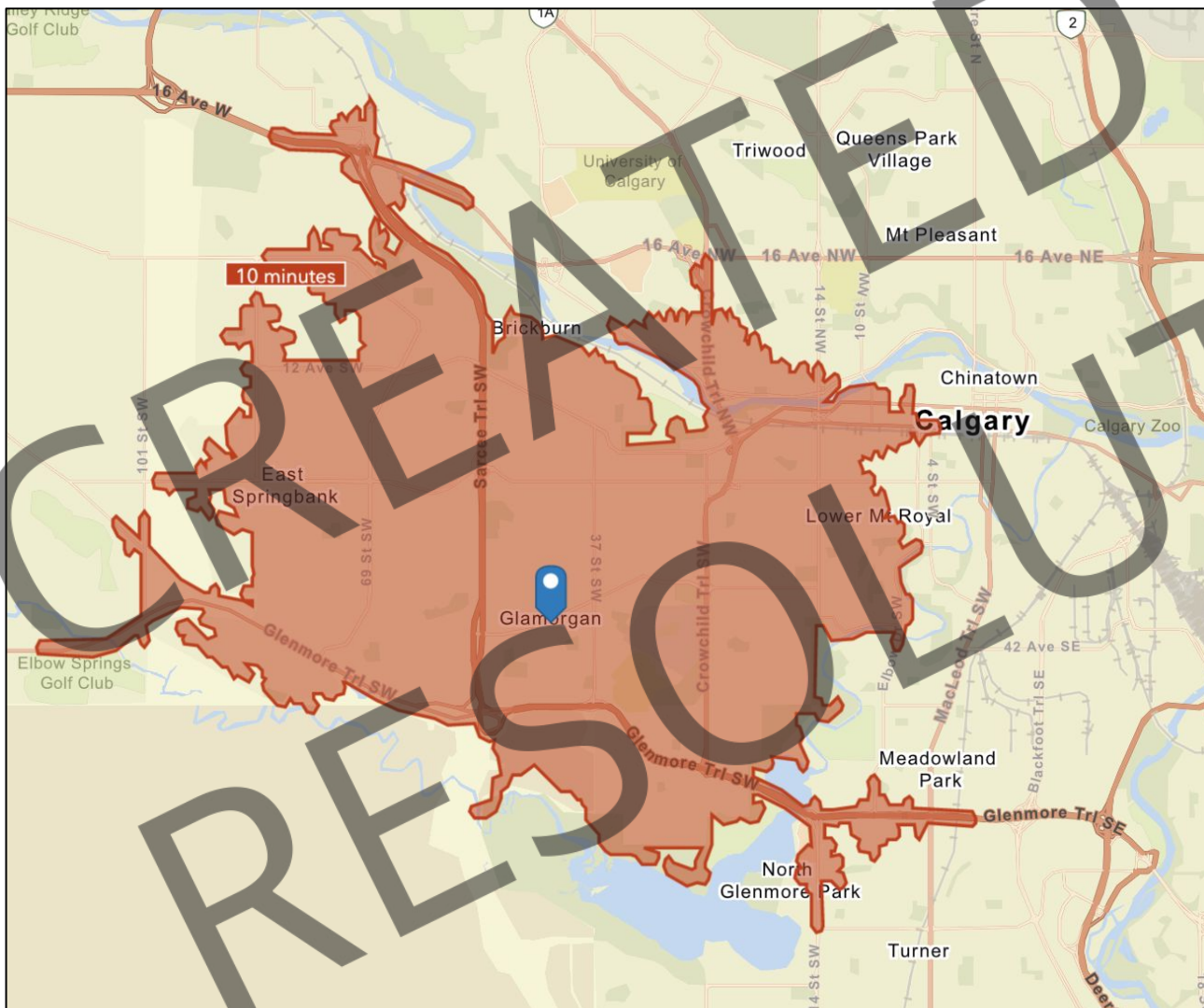
COMPETITION

- BRAND A: 1
- BRAND B: 12
- BRAND C: 6
- BRAND D: 0

POTENTIAL MARKET - GLAMORGAN, AB

10 MIN DRIVE TIME

RESOLUT



MARKET FACTS

2015 POPULATION	177,952
2020 POPULATION	193,420
2025 POPULATION	218,162
ANN. POPULATION GROWTH RATE	2.44%
2020 AVERAGE HOUSEHOLD INCOME	\$169,462
2025 AVERAGE HOUSEHOLD INCOME	\$190,543
2020 MEDIAN AGE	38
2020 DAYTIME POPULATION	211,448

POTENTIAL MARKET - GLAMORGAN, AB

10 MIN DRIVE TIME - MARKET POTENTIAL

RESOLUT



Consumer Spending	Average Amount Spent	Spend Potential Index
Food	\$16,238.24	134
Food Purchased From Restaurants	\$6,765.26	157
Restaurant Meals	\$6,150.21	159
Restaurant Lunches	\$2,113.51	161
Restaurant Dinners	\$3,614.84	163

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the Canada average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

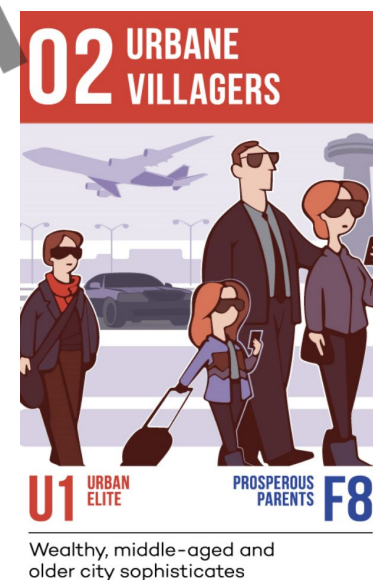
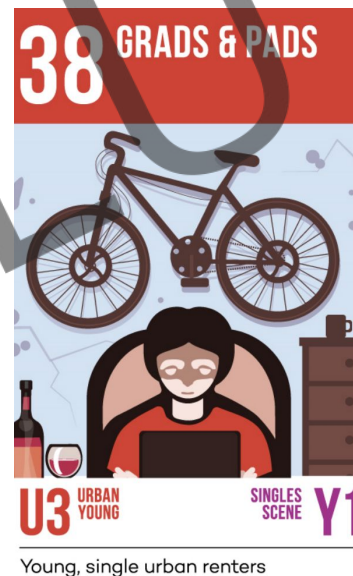
POTENTIAL MARKET - GLAMORGAN, AB

PRIZM SEGMENTATION

RESOLUT



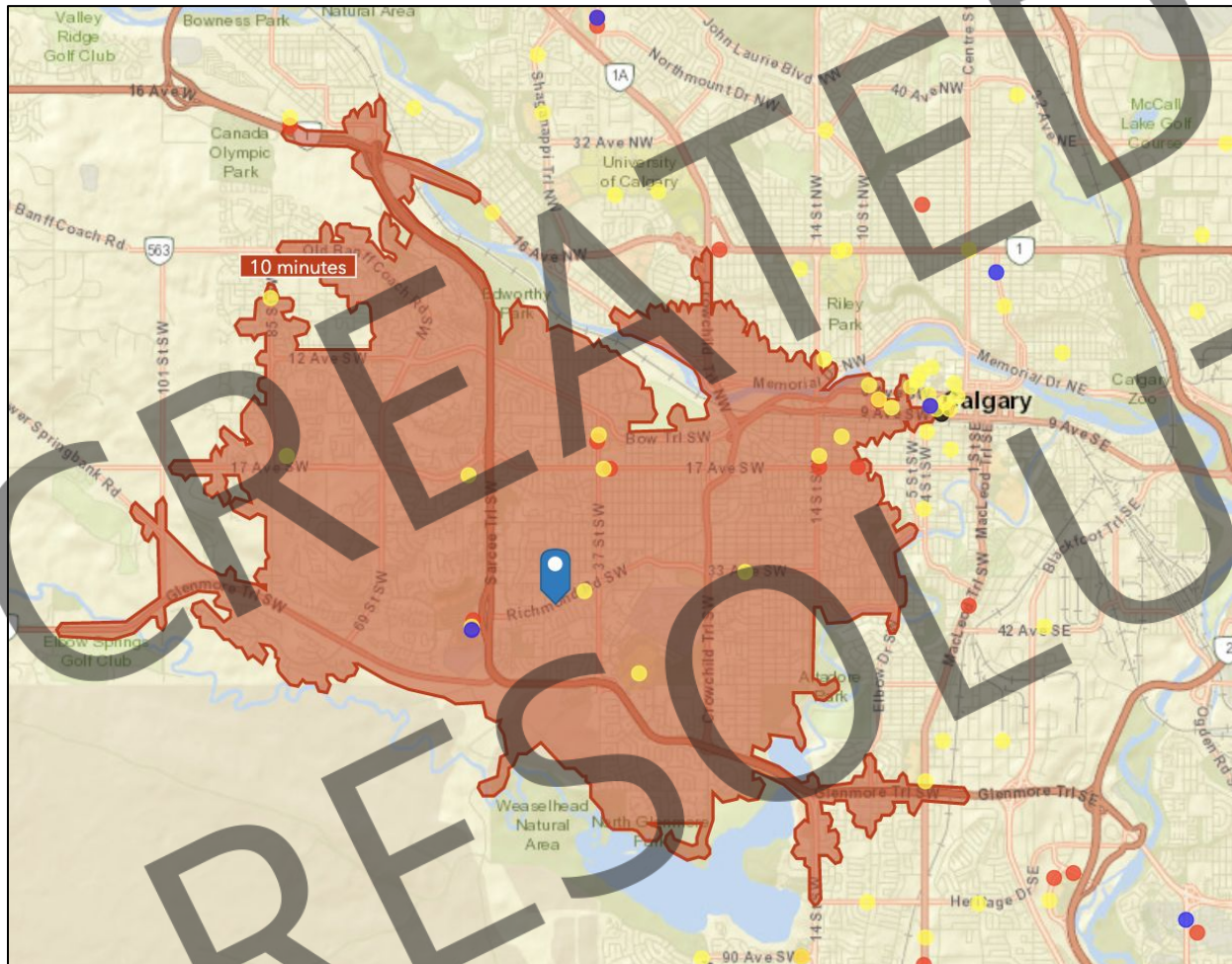
PRIZM SEGMENTATION		
PRIZM SEGMENT	PERCENT	CUMULATIVE PERCENT
Street Scenes (12)	17.1%	17.1%
Boomerang City (08)	10.5%	27.6%
Grads & Pads (38)	10.4%	38.0%
Urbane Villagers (02)	6.7%	44.7%



POTENTIAL MARKET - GLAMORGAN, AB

10 MIN DRIVE TIME - EXISTING COMPETITION

RESOLUT



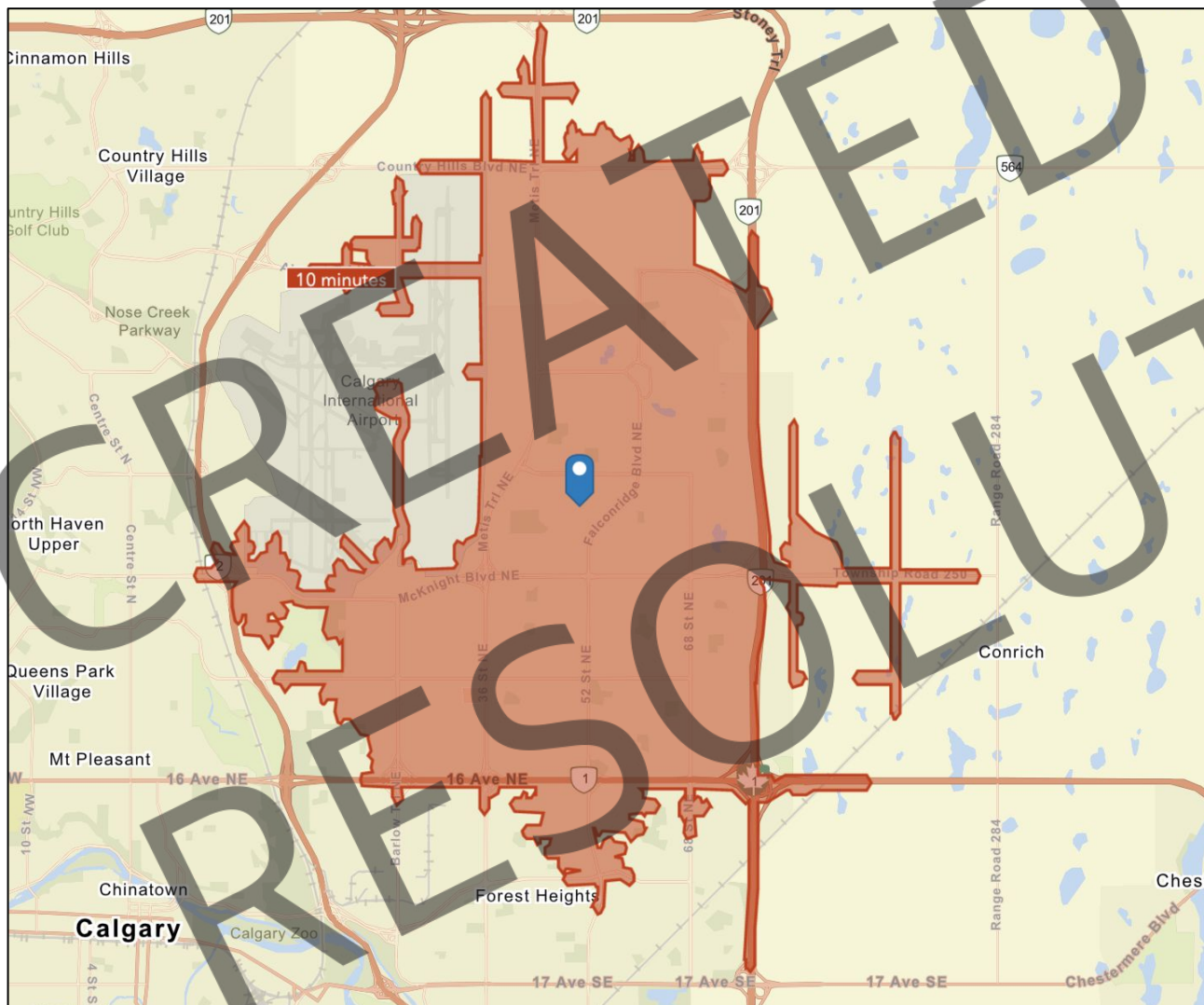
COMPETITION

- BRAND A: 0
- BRAND B: 19
- BRAND C: 7
- BRAND D: 2

POTENTIAL MARKET - CASTLERIDGE, AB

10 MIN DRIVE TIME

RESOLUT



MARKET FACTS

2015 POPULATION	147,172
2020 POPULATION	160,007
2025 POPULATION	172,233
ANN. POPULATION GROWTH RATE	1.48%
2020 AVERAGE HOUSEHOLD INCOME	\$93,111
2025 AVERAGE HOUSEHOLD INCOME	\$103,701
2020 MEDIAN AGE	35
2020 DAYTIME POPULATION	160,693

POTENTIAL MARKET - CASTLERIDGE, AB

10 MIN DRIVE TIME - MARKET POTENTIAL

RESOLUT



Consumer Spending	Average Amount Spent	Spend Potential Index
Food	\$11,916.67	99
Food Purchased From Restaurants	\$3,756.63	87
Restaurant Meals	\$3,360.91	87
Restaurant Lunches	\$1,171.74	89
Restaurant Dinners	\$1,887.17	85

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the Canada average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

POTENTIAL MARKET - CASTLERIDGE, AB

PRIZM SEGMENTATION

RESOLUT



PRIZM SEGMENTATION		
PRIZM SEGMENT	PERCENT	CUMULATIVE PERCENT
Home Sweet Rows (42)	49.6%	49.6%
South Asian Achievers (20)	14.0%	63.6%
South Asian Society (25)	13.9%	77.5%
Metro Multiculturals (28)	4.2%	81.7%



S3 SUBURBAN
UPSCALE
DIVERSE

MIDLIFE
DIVERSE
FAMILIES **F7**

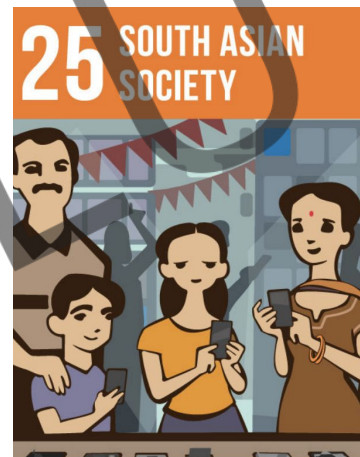
Diverse, middle-aged,
middle-income suburbanites



S3 SUBURBAN
UPSCALE
DIVERSE

YOUNG
DIVERSE
FAMILIES **F1**

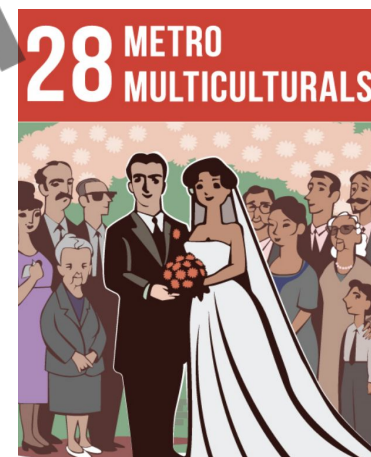
Suburban, upper-middle-income
South Asian families



S3 SUBURBAN
UPSCALE
DIVERSE

MIDLIFE
DIVERSE
FAMILIES **F7**

Middle-aged, middle-income
South Asian families



U2 URBAN
UPSCALE
DIVERSE

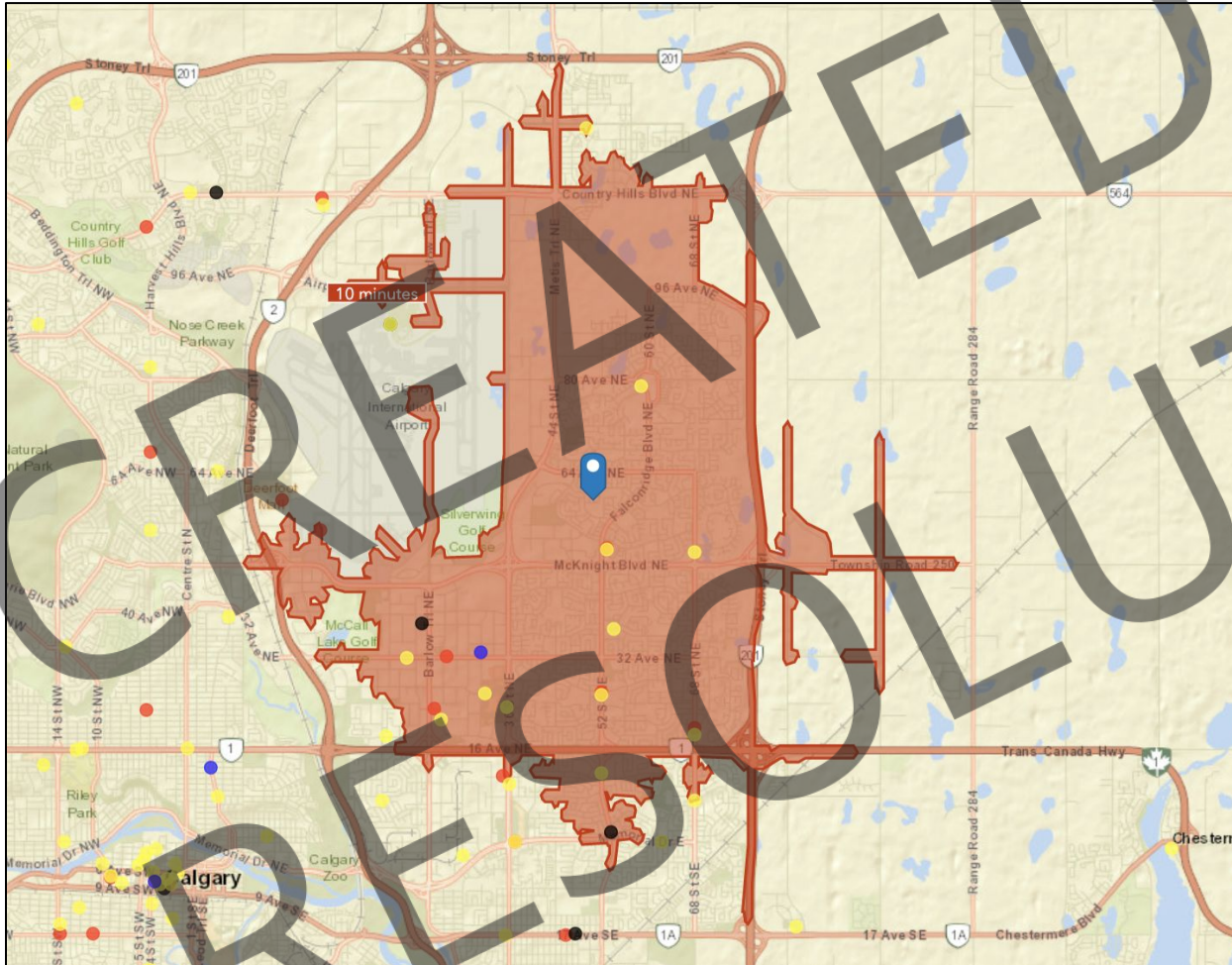
NEARLY
RETIRED **M1**

Diverse, middle-aged and
older households

POTENTIAL MARKET - CASTLERIDGE, AB

10 MIN DRIVE TIME - EXISTING COMPETITION

RESOLUT



COMPETITION

- BRAND A: 2
- BRAND B: 14
- BRAND C: 6
- BRAND D: 1

POTENTIAL MARKET - VARSITY, AB

10 MIN DRIVE TIME

RESOLUT



MARKET FACTS

2015 POPULATION	161,042
2020 POPULATION	169,337
2025 POPULATION	181,575
ANN. POPULATION GROWTH RATE	1.41%
2020 AVERAGE HOUSEHOLD INCOME	\$144,419
2025 AVERAGE HOUSEHOLD INCOME	\$160,633
2020 MEDIAN AGE	40
2020 DAYTIME POPULATION	160,192

POTENTIAL MARKET - VARSITY, AB

10 MIN DRIVE TIME - MARKET POTENTIAL

RESOLUT



Consumer Spending	Average Amount Spent	Spend Potential Index
Food	\$14,621.58	121
Food Purchased From Restaurants	\$5,694.86	132
Restaurant Meals	\$5,166.14	134
Restaurant Lunches	\$1,747.57	133
Restaurant Dinners	\$3,071.06	138

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the Canada average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

POTENTIAL MARKET - VARSITY, AB

PRIZM SEGMENTATION

RESOLUT



PRIZM SEGMENTATION

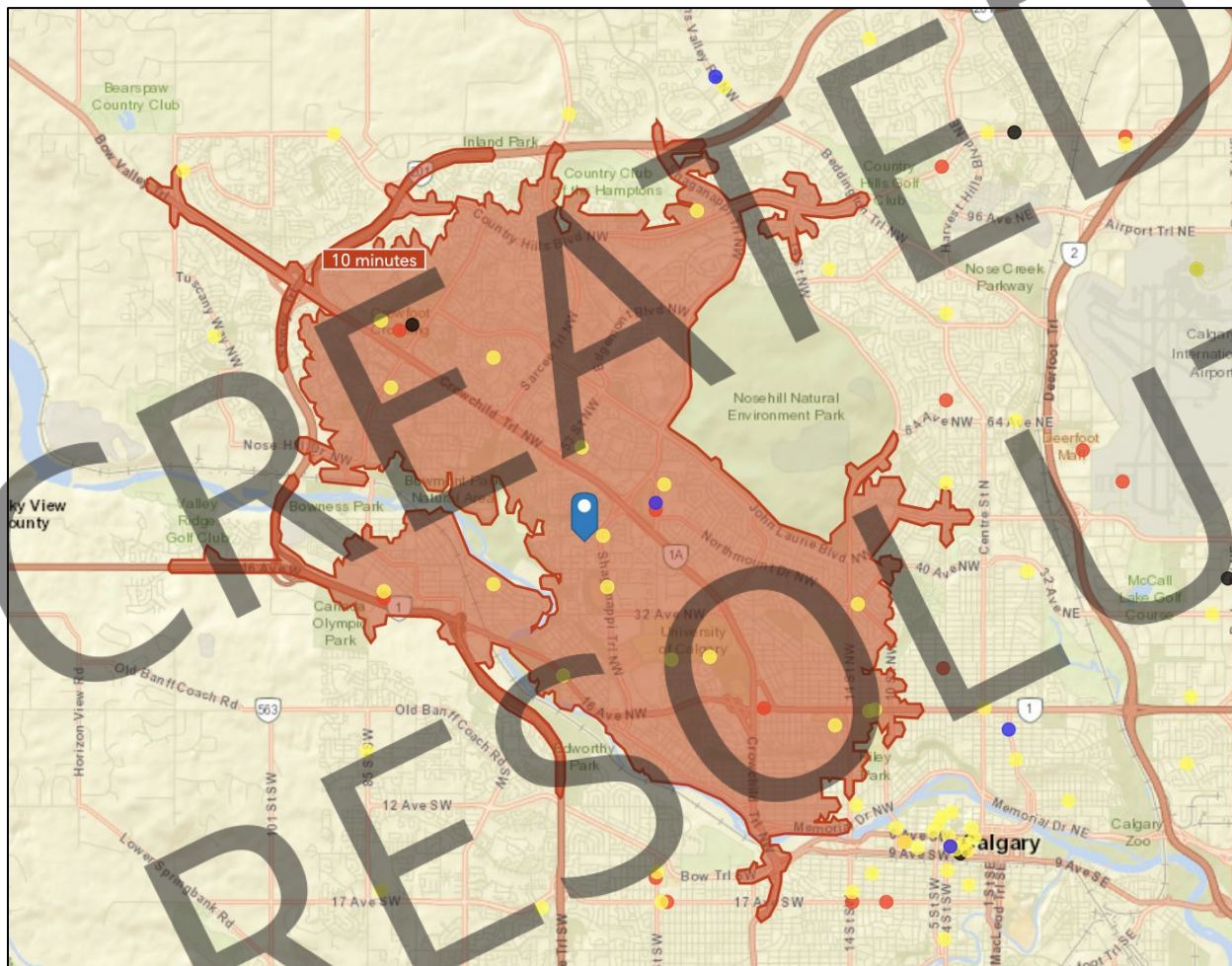
PRIZM SEGMENT	PERCENT	CUMULATIVE PERCENT
Street Scenes (12)	15.6%	15.6%
Boomerang City (08)	13.5%	29.1%
Kids & Careers (06)	12.9%	42.0%
Diversity Heights (14)	6.1%	48.1%



POTENTIAL MARKET - VARSITY, AB

10 MIN DRIVE TIME - EXISTING COMPETITION

RESOLUT



COMPETITION

- BRAND A: 1
- BRAND B: 20
- BRAND C: 5
- BRAND D: 1

SUMMARY

RESOLUT



	Total Pop. [2015]	Total Pop. [2020]	Total Pop. [2025]	Annual Pop. Growth Rate [2020]	Annual Pop. Growth Rate - NTL [2020]	Average HH Income [2020]	Average HH Income [2025]	Median Age [2020]	Daytime Population [2020]
Calgary	207,716	229,413	264,683	2.90%	0.94%	\$135,957	\$150,539	37	427,095
Glamorgan	177,952	193,420	218,162	2.44%	0.94%	\$169,462	\$190,543	38	211,448
Varsity	161,042	169,337	181,575	1.41%	0.94%	\$144,419	\$160,633	40	160,192
Country Hills Village	151,600	165,898	180,411	1.69%	0.94%	\$123,449	\$137,835	38	106,348
Castleridge	147,172	160,007	172,233	1.48%	0.94%	\$93,111	\$103,701	35	160,693
MacKenzie Lake	109,061	125,097	139,611	2.22%	0.94%	\$149,695	\$165,936	36	106,411
Evergreen Estates	95,741	101,560	112,292	2.03%	0.94%	\$142,573	\$157,738	39	75,965
Riverbend	82,527	87,063	94,437	1.64%	0.94%	\$132,268	\$143,804	41	168,918
Airdrie	57,781	76,115	90,390	3.50%	0.94%	\$122,516	\$136,943	34	55,080
Chestermere	46,130	51,943	58,865	2.53%	0.94%	\$118,999	\$133,463	38	33,003
Cochrane	28,429	32,134	36,551	2.61%	0.94%	\$152,668	\$170,005	38	24,350

RESOLUT

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APPENDIX



APPENDIX - TAPESTRY SEGMENTATION GROUPS

LIFEMODE SUMMARY GROUPS

1. **Affluent Estates:** Established wealth—educated, well-travelled married couples
2. **Upscale Avenues:** Prosperous, married couples in higher density neighborhoods
3. **Uptown Individuals:** Younger, urban singles on the move
4. **Family Landscapes:** Successful younger families in newer housing
5. **GenXurban:** Gen X in middle age; families with fewer kids and a mortgage
6. **Cozy Country Living:** Empty nesters in bucolic settings
7. **Ethnic Enclaves:** Established diversity—young, Hispanic homeowners with families
8. **Middle Ground:** Lifestyles of thirtysomethings
9. **Senior Styles:** Senior lifestyles reveal the effects of saving for retirement
10. **Rustic Outposts:** Country life with older families, older homes
11. **Midtown Singles:** Millennials on the move; single, diverse, and urban
12. **Hometown:** Growing up and staying close to home; single householders
13. **Next Wave:** Urban denizens; young, diverse, hardworking families
14. **Scholars and Patriots:** College campuses and military neighborhoods

Explanation of Maps and Charts:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/Explanation-of-Maps-Charts2update.pdf>

Retail Scorecard Altitude Process:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/Retail-Scorecard-Altitude-Process2update.pdf>

Retail Scorecard Data Checklist:

<http://retailsolutionsre.com/wp-content/uploads/2020/11/Retail-Scorecard-Data-Checklist.pdf>

MPI & SPI:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/MPI-SPI2update.pdf>

Defining Franchise Territories:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/Defining-Franchise-Territoriesupdate.pdf>

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