

FOR IMMEDIATE RELEASE

Retirement living provider goes public as senior care industry expected to see significant growth

Element Lifestyle Retirement Inc. now trading on the TSX Venture Exchange after reverse takeover

December 10, 2015 – VANCOUVER, BC. Don Ho, President, Director and Chairman, Element Lifestyle Retirement Inc. (TSXV: ELM) and his management team joined Tim Babcock, Director, Listed Issuer Services, TSX Venture Exchange, to open the market today.

The bell ringing ceremony was to mark the completion of the reverse takeover of element™ on December 2, 2015 that secured a public listing for the Company's shares.

The acquired entity, now a wholly-owned subsidiary of element™, has changed its name to Element Lifestyle Management Inc. The material terms of the transaction are disclosed in the Company's October 30, 2015 Filing Statement available under its issuer profile at www.sedar.com. Full financial release [here](#).

"We are facing great demand to provide our development and operations consulting and management services. Being a public company positions us to readily respond to the many opportunities, with the ability to expand our team and other resources," says Don Ho, founder and president, Element Lifestyle Retirement Inc., "We can thus build robust operations in openness and transparency, according to stringent standards and requirements that we fully embrace."

element™ has begun publicly trading at a time when Canada is undergoing a huge demographic shift and the need for infrastructure to support seniors is high:

- According to Statistics Canada projections, the share of persons aged 65 and older will increase to 20.1 per cent of the population by 2024 ([Source](#))
- Statistics Canada reports the growth of rate of the population aged 65 years and over is approximately four times the growth rate of the total population and will double in 20 years

Headquartered in Vancouver, element™ specializes in developing and operating active lifestyle retirement communities. element™ is currently under a development and management contract with the owners of two properties being developed into retirement communities in Vancouver. In addition, a major part of its business is offering management consulting services to companies starting up retirement communities.

element™'s focus is currently on its flagship residence, OPAL by element™, located in Vancouver's premier West Side area in Cambie Village. OPAL is in the final development approval stage and will span an entire city block. The residence will offer a complete spectrum of care, from Independent Living and Assisted Living rental and condominium suites, to Memory Care and Licensed Complex Care.

While plans for OPAL progress, element™ continues to move forward with its intergenerational community located in Langley, BC. OASIS by element™ will be located on 17 acres. Both communities will offer seniors the opportunity to age-in-place and enjoy a high quality of life that is tailored to their individual needs. Strategically designed to provide high quality accommodations, OPAL and OASIS offer seniors a wide variety of innovative services and amenities in hospitality, wellness, personal support and care.

Element Lifestyle Retirement Inc. is unique as a publicly traded retirement living provider, as its mandate is not for rapid expansion through existing income-producing properties. Its assets are its team of professional retirement living specialists. element™'s executive team has more than 50 years of collective experience in developing, operating and cultivating leadership for senior residences across North America.

President Don Ho previously led this executive team under his last company CPAC (Care) Holdings Ltd., which was sold to Chartwell Seniors Housing Real Estate Investment Trust in 2005 in a purchase valued at over \$100 million.

element™

Lifestyle Retirement Inc.

Don Ho continues, “Our absolute principle is to build our operations at a solid, grounded pace, not to create a speculative investment market.”

element™ has been recognized internationally with a prestigious Globals Award for World’s Best Senior-focused Intergenerational Master-planned Community Design in 2015 for its progressive, sustainable village, OASIS. The award demonstrates element™’s, long-standing ability to cultivate innovative retirement communities.



Photo caption: Don Ho, (centre) President, and the Element Lifestyle Retirement management team joined Tim Babcock (centre, bowtie), Director, Listed Issuer Services, TSX Venture Exchange, to open the market today

Photo credit: TMX Equity Transfer Services

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Element Lifestyle Retirement Inc. <http://elementlifestyleretirement.com>

Headquartered in Vancouver, Element specializes in developing and operating active lifestyle retirement communities. Led by Don Ho, a visionary pioneer in the industry, its executive team has 50 years of collective experience in running and cultivating leadership for residences across North America. Element offers tailored consulting services in management, development and operations to established senior residences for short- and long-term contracts. It is actively involved in projects in BC and Ontario.

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This news release contains “forward-looking information” within the meaning of applicable securities laws relating to element™’s business plans and objectives. Although the Company believes in light of the experience of its officers and directors, current conditions and expected future developments and other factors that have been considered appropriate that the expectations reflected in this forward-looking information are reasonable, undue reliance should not be placed on them because the Company can give no assurance that they will prove to be correct. Readers are cautioned to not place undue reliance on forward- looking information. Actual results and developments may differ materially from those contemplated by these statements depending on, among other things, the risks associated with element™’s business as disclosed in the above-referenced October 30, 2015 Filing Statement. The statements in this press release are made as of the date of this release. The Company undertakes no obligation to comment on analyses, expectations or statements made by third-parties in respect of element™ or its securities, or its financial or operating results.

The TSX Venture Exchange Inc. has in no way passed upon the merits of the proposed element™’s business and has neither approved nor disapproved the contents of this press release.