



Cemetery Inventory Opportunities

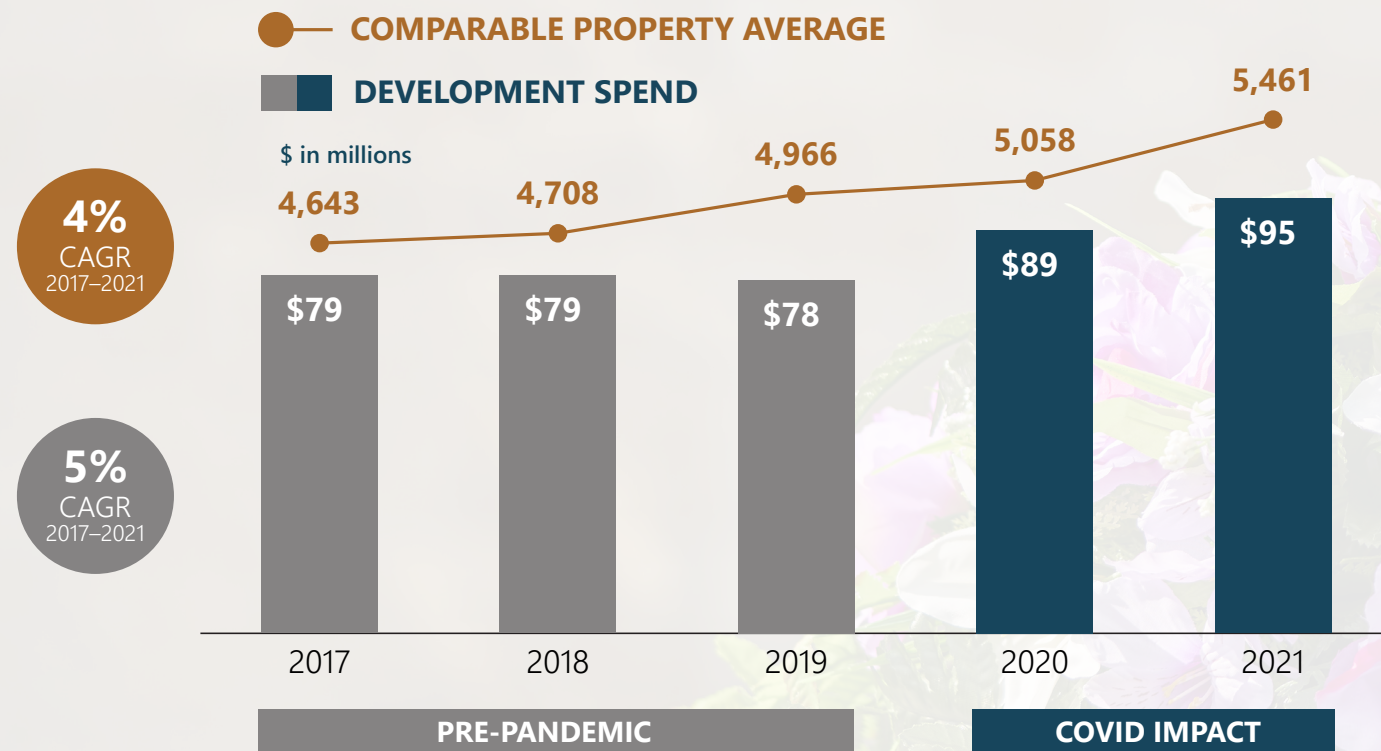


**MICHAEL
JOHNSON**

Vice President
Revenue Management

Development of tiered property inventory supporting average growth

CEMETERY PROPERTY SALES AVERAGES & DEVELOPMENT SPEND



Our cemetery property product offerings are aligning with changing consumer preferences

Development spend today supports future velocity and sales average growth

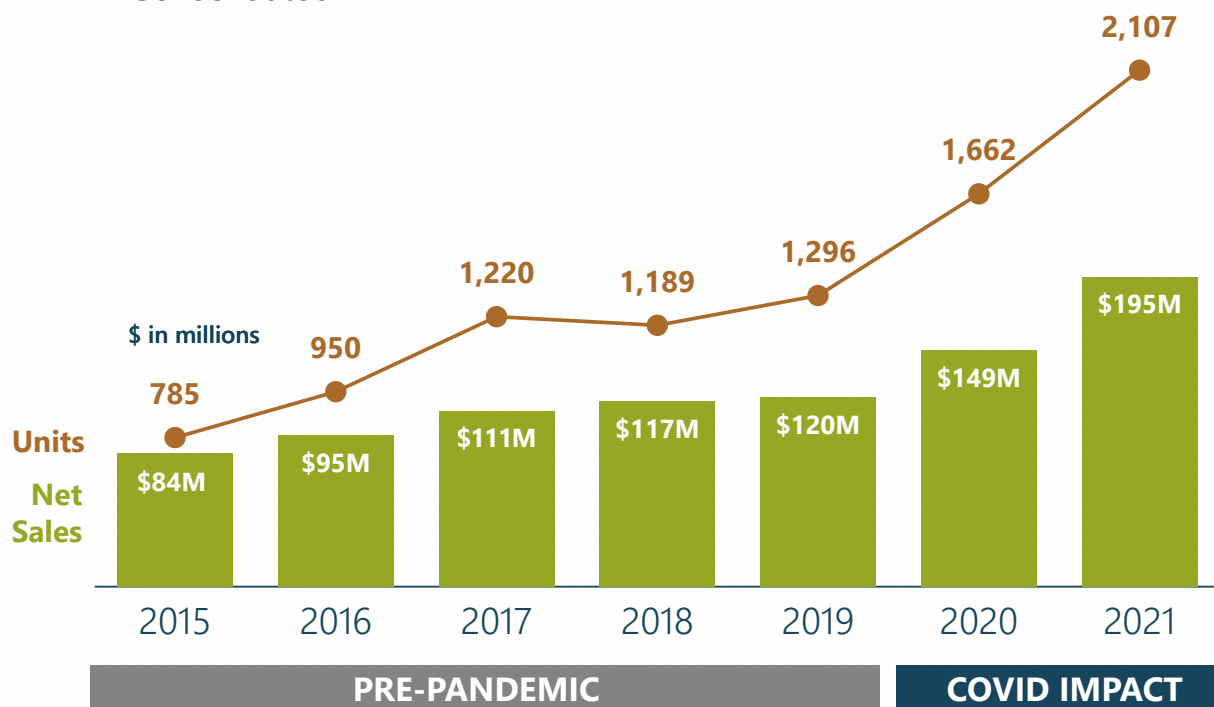


Cemetery Video

Demand for premium property increasing

PREMIUM PROPERTY SALES (>\$40K)

Consolidated



18%
CAGR
2015–2021

15%
CAGR
2015–2021



BENCH ESTATE
\$50,000 – \$250,000



GATED ESTATE
\$100,000 – \$500,000



HEDGE ESTATE
\$25,000 – \$125,000



PRIVATE MAUSOLEUM
\$250,000 – \$5,000,000

Aligning developments with culturally diverse and expanding customer segments is driving incremental growth

HISPANIC OPPORTUNITIES



Our Lady of Guadalupe — Valhalla Memorial Park, Burbank, California

Cultural preneed
property sales

24%

2019-2021 CAGR

VS.

All other preneed
property sales

16%

2019-2021 CAGR

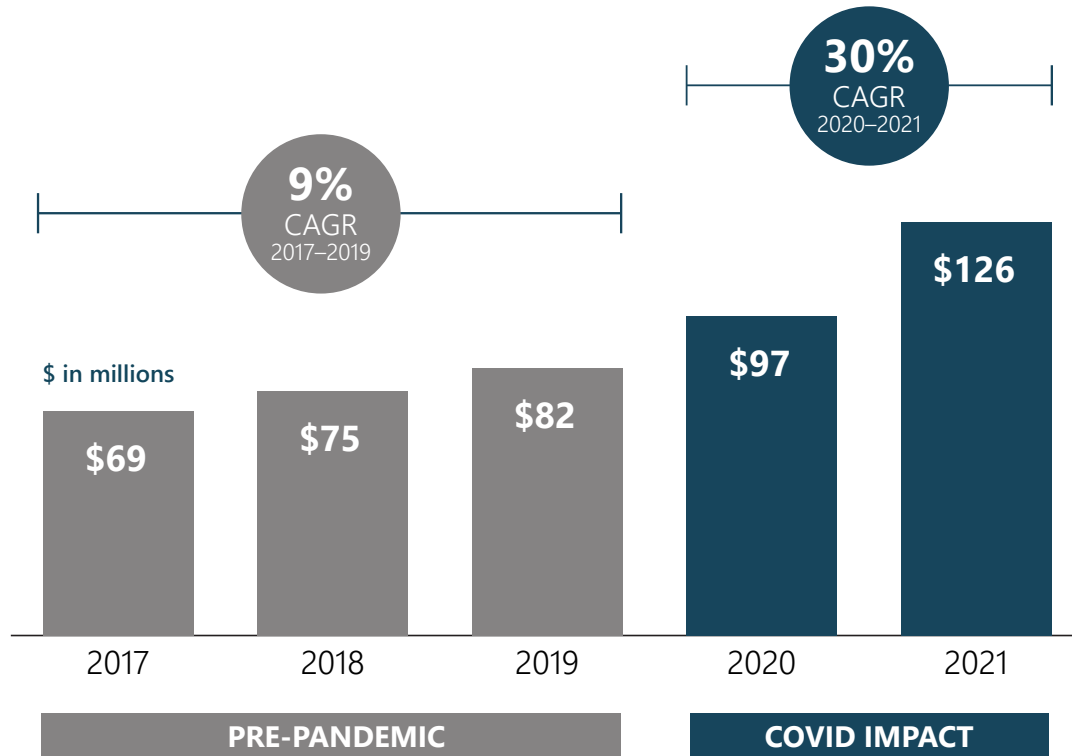
CHINESE / VIETNAMESE OPPORTUNITIES



Eternity Columbarium & Estates — Live Oak Memorial Park, Monrovia, California

Cremation inventory is a significant growth opportunity for us

CREMATION PROPERTY PRENEED PRODUCTION Comparable



GLASS-FRONT NICHE
\$5,000 – \$75,000



COLUMBARIUM
\$10,000 – \$100,000



CREMATION GARDEN
\$2,000 – \$25,000

We have ample capacity in our cemeteries for many years to come

~12,000

Acres Remaining

~2,000

**Acres of
Developed/
Unsold Land**

~10,000

**Acres of
Undeveloped/
Unsold Land**



~110

**Average Acres
Sold per Year**



~110

**Years of
Available Life**

Initiatives underway supporting even further production growth

MAIN DRIVERS



**QUALITY & QUANTITY
OF MARKETING-
DRIVEN LEADS**

**IMPROVED SALES
EFFECTIVENESS &
EFFICIENCIES**

**CEMETERY
INVENTORY
OPPORTUNITIES**

These drivers could easily increase our current assumptions for cemetery preneed production