

### **Disclaimers**

#### Non-Reliance

This presentation does not purport to be comprehensive nor to contain all the information that a recipient may need in order to evaluate an investment in securities of Park Lawn Corporation ("Park Lawn," "PLC" or the "Company"). No representation or warranty, express or implied, is given and, so far as is permitted by law, no responsibility or liability is accepted by any person, with respect to the accuracy or completeness of the presentation or its contents. In particular, but without limitation, no representation or warranty is given as to the achievement or reasonableness of, and no reliance should be placed on, any projections, targets, estimates or forecasts contained in this presentation. In giving this presentation, the Company does not undertake any obligation to provide any additional information or to update this presentation or any additional information or to correct any inaccuracies which may become apparent. This presentation has been prepared without reference to your particular investment objectives, financial situation, taxation position and particular needs. If you are in any doubt in relation to these matters, you should consult your financial or other advisers.

#### Cautionary Statement Regarding Forward-Looking Information

This presentation may contain forward-looking statements (within the meaning of applicable securities laws) relating to the business of the Company and the environment in which it operates. Forward-looking statements are identified by words such as "believe", "anticipate", "aspirational", "project", "expect", "intend", "plan", "will", "may", "estimate", "pro forma" and other similar expressions. These statements are based on the Company's expectations, estimates, forecasts and projections and include, without limitation, statements regarding the death care sector's characteristics, the Company's ability to modestly exceed its 2022 aspirational growth target by the end of 2022; the aspirational growth target that PLC aspires to achieve by the end of 2026, as well as the Company's business, future development, construction and organic growth opportunities, future financial position and business strategy, potential acquisitions, potential business partnering, litigation and the Company's plans and objectives. By its nature, forwardlooking information is inherently uncertain, is subject to risk and is based on numerous assumptions, including those set out in PLC's management's discussion and analysis for the fourth guarter of 2021 (filed on SEDAR on March 3, 2022), as well as that acquisition multiples remain at or below levels paid by PLC for previously announced acquisitions, the CAD\$ to US\$ exchange rate remains consistent, the acquisition and financing markets remain accessible, capital can be obtained at reasonable costs and PLC's current business lines operate and obtain synergies as expected, as well as those regarding present and future business strategies, the environment in which the Company will operate in the future, expected revenues, expansion plans and the Company's ability to achieve its goals. PLC's 2026 aspirational growth target is based on the following key assumptions: that PLC will continue to capitalize on ongoing operational improvements to both existing and acquired businesses; that PLC will achieve efficiencies through the full implementation, deployment and integration of PLC's proprietary industry software; that PLC's revenue will continue to increase through organic growth opportunities and the expansion and addition of new inventory at PLC's existing cemetery properties; and that PLC will pursue acquisition opportunities in high-growth markets at an approximate rate of US\$75-\$125 per year. Although management of the Company believes that the expectations represented in such forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct.

A number of factors could cause actual results to differ materially from the results discussed in the forward-looking statements, including, but not limited to, the factors discussed under the heading "Risk Factors" in the Company's annual information form available at www.sedar.com. There can be no assurance that forward-looking statements will prove to be accurate as actual outcomes and results may differ materially from those expressed in these forward-looking statements. Readers, therefore, should not place undue reliance on any such forward-looking statements. Further, these forward-looking statements are made as of the date of this presentation and, except as expressly required by applicable law, the Company assumes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

#### **Functional Currency**

Effective January 1, 2022, the Company changed its presentation currency from CAD\$ to US\$ to better reflect the Company's business activities, given the significance of US based operations. Unless otherwise noted, all financial information presented in this presentation has been translated into US\$ presentation currency. Generally, the selected revenues, expenses and earnings figures have been translated into US\$ presentation currency using the average exchange rates prevailing during each reporting period. The selected assets and liabilities have been translated using the period-end exchange rates and shareholder's equity balances have been translated using historical rates in effect at the time of the transactions. The Appendix contains a table providing CAD\$:US\$ average exchange rates and period end exchange rates for the various periods noted in the presentation.

#### Non-IFRS Measures

EBITDA, Adjusted EBITDA, Adjusted EBITDA Margin, Adjusted EBITDA per Share, Adjusted Net Earnings, and Adjusted Net Earnings per Share or Adj EPS are not measures recognized under IFRS and do not have a standardized meaning prescribed by IFRS. Such measures are presented in this presentation because management of the Company believes that such measures are relevant in interpreting the effect of the acquisitions on the Company. Such measures, as computed by the Company, may differ from similar computations as reported by other similar organizations and, accordingly, may not be comparable to similar measures reported by such other organizations. Please see the Appendix to this presentation for the definitions and reconciliations of these Non-IFRS financial measures.

## About Park Lawn Corporation

Park Lawn Corporation (TSX:PLC, PLC.U) is Canada's only publicly traded owner and operator of funeral home and cemetery properties. Park Lawn consists of a diverse portfolio operating across Canada and the United States.

Although Park Lawn is a story of growth, we do not consider ourselves to be a consolidator, but an operating company whose culture resembles strong, independent, family-run businesses. We strive to be North America's premier funeral, cremation and cemetery provider, and the indisputable choice for funeral and cemetery services in the communities we serve.

Park Lawn operates in micro markets with an entrepreneurial and adaptable business model. Exposure to markets with dense population (Toronto, Denver, St. Louis, Nashville, Houston, New York/New Jersey), as well as traditional markets (Mississippi, Kentucky, North and South Carolina, and Georgia).



### Net Revenues

**2021** – \$294.8M

2020 - \$241.1M (1)

**2019** – \$178.6M <sup>(1)</sup>



### Adjusted EBITDA

**2021** – \$76.3M

**2020** – \$59.5M

**2019** – \$40.2M



### **Corporate Offices**

*Canada* – Toronto, Ontario *U.S.* – Houston, Texas



### **Employees**

*U.S.* – 2,027

**Canada** - 304



### Total Locations (2)

Funeral Homes - 138

Cemeteries - 135

On-sites - 29



### Locations by Country (2)

**U.S. States [16] –** 242

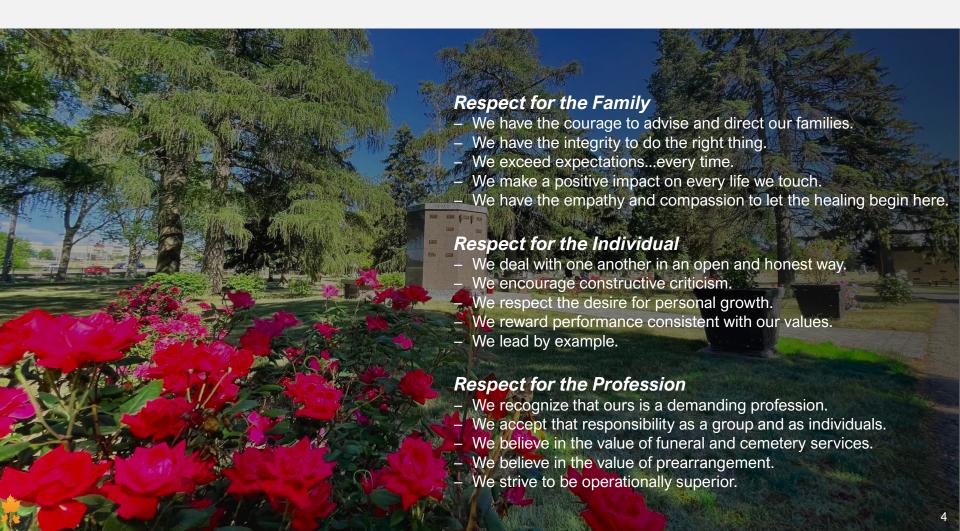
Canadian Provinces [3] - 31

LINCOLN FUNERAL HOME

## **Our Mission & Values**

We are driven to be the indisputable choice for funeral and cemetery services in the communities we serve.

We do not consider ourselves to be a consolidator, but an operating company whose culture resembles strong, independent, family-run businesses. Our operational leaders work in the businesses alongside their respective teams and rely on decades of experience as opposed to theories found in management treatises, empty initiatives, and catch phrases.





## **Industry Landscape**

Service Corp International

1.959 Locations

Publicly Traded: NYSE: SCI

2021 Revenue: \$4.1B

Park Lawn Corporation

273 Locations

Publicly Traded: TSX: PLC, PLC.U

2021 Revenue: \$294.8M

**Carriage Services** 

203 Locations

Publicly Traded: NYSE: CSV

2021 Revenue: \$375.8M

**NorthStar Memorial Group** 

≈ 85 Locations

Privately Owned

North America's \$23 Billion Death Care Industry

\$18B

Revenue Generated from 20.000+

**Funeral Homes** 

\$5B

Revenue Generated from 8,000+ Cemeteries

**Arbor Memorial Group** 

106 Locations

**Independent Operators** 

home & cemetery locations

in the U.S. & Canada are independently owned and

operated.

Roughly 90% of funeral

Privately Owned

80%

Independent



**Foundation Partners** 

215 Locations

Privately Owned



**Newcomer Funeral Service** 

≈ 40 Locations

Privately Owned

**Legacy Funeral Group** 

≈ 100 Locations

Privately Owned





CARRIAGE



# Positioned for Future Success

Park Lawn is uniquely positioned to take advantage of favourable population demographics, driven by the aging of "Baby Boomers" born between 1946 and 1964.

The rising population of adults aged 55+ will provide many opportunities for our funeral homes and cemeteries with respect to pre-need sales and planning.

- 65% of Park Lawn's cemetery business is sold pre-need.
   The increasing death rate accompanying this large population increase will provide opportunities for growth in at-need sales.
  - 75% of Park Lawn's funeral home services are sold atneed.

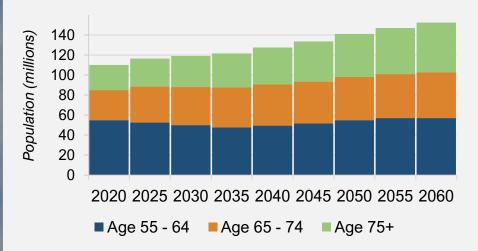
Since 2016, the number of families in North America choosing cremation has outnumbered those choosing traditional burial.

The growth of the nuclear family along with the decline of cultural traditions have fueled the trend towards cremations.

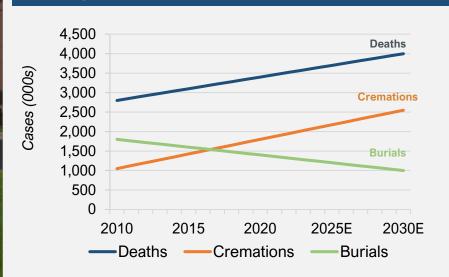
We operate in markets with high cremation rates (Toronto, New York, New Jersey, Colorado, and New Mexico), as well as low cremation rates (Mississippi, Kentucky, North and South Carolina, and Georgia).

- Park Lawn is the #1 player in cremations in Toronto,
   conducting >50% of cremations performed in the market.
- CremateSimply (<sup>™</sup> pending): A cremation alternative for our current markets' consumers that do not typically choose our brand businesses.

### North American Adults Aged 55+



### Rising Cremation Rates in North America





### **Achievement of 2022 Growth Targets** CAD\$

In 2018, Park Lawn announced a long-term aspirational goal of achieving CAD\$100 million (approximately US\$79 million) in pro forma Adjusted EBITDA by the conclusion of the 2022 calendar year. While the 2022 calendar year has just begun, before considering the impact of any potential future acquisitions, the Company expects to modestly exceed the previously announced growth targets.

Adjusted EBITDA of \$100+ Million (1,4)









Acquisition Growth

Organic Growth

Margin Expansion

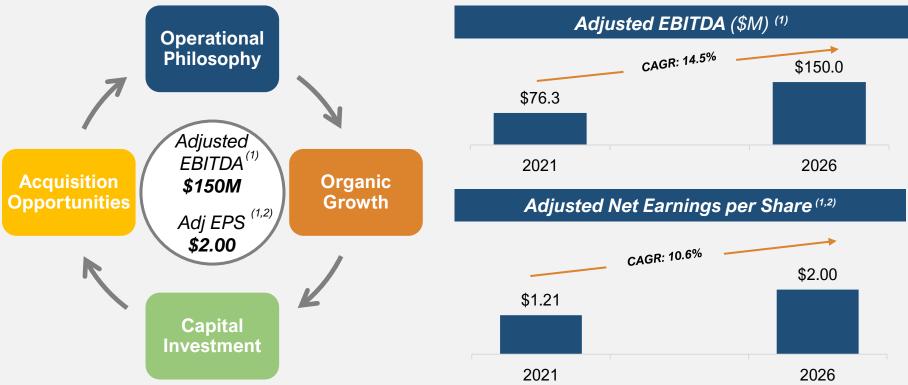
Adjusted EBITDA Margin of 26% (1,2,3,4)

As indicated by management on August 14, 2018

Adjusted EBITDA Margin includes amounts attributable to the non-controlling

Adjusted EBITDA Margin percentages have been revised to align with the change in revenue presentation noted in the financial statements for the three-month period ended March 31, 2021. Metric is a non-IFRS financial measure. Please see Appendix for a reconciliation to the appropriate IFRS measure and other disclosures.





## **Acquisition Opportunities**

The death care industry continues to be a highly-fragmented market. Park Lawn plans to continue its acquisition growth strategy where opportunities are attractive and can be integrated with existing operations or provide entry to a new high-growth market.



### 2018

39 Funeral Homes Added

47 Cemeteries Added

\$201M Spent on Acquisitions



### 2019

30 Funeral Homes Added

8 Cemeteries Added

\$135M Spent on Acquisitions



### 2020

19 Funeral Homes Added

15 Cemeteries Added

\$73M Spent on Acquisitions



### 2021

29 Funeral Homes Added

12 Cemeteries Added

\$126M Spent on Acquisitions

### Recent Acquisitions





## Organic Growth Projects

Organic initiatives include the build-out of inventory at existing cemetery properties, remodeling of existing funeral homes, construction of new stand-alone funeral homes and construction of new funeral homes on cemeteries, referred to as on-sites.

These projects unlock new sources of revenue for existing businesses while increasing the useful life of Park Lawn's existing portfolio.

## Target IRR of over 20% on expansion initiatives

2021 Capital De	ployment (\$	SM)
Maintenance CAPEX	\$8.4	\$161.8
Inventory Replenishment	\$3.3	\$11.7
Total Maintenance Capital	\$11.7	
Development	\$12.6	
Acquisitions	\$126.2	\$138.8
Total Growth Capital	\$138.8	
Dividends	\$11.3	
Total Capital Deployed	\$161.8	\$11.3



## **Margin Expansion**

### Near Term Strategic Priorities

Integration of 200+ businesses, 2,000+ users, and 1,500+ endpoints across Park Lawn's Canadian and U.S. offices into our enterprise infrastructure.

- Implementation of FaCTS (<sup>™</sup> pending), a new funeral and cemetery technology solution into businesses throughout 2022.
- Continue to streamline and improve operational efficiency.

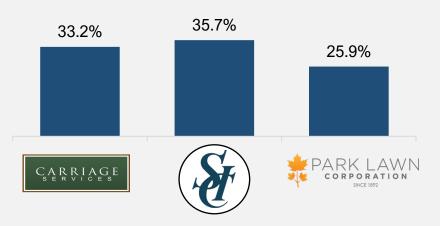
Complement existing business mix with higher margin operations.

- On-sites
- Cremation Gardens

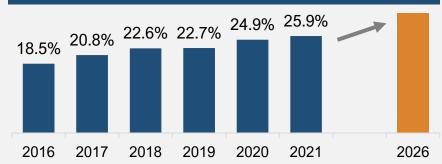
Continue to invest in people, our most important resource.

- The Company added experienced management teams and established a corporate office in Houston, Texas.
- Sustainable platform with ability to absorb future high-quality acquisitions.

## Current Comparative Margins (2021 Adjusted EBITDA) (1,2,3,4)



### Park Lawn's Adjusted EBITDA Margin (1,3,4)

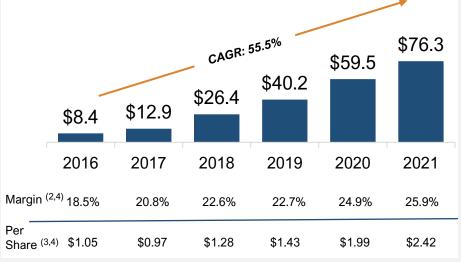


- Adjusted EBITDA Margin includes amounts attributable to the non-controlling interest.
- SCI/CSV percentages were calculated from company filings.
- Adjusted EBITDA Margin percentages have been revised to align with the change in revenue presentation noted in the financial statements for the three-month period ended March 31, 2021.
- Metric is a non-IFRS financial measure. Please see Appendix for a reconciliation to the appropriate IFRS measure and other disclosures.

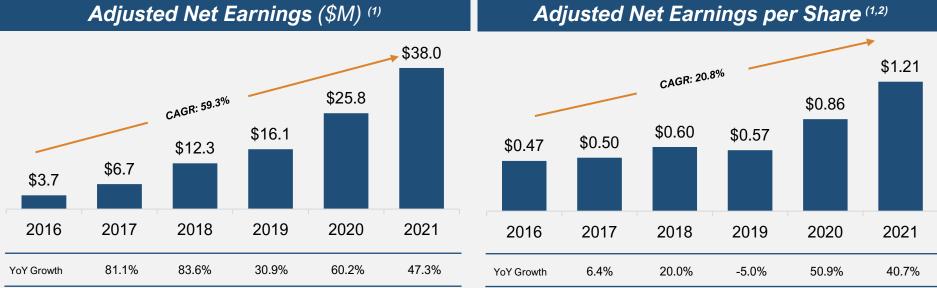


#### Net Revenue (\$M) (1) CAGR: 43.7% \$294.8 \$241.1 \$178.6 \$119.3 \$64.5 \$48.1 2016 2017 2018 2019 2020 2021 YoY 34.1% 85.0% 49.7% 35.0% 22.3% Growth









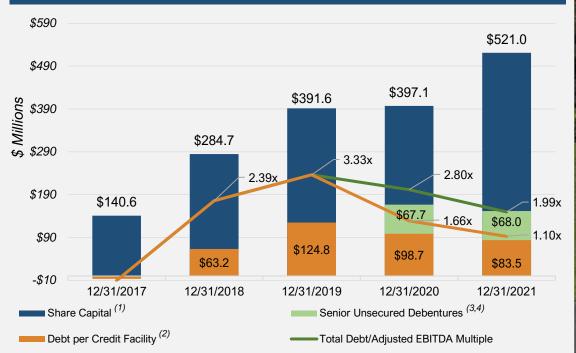


## **Balance Sheet Strength**

US\$

Selected Balance Sheet Information (\$ Millions)	12/31/2017	12/31/2018	12/31/2019	12/31/2020	12/31/2021
Cash & Cash Equivalents	\$10.1	\$10.9	\$16.4	\$24.7	\$20.8
Pre-need Receivables	\$39.3	\$64.9	\$67.0	\$82.6	\$91.9
Care & Maintenance Trust Funds	\$87.3	\$151.2	\$172.8	\$193.2	\$230.0
Pre-need Trust Funds	\$76.2	\$121.6	\$195.7	\$230.2	\$259.7
Pre-need Backlog <sup>(5)</sup>	\$161.8	\$364.3	\$536.5	\$658.3	\$855.0





Debt per Credit Facility/Adjusted EBITDA Multiple (2,4)

### Recent Financings

September 3, 2021

- Common Share Offering 4.081M Common Shares at CAD\$36.40 per share
- Aggregate gross proceeds of CAD\$148.5M
- Will be used to pay down revolving credit facility to free up capacity to fund potential future acquisitions and organic growth opportunities and for general corporate purposes.
- Increased credit facility by CAD\$50M total availability now CAD\$300M (US\$236.6M) (6)

June 25, 2020

- 5.75% Senior Unsecured Debentures (12/31/2025)
- Aggregate gross proceeds of CAD\$86.3M (US\$68.0) <sup>(6)</sup>
- Trades on TSX under PLC:DB
- 1) Share Capital includes contributed surplus.
- Debt per credit facility is long-term debt plus notes payable, less cash on hand. Prior to September 30, 2021, debt excluded IFRS 16 leases.
- Total debt is debt per credit facility plus Senior Unsecured Debentures (12/31/2025).
  - Assumes full year of Adjusted EBITDA from Acquisitions. Deducts for IFRS 16 Lease Expense.
- 5) Pre-Need Backlog consists of deferred revenue and prearranged funeral insurance contracts.
  - 6) FX Rate taken at 12/31/2021, CAD\$:US\$= 0.7888

## Investment **Highlights**

- High growth operator in a stable and highly fragmented industry.
- An aging population across North America provides favourable demographic characteristics.
- Fragmentation allowing for bolt-ons providing economies of scale.
- Margin expansion opportunities through increased scale and operating efficiencies.
- High barriers to entry due to zoning laws - particularly in cemeteries - and pricing pressure on smaller operators.
- Conservative capitalization facilitates further growth through acquisition.
- Continued execution on a robust M&A pipeline.



We Are





















Webb & Stephens Funeral AND Homes













Revnolds Funeral Home ~ Turner Chape















Healing Begins Here

The serving since 1886 J. F. Floyd Mortuary

Cremation - Advance Planning Memorial Gardens













Honoring, Respecting and Caring for Families Since 1900















### **Definitions of Non-IFRS Financial Measures**

Reconciliations for the following Non-IFRS measures to the nearest IFRS measure are provided herein. For further information, please see the Company's most recent management's discussion and analysis, available at <a href="https://www.sedar.com">www.sedar.com</a> or the Company's website at <a href="https://www.parklawncorp.com">www.parklawncorp.com</a>.

#### **EBITDA**

Defined as earnings from operations before finance costs, taxes, depreciation and amortization (including amortization of tangible and intangible assets and amortization of cemetery property). The Company believes EBITDA to be an important measure that allows investors and other third parties to assess the operating performance of its ongoing business and to compare its results to prior periods and to the results of its competitors.

The Company's cemetery property inventory is acquired or constructed over many years, if not decades, in advance of its sale. The cash associated with this investing activity is a cash outflow in the period in which the inventory is acquired or constructed and classified as investing activities in the Company's consolidated statement of cash flows. As sales occur, the Company draws down its inventory by making a non-cash charge to cost of goods sold.

### Adjusted EBITDA

Defined as EBITDA adjusted for non-cash share based compensation. The Company believes that the inclusion of Adjusted EBITDA also provides useful supplementary information to investors and other third parties that allows them to assess the operating performance of the Company's ongoing business and to compare its results to prior periods and to the results of its competitors.

### Adjusted EBITDA Margin

Defined as Adjusted EBITDA as a percentage of total net revenue. The Company believes the Adjusted EBITDA Margin helps to assess the operating performance of the Company and to compare its results to prior periods and to the results of its competitors.

### Adjusted EBITDA per Share

Defined as Adjusted EBITDA divided by diluted shares outstanding at the respective reporting period.

### Adjusted Net Earnings

Defined as net earnings adjusted for non-recurring, one-time or non-cash income or expense, and other items. The Company uses Adjusted Net Earnings to assist in evaluating its operating performance. The Company believes that this non-IFRS measure provides meaningful supplemental information to investors and other third parties regarding operating results because it excludes certain income or expense items that are non-cash in nature and/or do not relate to core operating activities of the Company's underlying business and which may not be indicative of the Company's future financial results.

The adjustments may include, but are not limited to, the after-tax impact of acquisition and integration costs, share based compensation, amortization of intangibles and other income (expenses).

### Adjusted Net Earnings per Share (Adj EPS)

Defined as Adjusted Net Earnings divided by diluted shares outstanding at the respective reporting period.

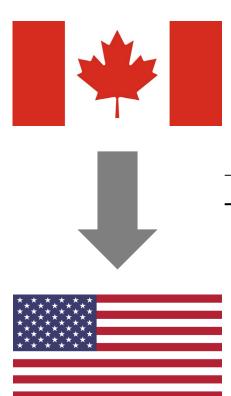


# Adjusted EBITDA <u>US\$</u> (in millions except per share amounts)

12 [	Montl	ns End	ed [	Decemb	oer 3	31,						
	20	)21	20	20	20	19	20	018	2017		2016	
Earnings from operations	\$	46.0	\$	30.3	\$	17.7	\$	15.3	\$	7.3	\$	4.1
Adjusted for the impact of												
Finance Costs		7.7		7.4		4.3		1.8		0.3		0.5
Depreciation and amortization		11.8		11.8		10.1		4.1		1.9		1.2
Amortization of cemetery property		7.2		6.6		5.8		4.8		3.2		2.8
Non-controlling interest		(0.2)		(0.5)		(0.4)		(0.5)		(0.5)		(0.5)
EBITDA, PLC Shareholders		72.5		55.6		37.4		25.5		12.2		8.1
Share based compensation		3.8		3.9		2.7		0.9		0.7		0.3
Adjusted EBITDA, PLC Shareholders	\$	76.3	\$	59.5	\$	40.2	\$	26.4	\$	12.9	\$	8.4
EBITDA, PLC Shareholders – per share												
Basic	\$ :	2.330	\$	1.871	\$	1.335	\$	1.238	\$ (	0.917	\$ 1.	.017
Diluted	;	2.297		1.860		1.331		1.235	(	0.915	1.	.015
Adjusted EBITDA, PLC Shareholders – per	share	9										
Basic	;	2.452	;	2.004		1.432		1.282	(	0.968	1.	.052
Diluted	;	2.418		1.992		1.428		1.279	(	0.966	1.	.050
Weighted Average Shares Outstanding (in	thous	ands)										
Basic	3	1,111	2	9,717	28	8,042	2	0,610	13	3,336	7	,962
Diluted	3	1,550	2	9,894	28	8,121	2	0,655	13	3,363	7	,977



# Adjusted Net Earnings <u>US\$ (in millions)</u>



12 Months Er	ad a	d Dos		n h o r	24	ı						
12 Months Er		a Dec 2021		nber 020		, 019	20	018	20	017	20	016
Net Earnings	\$	34.9	\$	19.0	\$	6.9	\$	6.7	\$	4.2	\$	7.5
Adjusted for the impact of												
Acquisition and integration costs		7.2		6.5		13.0		10.4		4.1		0.9
Share based compensation		4.8		5.3		3.6		1.2		0.9		0.4
Amortization of intangible assets		1.7		2.5		2.8		0.3		_		-
Other (income) expenses		1.7		4.6		0.4		0.2		0.3		(3.6)
Tax effect of the above items		(2.6)		(3.3)		(4.3)		(2.7)		(0.9)		(0.3)
Adjusted Net Earnings, PLC Shareholders	\$	47.7	\$	34.6	\$	22.4	\$	16.1	\$	8.6	\$	4.9
US\$	2	021	2	020	2	019	2	018	2	017	2	016
US\$ Net Earnings	<b>2</b>	27.8	\$	<b>020</b> 14.2		<b>019</b> 5.2		<b>018</b> 5.1	\$	3.3		<b>016</b> 5.7
·												
Net Earnings												
Net Earnings Adjusted for the impact of		27.8		14.2		5.2		5.1		3.3		5.7
Net Earnings  Adjusted for the impact of  Acquisition and integration costs		27.8		14.2		5.2		5.1		3.3		5.7
Net Earnings  Adjusted for the impact of  Acquisition and integration costs  Share based compensation		27.8 5.7 3.8		14.2 4.9 3.9		5.2 9.8 2.7		5.1 8.0 0.9		3.3 3.1 0.7		5.7
Net Earnings  Adjusted for the impact of  Acquisition and integration costs  Share based compensation  Amortization of intangible assets		27.8 5.7 3.8 1.4		14.2 4.9 3.9 1.8		5.2 9.8 2.7 2.1		5.1 8.0 0.9 0.2		3.3 3.1 0.7		5.7 0.6 0.3



# Adjusted Net Earnings per Share <u>US\$</u> (in millions except per share amounts)

12 Months Ended December 31,												
	20	)21	20	20	20	19 	20	18	201	17 		16
Net Earnings	\$	27.8	\$	14.2	\$	5.2	\$	5.1	\$	3.3	\$	5.7
Adjusted for the impact of												
Acquisition and integration costs		5.7		4.9		9.8		8.0		3.1		0.6
Share based compensation		3.8		3.9		2.7		0.9		0.7		0.3
Amortization of intangible assets		1.4		1.8		2.1		0.2		-		
Other (income) expenses		1.4		3.4		0.3		0.2		0.2		(2.8)
Tax effect of the above items		(2.1)		(2.4)		(4.0)		(2.1)		(0.6)		(0.1)
Adjusted Net Earnings, PLC Shareholders	\$	38.0	\$	25.8	\$	16.1	\$	12.3	\$	6.7	\$	3.7
Adjusted Net Earnings, PLC Shareholders – p	er shar	е										
Basic	\$	1.222	\$ (	0.869	\$ 0	.573	\$ (	).597	\$0	.499	\$0	0.468
Diluted	•	1.205	(	0.864	C	).571	(	).595	0	.498	0	0.467
Weighted Average Shares Outstanding (in the	usands	s)										
Dania	2	1,111	20	9,717	28	3,042	20	0,610	1.3	3,336	7	7,962
Basic	3	1,111	۷,	5,1 11		,,012	\	,010		,,000	•	,002



## **CAD\$:US\$ Exchange Rates**

12 Months Ended December 31,											
_	2021	2020	2019	2018	2017	2016					
Rate at December 31,	0.7888	0.7854	0.7699	0.7330	0.7937	0.7441					
Average rate for the year	0.7978	0.7454	0.7536	0.7718	0.7692	0.7548					

