



Company Profile

We create places
where people thrive.

 Placewell

Placewell is a one-stop-shop, providing a full suite of land planning and development services, with a vision to create places where people thrive.





What Drives Us

Purpose

We create places where people thrive.

Vision

To greatly improve the wellbeing of the people that live, work, learn and play in the places we create.

Mission

We work with like-minded investors, clients and stakeholders to create, own and manage premier community developments and set new standards for sustainable community creation.

Values

- Passion for people and places
 - Work with the best and brightest
 - Deliver the vision
 - Strike the right balance
 - Inspire others to do better
 - Keep improving and thriving
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Understanding the interaction between people and their environment before starting the design process ensures better outcomes.

The quality of our living, working, learning, and playing spaces significantly impacts our health and happiness. Unfortunately, these environments are often disconnected, leading to negative health and social effects.

Our goal is to design and build communities that enhance people's lives and share our valuable insights to inspire our clients to design and develop thriving communities.

Project Lifecycle

Placewell works closely with our Clients through three approval gates and six distinct project phases, to deliver outstanding community outcomes.



Pre-Development

1. Acquisition & Due Diligence

2. Planning & Design

3. Development Entitlements & Permits

Development

4. Development & Construction

Asset Management

5. Asset Handover & Disposal

6. Asset Management



1. Snapping Shoals Master Plan, McDonough GA, 2. Hayward Club House, Carrollton GA, 3. Covington Town Center, Covington GA, 4. Snapping Shoals Under Development

Broad Market Reach

Leveraging extensive experience across both US and international markets, along with a robust network of industry connections, Placewell delivers immediate value to new projects and ensures a seamless market entry for its clients.

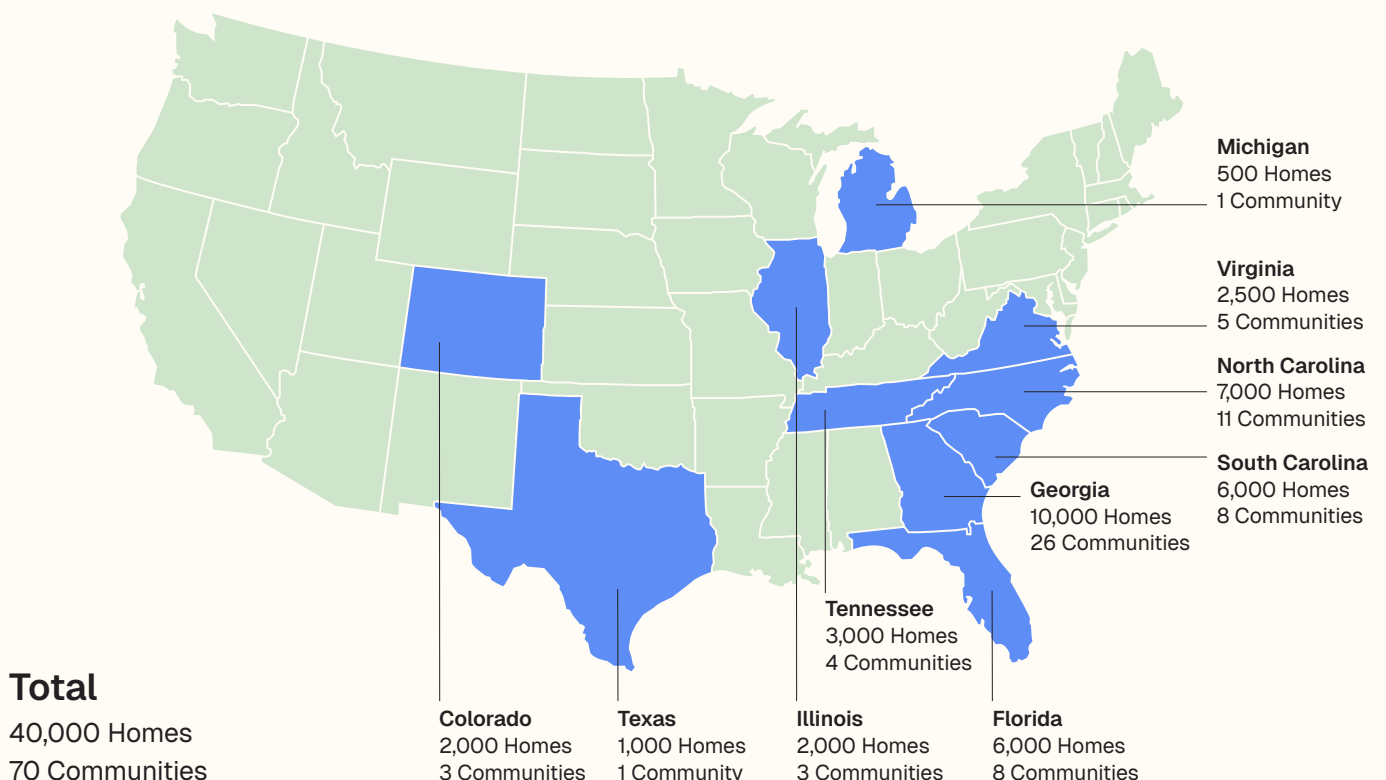
Placewell has rapidly evolved into a profitable enterprise with a skilled team, top-tier consultants and contractors, and strong systems. It boasts a vast market reach and currently manages a considerable portfolio of over 20 projects, including 5,000+ future lots across 5 states and 10 markets.

Placewell aims to scale operations over the next three years to support both current and prospective clients in acquiring and developing new residential community sites.

Placewell is also well-positioned in the growing build-to-rent sector, especially in the South-East, providing extensive end-to-end delivery support to major operators.

Below: The map below shows the location, extent, and scale of projects that the Placewell team are actively managing, or have been previously involved with.

Placewell is well supported by an extensive local contractor network, which is able to supplement it's Atlanta based team as required.



● Our Goal

Diversification & Growth

From its development and professional services origins, Placewell will evolve into a vertically integrated property investment and development group.

Placewell is a property investment and development company focused on creating thriving communities. Our approach includes comprehensive land planning and development services, aiming to foster a strong connection between people and their environments.

Over time, Placewell will evolve to comprise three business entities:

Placewell Partners

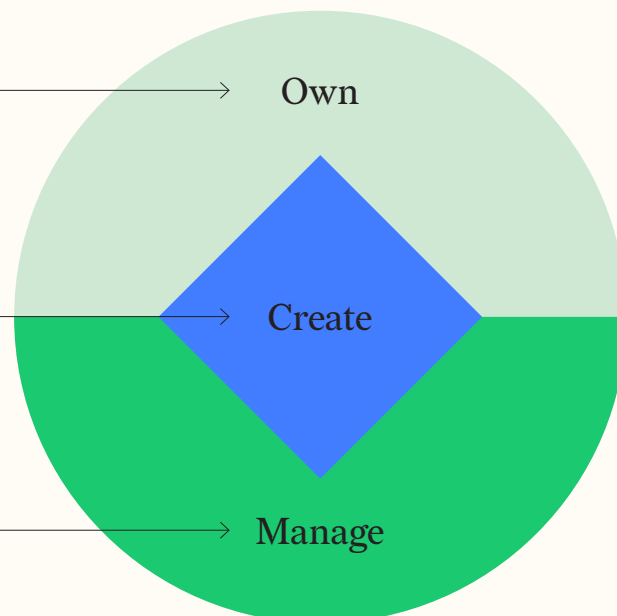
We partner with like-minded investors to find and fund Placewell projects.

Placewell Development

We design and deliver Placewell projects.

Placewell Living

We hold and manage completed Placewell projects to deliver healthy long-term returns for our investors and key stakeholders.



Each business will specialize in different aspects of property development and asset management lifecycle from investment, through development and ongoing asset management, partnering with like-minded investors, clients, and stakeholders.

Placewell's unique business model addresses housing shortages, affordability issues, and fosters social cohesiveness in their masterplanned, seniors, and new town centers, rental communities, and the creation of community health hubs.

Proven Leadership

Collectively, the Placewell team has over 100 years of property and community development experience, with extensive international and US market exposure and networks.



Ben Simpson
Founder & Chief Executive Officer

Ben Simpson is a seasoned property professional with over 25 years of experience leading multi-disciplinary teams across the private and public sectors to deliver large-scale residential and commercial projects. As CEO of Placewell, Ben is responsible for setting the company's strategic direction, driving business performance, and overseeing day-to-day operations.

Prior to founding Placewell, Ben was President and part-owner of St. Bourke, an asset management and development firm based in Atlanta, where he led operations and development strategy for a residential portfolio of over 20,000 lots across 9 US states. Previously, he spent 16 years with Stockland, Australia's largest diversified property group, managing large project teams and delivering over 23,000 residential lots and major commercial developments, including Oceanside and Aura - Australia's largest masterplanned community and future home to 70,000 people.

Ben holds a Bachelor of Business (Property Economics) and began his career in Sydney, Australia, contributing to landmark projects such as various Sydney 2000 Olympic venues and the King Street Wharf Redevelopment.



Andrew Galucki
Partner & VP – Development

As Vice President of Development at Placewell, Andrew is responsible for the planning, approval, and delivery of community developments. He is a seasoned property professional with over 15 years of experience spanning residential and commercial real estate, development, and asset management.

Before joining Placewell, Andrew held key roles at St. Bourke and Rialto Capital Advisors, where he managed a \$75 million real estate portfolio and contributed to over \$200 million in total sales. He also served as Regional Vice President of Lot Acquisition for a leading U.S. homebuilder, overseeing land acquisition across the Southeast region.

Andrew's expertise lies in development strategy, financial performance, risk management, and contractor procurement—ensuring seamless project execution from inception through completion. He holds a Bachelor's degree in Finance from the University of Colorado.



Tyler Johnson
Partner & VP– Design & Development

As Vice President of Design & Development at Placewell, Tyler is responsible for leading the design vision, land planning, and successful delivery of community developments. Tyler Johnson is an accomplished planning, design, and development professional with more than a decade of experience across landscape architecture, land planning, and project management. As Vice President – Design & Development at Placewell, Tyler leads the company's design and planning functions, ensuring the delivery of innovative, practical, and market-responsive community solutions.

Prior to joining Placewell, Tyler was Director – Planning & Design at St. Bourke, where he managed the preparation of master plans, concept layouts, and construction drawings. He also oversaw project budgets, feasibility studies, and played a key role in identifying and mitigating planning and design risks.

Earlier in his career, Tyler held positions with DTJ Design and Lucido & Associates, where he managed the planning and design of large-scale residential communities across the Southeast US. He holds a Bachelor's degree in Landscape Architecture and a Master's in Environmental Planning and Design from The University of Georgia.



Thank you

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