

TRULY DESIGNING FROM THE INSIDE OUT STARTS WITH A FOCUS ON THE PEOPLE WHO WILL LIVE, WORK, AND PLAY WITHIN THE SPACE. CONSIDERING THE HEALTH AND HAPPINESS OF BUILDING OCCUPANTS WHILE MAKING DESIGN DECISIONS CAN RESULT IN THE CREATION OF A HIGH-PERFORMANCE SPACE THAT ALLOWS OCCUPANTS TO THRIVE.

It is widely recognized that high-performing buildings, specifically those that achieve sustainability and wellness designations, provide direct benefits to the building occupants including greater access to natural light, and control over environmental systems including air quality, and thermal comfort.

In an era of full employment, talent has never been at a higher premium and the competition to retain and recruit associates never fiercer. The convergence and emergence of generational changes regarding how this workforce lives, works, and plays will determine winners and losers both quickly and without warning. Innovative, sustainable, convenient and accommodating spaces are becoming increasingly fundamental to retaining and recruiting talent as well as ensuring top performance and productivity.

A pioneer of sustainable building, Crescent Communities developed their first LEED Gold certified community with One and Two Potomac Yard in Arlington Virginia in 2004. While sustainability remains a focus in the commercial business, the thoughtful planning of the occupant space has expanded to include a strong emphasis on wellness and productivity.

Many are familiar with the principles of LEED, but WELL Certification is fast becoming a sought-after designation. The WELL Building Standard ensures that a building creates healthier, more productive spaces by providing a performance-based framework to measure and evaluate a building's impact on the people who interact with the space. WELL supports advancements in seven categories (see below).

Pursuing both WELL and LEED certifications, Ally Charlotte Center aims to be a model of energy efficiency, resource conservation, waste mitigation and performance, while

improving health and wellness through design. Additionally, through research from the Project for Public Spaces,

Ally Charlotte Center was designed to create an inspiring experience by maximizing open spaces and incorporating unique architecture and collaborative open areas that encourage social collisions. This intentional planning enhances the sense of community and bolsters wellness and productivity. The design of Ally Charlotte Center reflects the company's ongoing commitment to serve all stakeholders, including employees, customers, investors, neighbors and the greater community.

Crescent Communities recently announced the construction of Escent Research Park in Charlotte. With a focus on sustainability, wellness, and connectivity, Crescent Communities is also pursuing related certifications for this innovative University-area community.

Additionally, both Ally Charlotte Center and Escent Research Park will be FitWel Certified. Operated by the Center for Active Design, the FitWel Certification ensures that a community is designed and built to improve the health of those who live, work, and play within the space by integrating the best strategies to optimize health within a building and in the surrounding community. FitWel influences seven health impact categories (See categories below).

While Crescent Communities is pursuing a variety of certifications, the overarching intention is to produce buildings and communities that promote wellness and have a reduced environmental impact. Some strategies overlap among certifications, while others are unique. Regardless of their origin, each strategy that we incorporate into the design of our communities promotes a healthy, happy and productive.

SEVEN CATEGORIES OF THE WELL BUILDING STANDARD

- + Air
- + Nourishment
- + Comfort
- + Water
- + Light
- + Mind
- + Fitness

FITWEL IMPACT CATEGORIES

- + Impacts Surrounding Community Health
- + Reduces Morbidity and Absenteeism
- + Supports Social Equity for Vulnerable Populations
- + Instills Feelings of Well-Being
- + Enhances Access to Healthy Foods
- + Promotes Occupant Safety
- + Increases Physical Activity

DESIGNING TO INCREASE PRODUCTIVITY



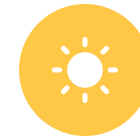
IMPROVED AIR QUALITY

- + Productivity increases by 11% with better ventilation and fresher air.
- + In spaces with better air quality (no VOC's) workers performed 60% higher on focus tasks.
- + Low-VOC, high ventilation office space produced up to a 101% increase in cognitive function.



ACCESS TO VIEWS

- + Views of nature can increase mood by 6%.
- + Connection to nature increases work productivity by 15%.
- + Up to 25% better functioning memory when workers have views.



INCREASED DAYLIGHTING

- + #1 contributor to office productivity.
- + Workers' performance and productivity increases annually by as much as 55%.
- + Productivity of focused work increases by 15%.
- + Absenteeism decreases by 40%.
- + Work in offices with windows receive 173% more beneficial white light and sleep an average of 46 minutes more every night.



ENHANCED THERMAL COMFORT

- + Productivity is reduced by 4% when it's too warm and by 6% when it's too cold.
- + Cognitive test scores were 5.4% higher in high performing green-certified buildings.



WELL BUILDING STANDARD

- + Research shows the cumulative effect will, by increasing occupant well-being, also reduce absenteeism and presenteeism as well as increase productivity and enhance creativity.



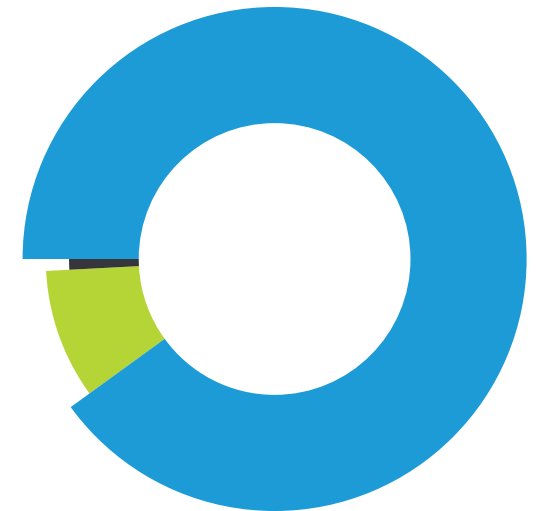
DIRECTLY PROPORTIONAL


- + Research by The Healthways Center shows that as well-being increases employee performance improves.

RECRUIT & RETAIN TALENT

We know that talent is an incredibly valuable resource and having a happy workforce is a vital component of a productive and successful business in the long-term.

TYPICAL BUSINESS OPERATING COSTS



 **1% energy**

 **9% rental costs**

 **90% staff costs**

