

# Experience the LDK difference

LDK's journey started over 20 years ago when Paul Browne, our founder, established his first seniors' living village. Paul witnessed the difference between the vibrant lifestyle of a retirement village when compared to the institutionalised environment of a nursing home, where seniors often end up as their care needs increase. It was Paul's personal experience with loved ones that inspired him to create a better future for older Australians. He knew there had to be a better way, to create villages that do it differently, places he would proudly call home.

We are bringing alive that vision, creating vibrant LDK Villages that provide residents the opportunity to write their own narrative, with a true sense of connectedness and belonging.

There are many unique elements to LDK Villages, but the key foundations that set us apart from traditional retirement living and aged care operators include:

- + We're committed to our One Move Promise®, which means our residents will never have to move into a nursing home when they're with LDK and will remain surrounded by the friends they have made at their village and by familiar, caring staff.
- + Our costs are simple, clear and all explained upfront, because we know feeling financially secure is one of the most important things to seniors looking to move out of their family home.
- + LDK (Love, Decency & Kindness) is in our DNA, from how we treat our residents and staff through to how we treat one another. We live and breathe these values proudly every day.
- + We are transforming the industry as we know it, through our innovative approach to retirement living and aged care. In our villages, residents enjoy *LDK's Lifestyle For Life™* being part of a vibrant community, supported by 24/7 on-site care if and when our residents need it.