EMERITUS CORP\WA\ Form 425 June 04, 2014

Company Update
June 2014
Filed by Brookdale Senior Living Inc.
Pursuant to Rule 425 under the Securities Act of 1933
and deemed filed pursuant to Rule 14a-12
of the Securities Exchange Act of 1934
Subject Company: Emeritus Corporation
(Commission File No. 001-14012)
The following investor presentation was posted by Brookdale on its web site:

### 2

## Forward-Looking Statements

Certain statements in this Annual Report and other information we provide from time to time (including statements with respec "Merger") and the pending transactions with HCP, Inc.(the HCP Transactions )) may constitute forward-looking statements Reform Act of 1995. Those forward-looking statements include all statements that are not historical statements of fact and those but not limited to, statements relating to our operational initiatives and growth strategies and our expectations regarding their e economy, the senior living industry, occupancy, revenue, cash flow, operating income, expenses, capital expenditures, Program housing, the home resale market, expansion, development and construction activity, acquisition opportunities, asset disposition returns on invested capital and taxes; our expectations regarding returns to shareholders and our growth prospects; our expecta acquired communities and the effects of acquisitions on our financial results; our ability to secure financing or repay, replace of remain in compliance with all of our debt and lease agreements (including the financial covenants contained therein); our expe expectations regarding financings and refinancings of assets (including the timing thereof) and their effect on our results; our e reimbursement programs and their effect on our results; our plans to generate growth organically through occupancy improven achievement of operating efficiencies and cost savings; our plans to expand our offering of ancillary services (therapy, home h redevelop and reposition existing communities; our plans to acquire additional communities, asset portfolios, operating compa costs for our expansion, redevelopment and repositioning program; our expected levels of expenditures and reimbursements (a sales, marketing and branding initiatives and their impact on our results; our expectations for the performance of our entrance address industry trends and their effect on our business; our expectations regarding the payment of dividends; our ability to inc From Facility Operations, and/or Facility Operating Income (as such terms are defined herein); and our expectations regarding "anticipate(s)", "expect(s)", "intend(s)", "plan(s)", "target(s)", "project(s)", "predict(s)", "believe(s)", "may", "will", "would", "expect(s)", "believe(s)", "may", "will", "would", "expect(s)", "project(s)", "project(s)", "project(s)", "believe(s)", "may", "will", "would", "expect(s)", "project(s)", "proje expressions are intended to identify such forward-looking statements. These statements are based on management s current ex risks and uncertainties that could lead to actual results differing materially from those projected, forecasted or expected. Although forward-looking statements are reasonable, we can give no assurance that our expectations will be attained. Factors which could future prospects or which could cause actual results to differ materially from our expectations include, but are not limited to, the situation and its impact upon capital markets and liquidity; changes in governmental reimbursement programs; our inability to of credit facilities) as it matures; the risk that we may not be able to satisfy the conditions precedent to exercising the extension events which adversely affect the ability of seniors to afford our monthly resident fees or entrance fees; the conditions of housi generate sufficient cash flow to cover required interest and long-term operating lease payments; the effect of our indebtedness of loss of property pursuant to our mortgage debt and long-term lease obligations; the possibilities that changes in the capital n spreads, or other factors could make financing more expensive or unavailable to us; our determination from time to time to pur ability to fund any repurchases; our ability to effectively manage our growth; our ability to maintain consistent quality control; may not be able to expand, redevelop and reposition our communities in accordance with our plans; our ability to complete accordance competition for the acquisition of assets; our ability to obtain additional capital on terms acceptable to us; a decrease in the over economic downturns; acts of nature in certain geographic areas; terminations of our resident agreements and vacancies in the l renewal of management agreements; increased competition for skilled personnel; increased union activity; departure of our key environmental contamination at any of our communities; failure to comply with existing environmental laws; an adverse determination at any of our communities; failure to comply with existing environmental laws; an adverse determination at any of our communities. cost and difficulty of complying with increasing and evolving regulation; risks relating to the Merger and the HCP Transaction conditions to such transactions; unanticipated difficulties and/or expenditures relating to such transactions; the risk that regulat obtained or are obtained subject to conditions that are not anticipated; uncertainties as to the timing of such transactions; litigated transactions on relationships with residents, employees and third parties; and the inability to obtain, or delays in obtaining cost as other risks detailed from time to time in our filings with the Securities and Exchange Commission, press releases and other Factors" included in the accompanying Annual Report on Form 10-K. Such forward-looking statements speak only as of the d obligation to release publicly any updates or revisions to any forward-looking statements to reflect any change in our expectati or circumstances on which any statement is based.

### Additional Information

In connection with the Merger, the Company has filed with the SEC a Registration Statement on Form S-4 that includes a joint of the Company and Emeritus that also constitutes a prospectus of the Company, as well as other relevant documents concerning proposed transaction. STOCKHOLDERS ARE URGED TO READ THE JOINT PROXY STATEMENT/PROSPECTUS REMERGER AND ANY OTHER RELEVANT DOCUMENTS FILED WITH THE SEC, AS WELL AS ANY AMENDMENTS TO THOSE DOCUMENTS, BECAUSE THEY CONTAIN IMPORTANT INFORMATION. A free copy of the joint proxy stand other filings containing information about the Company and Emeritus may be obtained at the SEC's Internet site (http://www.are also able to obtain these documents, free of charge, from the Company at www.brookdale.com under the heading "About Envestor Relations" or from Emeritus at www.emeritus.com under the heading "Investor Relations."

The Company and Emeritus and their respective directors and executive officers may be deemed to be participants in the solici from

the

Company's

and

Emeritus'

stockholders

in

connection

with

the

Merger.

Information

about

the

directors

and

executive

officers

of

the

Company

and

their

ownership

of

Company

Common

Stock

is

set

forth

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the

Annual

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Report
on
Form
10-K/A,
as
filed
with
the
SEC
on
April
30,
2014. Information about the directors and executive officers of Emeritus and their ownership of Emeritus Common Stock is se
Emeritus' Annual Report on Form 10-K/A, as filed with the SEC on April 30, 2014. Additional information regarding the inter-
participants
and
other
persons
who
may
be .
deemed
participants
in
the .
Merger
may
be .
obtained
by
reading
the
joint
proxy
statement
regarding
the Merger. Free copies of this document may be obtained as described in the preceding paragraph. This communication shall
an offer to sell or the solicitation of an offer to sell or the solicitation of an offer to buy any securities, nor shall there be any sa
any
jurisdiction
in
which
such
offer,
solicitation
or
sale
would
be
unlawful

prior
to
registration
or
qualification
under
the
securities
laws
of
any

such jurisdiction. No offer of securities shall be made except by means of a prospectus meeting the requirements of Section 10 Securities Act of 1933, as amended.

3

Brookdale Overview
Unit Mix by Product Type
4
Company Highlights
Favorable Payor Mix
Independent Living
Rental
22,333
34%
Independent Living
Entry Fee
5,679
9%
Assisted Living
27,350

41%

Alzheimer s Care

6,971

11%

Skilled Nursing

3,992

6%

Note: All data as of March 31, 2014. Largest operator of senior housing in the

**United States** 

Operates 647 communities in 36 states

Most diversified service continuum and broadest geographic footprint in the industry

Capacity to serve approximately 66,000 residents
Ancillary services platform unique to

Brookdale

Offers a fully-integrated set of ancillary services (home health, therapy, and/or hospice) to its residents

Real estate ownership of 44% of its units 80% of revenue generated from private pay

sources

Medicare

Ancillary

8%

Medicare

**SNF** 

6%

Medicaid

3%

Insurance

3%

Private Pay

80%

Key Investment Considerations
Positive industry dynamics
Broadest range of solutions to meet the needs of a growing and increasingly frail senior population
Largest provider with broad geographic presence and national brand Significant near and long-term growth opportunities

Sustainable organic growth

Opportunities to redevelop and enhance current portfolio

Accretive acquisition opportunities in highly fragmented market Definitive agreement to merge with Emeritus Definitive agreement

with
HCP
to
restructure
Emeritus
leases
and
create Entry Fee CCRC joint venture
5

Improving Industry Operating Environment (\$ in millions)

6

Facility Operating Income

Adjusted EBITDA

(2)

Total Fee Revenues

**Cash From Facility Operations** 

(2)

(1)

Note: See reconciliations of Non-GAAP measures at the end of the presentation

(2)

Excludes integration, transaction and EMR roll-out costs of \$14.4 million, \$23.5 million and \$14.5 million for the full years of for the first quarter of 2014

2,023

2014 Q1

Ann.

2014 Q1

Ann.

## Favorable Demographics

15.0

Sources: U.S Census Bureau National Health Interview 2003-2007 and Population projections; Alzheimer s Association 2013 Senior population is estimated to grow 3x faster than base population According to the U.S. Census Bureau, people 75 and over are expected to represent 12% of the population by 2030 (compared to just 6% in 2012)

Need for assistance increases progressively with aging; one in three over the age of 85 have Alzheimer s

Strong Population Growth

Millions of People

Need for Assistance Grows Dramatically

% of Population with limitation in three or more Activities of Daily Living

Population projection for 75 and older

7

20.0 25.0

30.0

35.0

7% 15%

40%

0%

5%

10%

15%

20%

25%

30%

35%

40%

45%

65-74

75-84

85+

# Supply-Demand Fundamentals New construction starts increasing, but remain at historic low levels Currently, only 1.9 million units serving a population of 12.0 million seniors (approx. 15% penetration rate) 1% increase in penetration is more than 100,000 new residents (1) Source: American Seniors Housing Association, NIC Map, PREI Research Construction Starts in Top 31 Metros (Units) (1) 8 5,000 10,000 15,000 20,000

25,000

# Organic Growth Improving revenue growth with controlled costs produces significant cash flow growth High incremental margins from fixed cost structure Upside potential in occupancy and rate 9 Improving Occupancy Trends (1) Improving Same Store Pricing Growth 4.5% 4.0% 2.0% 1.0% 2.5%

1.6%

2.4% -1.0% 0.0%1.0% 2.0% 3.0% 4.0% 5.0% 2007 2008 2009 2010 2011 2012 2013 Same Store Pricing Growth Inflation CPI 90.7% 89.6% 86.5%87.1% 87.3% 88.0%88.7% 84.0%85.0% 86.0% 87.0%88.0% 89.0%90.0% 91.0% 92.0%2007 2008 2009 2010 2011

2012 2013

10 Ancillary Services Growth Opportunities Brookdale has a unique, fully-integrated ancillary services platform

Strategic
component
of
our
service
offerings
providing
solutions
to
address rising acuity, increases length of stay

Strategic differentiator in evolving post-acute care continuum Growth Opportunities

Rolling out services to new unit capacity through acquisitions, expansions or additional third-party management agreements

Adding services such as hospice, private pay home care, private pay case management and taking services outside the walls to

the

community in general

Development Growth (Program Max) Current development program focused on repositioning and expanding communities in current portfolio

Respond to changing customer needs by adding higher demand levels of care and services

Expect to generate 12% 15% unlevered returns with lowest risk
profile
Large pipeline of potential future Program Max projects
Highest capital deployment priority, with best returns
11

Began in May 2013 to build the industry s first truly national brand Striving to become the recognized provider of solutions as seniors and their adult children grapple with the confusing landscape of choices Diversified service continuum positions Brookdale with many of the potential choices

National ad campaign is focused on facilitating conversations regarding those choices before it becomes critical

Involves a multi-layered approach that combines national and local market activities

Brand equity creates preference and drives loyalty with residents and their families and

**Building Market Leading Brand** 

with lessors and managed / JV partners

12

13 Name of Presentation | Date of Presentation Brookdale Merger with Emeritus

```
Transaction Overview
Exchange Ratio
Each share of ESC will be converted into 0.95 of a share of BKD
Ownership
73.1% BKD / 26.9% ESC
Shares Outstanding
Expect to have 172mm (approx.) shares outstanding following the merger
Expected Close
Expected to close in the third quarter of 2014
Brookdale
Senior
Living
( BKD )
```

```
merging
with
Emeritus
Corporation
( ESC )
in
a
100% stock-for-stock transaction
14
```

Combined Company Overview
Merger creates the largest owner-operator of senior housing in the U.S with approximately 1,200 properties and 113,000 units
\$4.9bn of combined revenues in 2013
over 80% from private pay sources
Diversified Product Mix
Diversified Operating Model
Independent
Living
Managed
Skilled Nursing
Assisted
Living

Owned Leased

Memory Care

15

(Properties) (% of Total)

(Properties)

(% of Total)

38,442

34%

55,352

49%

18,900

17%

59,026

52%

14,055

12%

34,449

31%

5,164

5%

Builds Out Geographic Coverage
16
Emeritus Significantly Expands Brookdale s Coverage and Density in Key Geographies
Will have a presence
in all top 31 markets,
with a #1 position in
18 markets
Will have a presence
in 88 of the top 100
markets
There will be 6.5
million of those 80+
and 37.7 million of
those age 50 to 69
(adult influencers)

living within 10 miles of a post-merger community Brookdale Emeritus

Combined portfolio reaches 330 markets, covering 81% of the U.S. population

Agreement with HCP to Restructure ESC Leases 17
HCP has agreed to restructure all 202 ESC leases

Adds \$0.10 of Year 3 accretion through rent reductions and improved economics of RIDEA assets

Deleverage and de-risk ESC NNN lease portfolios through rent reductions

Immediate monetization and value creation from ESC purchase options with HCP In consideration, BKD will cancel 49 purchase options and pay \$34 million (\$24 million net of deposits) for lease restructuring over 2 years

(1)

Annual rent reductions drive cash flow; \$8.0 million in 2016 and \$9.0 million thereafter HCP to provide \$100 million of capital

expenditures through 2017
Eliminates all FMV rent resets
Amended initial term to 15 years on average with new purchase options totaling \$60 million on under-performing properties
BKD acquires 20% JV interest for \$68 million, financed by HCP at 7%
Eliminates
negative
EBITDA

terminates

leases with negative coverage and above market escalators

Current rent coverage 0.84x before

capex

BKD receives management fees, all ancillary revenues and future participation in 20% of net cash flows 2017 and beyond

(1)

49 purchase options reflect present value of \$130-\$160 mm based on 7.25% to 7.75% FMV cap rate range on seniors housing 5,400

Units

79.7%

occupancy

17

year

Avg.

Age

12,800

Units

90.6%

occupancy

16

year

Avg.

Age

49 Properties Converted to RIDEA JV 153 Properties Amended NNN Leases

## Also Creates Unique \$1.2 billion CCRC Joint Venture BKD

will

own

51%

and

**HCP** 

49%

of a

JV

that

owns

and

operates

\$1.2 billion of entry fee CCRCs 5% management fee, 2% of entry fee resale cash receipts, 2% incentive fee Pro rata sharing of cash flows; all ancillary revenue stays with **BKD** Significant consolidation potential in entry fee CCRC industry 1,860 entry fee CCRC communities 81% are typically highly levered non-profits Little new supply being developed Benefit as housing market continues to recover 18 Portfolio Snapshot JV Capitalization at Inception 7,000 Units 81.0% occupancy 22 year Avg. Age (1) Contribution of eight owned and two leasehold campuses (with related purchase options) IL 67% AL 11% **ALZ 4% SNF 18%** Sources (millions) **BKD** Equity (1) \$516 **HCP** Equity \$495 In-Place Mortgage Debt \$220 Total \$1,231

Partnership & Merger Drive Potential Upside

19

Management

Base

Case

Year

3

Accretion

Levers for Potential Upside Value of remaining purchase options Program Max 2.0 at ESC properties Implement innovative products/services

to capture residents

healthcare spend

Additional synergies and cost savings

New RIDEA joint venture

New EF CCRC joint venture

G&A

\$0.14

Property Level OpEx

\$0.12

**New Ancillary Services** 

\$0.14

Additional Accretion from

Enhanced

**HCP** Partnership

\$0.10

Total CFFO/Share Accretion

\$0.50

## Roadmap to Closing

1.

Customary regulatory and lender approvals

BKD and ESC shareholder approvals

Closing expected in the third quarter of 2014

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Brookdale Non-GAAP Financial Measure Definitions 21 Adjusted EBITDA Cash From Facility Operations

Facility Operating Income

Facility Operating Income is not a measurement of operating performance calculated in accordance with GAAP and should no substitute for net income, income from operations, or cash flows provided by or used in operations, as determined in accordance Operating Income as net income (loss) before provision (benefit) for income taxes, non-operating (income) expense items, (gas communities (including gain (loss) on facility lease termination), depreciation and amortization (including non-cash impairment general and administrative expense, including non-cash stock-based compensation expense, change in future service obligation fee revenue and management fees.

Cash From Facility Operations (CFFO) is a measurement of liquidity that is not calculated in accordance with GAAP and show substitute for cash flows provided by or used in operations, as determined in accordance with GAAP. We define CFFO as net operating activities adjusted for changes in operating assets and liabilities, deferred interest and fees added to principal, refund generation entrance fee receipts at a recently opened entrance fee CCRC prior to stabilization, entrance fee refunds disbursed as

entrance fee refunds not replaced by second generation entrance fee receipts at the recently opened community prior to stabiliz amortization with fair market value or no purchase options, gain (loss) on facility lease termination, recurring capital expenditure unconsolidated ventures from cumulative share of net earnings, CFFO from unconsolidated ventures, and other. Recurring cape expenditures capitalized in accordance with GAAP that are funded from current operations. Amounts excluded from recurring primarily of major projects, renovations, community repositionings, expansions, systems projects or other non-recurring or unintegration capital expenditures) or community purchases that are funded using lease or financing proceeds, available cash and communities that are held for sale.

Adjusted EBITDA is a measure of operating performance that is not calculated in accordance with U.S. generally accepted acc Adjusted EBITDA should not be considered in isolation or as a substitute for net income, income from operations or cash flow as determined in accordance with GAAP. Adjusted EBITDA is a key measure of the Company's operating performance used to operating performance and management without mixing in items of income and expense that relate to long-term contracts and the business. We define Adjusted EBITDA as net income (loss) before provision (benefit) for income taxes, non-operating (in sale or acquisition of communities (including gain (loss) on facility lease termination), depreciation and amortization (including straight-line lease expense (income), amortization of deferred gain, amortization of deferred entrance fees, non-cash stock-base change in future service obligation and including entrance fee receipts and refunds (excluding (i) first generation entrance fee recently opened entrance fee CCRC prior to stabilization and (ii) first generation entrance fee refunds not replaced by second generating opened community prior to stabilization).

## Brookdale Adjusted EBITDA Reconciliation

The table below reconciles Adjusted EBITDA from net (loss) income for the full years 2009 through 2013 and three months et 2014 (*in thousands*):

22

Three Months

Ended March 31,

2009

2010

2011

2012

2013

2014

Net loss

(66,255)

\$

```
(48,901)
(68,175)
(66,467)
(3,584)
(2,299)
Provision (benefit) for income taxes
(32,926)
(31,432)
2,340
1,519
1,756
1,006
Equity in (earnings) loss of unconsolidated ventures
(440)
(168)
(1,432)
3,488
(1,484)
(636)
Loss on extinguishment of debt, net
1,292
1,557
18,863
221
1,265
Other non-operating expense (income)
(4,146)
1,454
(56)
(593)
(2,725)
(465)
Interest expense:
Debt
99,653
102,245
93,229
98,183
96,131
23,844
Capitalized lease obligation
29,216
30,396
31,644
```

```
30,155
25,194
6,154
Amortization of deferred financing costs and debt discount
9,505
8,963
13,427
18,081
17,054
4,018
Change in fair value of derivatives and amortization
(3,765)
4,118
3,878
364
(980)
847
Interest income
(2,354)
(2,238)
(3,538)
(4,012)
(1,339)
(321)
Income from operations
29,780
65,994
90,180
80,939
131,288
32,148
Facility lease termination (gain) expense
4,608
(11,584)
Depreciation and amortization
271,935
292,341
268,506
252,281
268,757
70,316
Asset impairment
10,073
13,075
16,892
```

27,677

```
12,891
Loss (gain) on sale of communities
2,043
(3,298)
Loss (gain) on acquisition
(1,982)
636
Straight-line lease expense
15,851
10,521
8,608
6,668
2,597
(223)
Amortization of deferred gain
(4,345)
(4,343)
(4,373)
(4,372)
(4,372)
(1,093)
Amortization of entrance fees
(21,661)
(24,397)
(25,401)
(25,362)
(29,009)
(7,202)
Non-cash stock-based compensation expense
26,935
20,759
19,856
25,520
25,978
7,572
Change in future service obligation
(2,342)
(1,064)
2,188
```

(1,917)

```
Entrance fee receipts
68,875
73,906
67,989
82,705
92,331
14,959
First generation entrance fees received
(25,673)
(18,548)
(12,617)
Entrance fee disbursements
(22,916)
(21,060)
(24,993)
(27,356)
(35,325)
(8,446)
Adjusted EBITDA
348,555
$
408,494
402,665
409,940
463,219
108,031
Years Ended December 31,
(2)
```

(3) (4)

# Brookdale Cash From Facility Operations Reconciliation

23

The table below reconciles Cash from Facility Operations (CFFO) from net (loss) income for the full years 2009 through 2013 ended March 31, 2014 (*in thousands*):

Three Months

Ended March 31,

2009

2010

2,011

2012

2013

2014

Net cash provided by operating activities

237,220

\$

```
228,244
$
268,427
290,969
366,121
52,696
Changes in operating assets and liabilities
4,532
46,674
20,914
(20,698)
(33,198)
28,558
Refundable entrance fees received
30,386
36,420
29,611
42,600
48,140
5,924
First generation entrance fees received
(25,673)
(18,548)
(12,617)
Entrance fee refunds disbursed
(22,916)
(21,060)
(24,993)
(27,356)
(35,325)
(8,446)
Recurring capital expenditures, net
(19,522)
(27,969)
(33,661)
(38,306)
(42,901)
(9,369)
Lease financing debt amortization with fair market value or no purchase options
(7,195)
(8,972)
(10,465)
(12,120)
```

```
(13,927)
(3,897)
Facility lease termination (gain) expense
4,608
Distributions from unconsolidated ventures from cumulative share of net earnings
(775)
(582)
(1,507)
(2,691)
(245)
CFFO from unconsolidated ventures
2,050
3,289
5,376
7,804
2,241
Cash From Facility Operations
196,832
$
240,672
239,923
238,958
294,023
67,462
Years Ended December 31,
```

```
Brookdale Facility Operating Income Reconciliation 24
Three Months
Ended March 31,
2009
2010
2011
2012
2013
2014
Net loss
(66,255)
$
(48,901)
```

```
(68,175)
(66,467)
(3,584)
(2,299)
Provision (benefit) for income taxes
(32,926)
(31,432)
2,340
1,519
1,756
1,006
Equity in (earnings) loss of unconsolidated ventures
(440)
(168)
(1,432)
3,488
(1,484)
(636)
Loss on extinguishment of debt
1,292
1,557
18,863
221
1,265
Other non-operating expense (income)
(4,146)
1,454
(56)
(593)
(2,725)
(465)
Interest expense:
  Debt
99,653
102,245
93,229
98,183
96,131
23,844
  Capitalized lease obligation
29,216
30,396
31,644
30,155
25,194
```

```
6,154
  Amortization of deferred financing costs and debt discount
9,505
8,963
13,427
18,081
17,054
4,018
  Change in fair value of derivatives and amortization
(3,765)
4,118
3,878
364
(980)
847
Interest income
(2,354)
(2,238)
(3,538)
(4,012)
(1,339)
(321)
Income from operations
29,780
65,994
90,180
80,939
131,288
32,148
Facility lease termination (gain) expense
4,608
(11,584)
Loss (gain) on sale of communities
2,043
(3,298)
Depreciation and amortization
271,935
292,341
268,506
252,281
268,757
70,316
```

```
Asset impairment
10,073
13,075
16,892
27,677
12,891
Loss (gain) on acquisition
(1,982)
636
Change in future service obligation
(2,342)
(1,064)
2,188
(1,917)
Facility lease expense
272,096
270,905
274,858
284,025
276,729
69,869
General and administrative (including non-cash
   stock-based compensation expense)
134,864
131,709
148,327
178,829
184,548
55,509
Amortization of entrance fees
(21,661)
(24,397)
(25,401)
(25,362)
(29,009)
(7,202)
Management fees
(6,719)
(5,591)
(13,595)
(30,786)
(31,125)
(7,402)
```

# Facility Operating Income 690,069 \$ 744,282 \$ 757,785 \$ 758,843 \$ 812,162 \$ 213,238 \$

Years Ended December 31,

The table below reconciles Facility Operating Income from net (loss) income for the full years 2009 through 2013 and three m 31, 2014 (*in thousands*):