How Kisco's Signature Brand is Leveling Up Senior Living

Imagine a place where your concierge knows your favorite restaurant, your fitness program is tailored to your personal goals and world-class cultural experiences are part of your weekly routine.

That scenario is no longer wishful thinking for seniors, thanks to the creation of Kisco Signature in 2022. Kisco Senior Living's most elevated expression of hospitality, wellness and lifestyle, Signature operates according to the belief that luxury isn't defined by amenities alone. Rather, it's reflected in every interaction, every sensory detail and every experience.

Let's take a closer look at Signature communities and what sets them apart from other senior living options.

Heart-Led Hospitality

Part of what makes Kisco Signature communities special is our highly attentive and anticipatory associates. This is supported by hiring associates who exhibit an innate passion to serve and care for others, but that's only part of the story.

Kisco Signature was the first brand within senior living to partner with Forbes Travel Guide, known for its standardized ratings of the country's finest hotels and resorts. Through this partnership, Kisco adapted over 100 travel industry standards to senior living, setting forth its own associate requirements for housekeeping, dining and other departments based on a high-expectation senior audience.

During their initial orientation – known as "Signature University" – as well as throughout the year, staff at Signature communities undergo Forbes Five-Star training, ensuring they are equipped to deliver high-touch, personalized care that exceeds our members' expectations.

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All Kisco Signature associates:

- Dress to impress with professional, fitted uniforms and exceptional grooming standards.
- Engage with members by truly listening and greeting them personally by name.
- Are professional at all times and transparent about delays and interruptions to services.

In addition, some associates are trained for specific jobs that are unique to Signature. For example, Signature's premium chauffeur and valet services ensure every outing begins and ends with ease; whether heading to a symphony performance, a doctor's appointment or dinner with friends, members enjoy the freedom of leaving the logistics behind.

Around-the-clock concierge services are also available, providing members with a knowledgeable team who can recommend the best local spots, coordinate events, make dinner reservations and more. Technology Concierges are another role unique to Signature communities, offering trouble-shooting for a variety of devices, as well as frequent tutorials to boost your technological confidence and skills.

World-Class Setting

Kisco Signature locations are intentionally set in vibrant, picturesque areas for your convenience and enjoyment. For example, The Fitzgerald in Washington D.C. is tucked along the Potomac River in the sought-after Palisades neighborhood, where highly walkable streets, local restaurants and a plethora of community events offer an ideal setting for seniors.

Every detail of Kisco Signature environments is carefully designed to ensure you're living in a world-class community that's beautiful on the inside and out.

At The Newbury of Brookline, the community's timeless architecture and manicured setting draws inspiration from local history and Fisher Hill's ties to renowned landscape architect Frederick Law Olmstead. Another Kisco Signature community, The Cardinal in North Carolina, features a 35,000-square-foot clubhouse complete with a central

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courtyard and shaded verandas that overlook a water feature and landscaped gardens.

Kisco Signature communities aren't just a feast for the eyes, but for all of your senses, with added touches like curated ambient music, a custom scent and fresh flowers.

Unrivaled amenities and activities

Kisco Signature communities pride themselves on having a wide range of amenities and activities available to suit every member's interests and hobbies.

Each Kisco Signature community offers dozens of amenities and at least 50 weekly activity options.

Take The Carnegie at Washingtonian Center, for example. This community includes amenities such as a heated indoor saltwater pool, an art gallery, a lecture hall and a full-service hair and nail salon. Another unique space that stands out at The Carnegie is the Grandchild Lounge, a kid-friendly lounge that brings generations together for fun – and a little friendly competition – thanks to a pool table, foosball and air hockey, as well as board games and gaming consoles. There's even a Pet Spa where you can pamper your V.I.P. (very important pet).

In fact, all Signature communities are pet-friendly, allowing you to bring your four-legged best friend with you to your new home.

Some of the distinct amenities at Signature include:

- Spas and wellness centers
- Resort-style pools
- Family suites for private get-togethers
- Community gardens
- Game and music rooms
- Movie theatres
- Full-service salons and barbershops
- Libraries

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- Technology centers
- Fitness centers and yoga studios
- Activity rooms
- Bark parks and pet spas
- Golf putting greens

Stand-out activities include:

- Expert lectures
- Yoga classes
- Travel clubs
- Movie nights
- Pottery classes
- Art workshops
- Theater productions
- Water aerobics and aqua-therapy
- Sing-alongs
- Chess and poker clubs

Every neighborhood also has 24/7 access to on-site assistance, helping you feel safe and comfortable in your new home.

Upscale Dining

A defining feature at every Signature community is world-class dining on-site. Each location has several restaurant options to suit every occasion. At The Cardinal in Raleigh, NC, members are able to choose from six distinct dining options, from fine dining at Indigo overlooking the main courtyard to comfort food – complete with a full bar – in a relaxed setting at The Pub.

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It's not just the dining areas that are premium in Kisco Signature communities, the chefs are highly trained and experienced, too. For example, John Childers, the head chef at Indigo, served as Chef de Cuisine at The Umstead's Herons, a Forbes Five-Star restaurant, as well as popular local spot, Bloomsbury Bistro.

In addition to our luxurious dining options, we partner with local establishments to bring you the best dining in the area. The Fitzgerald of Palisades partners with Blacksalt, one of DC's finest seafood restaurants, for exclusive tastings and events. One of their cocktails, "The Palisades," is even named in honor of our community!

Exclusive Experiences

Every Signature community offers its members access to exclusive experiences designed to promote intellectual growth, cultural enrichment and overall well-being.

Signature partners with local businesses and organizations for special events, going above and beyond to give members a once-in-a-lifetime experience. One of our communities, The Carnegie, collaborates with the International Spy Museum in Washington D.C. on a one-of-a-kind "Spy with Me" program for individuals living with dementia and their care partners. At The Cardinal, members enjoy special behind-the-scenes access and performances by the North Carolina Symphony, Raleigh Little Theater and Artspace. These partnerships are carefully selected to reflect our members' interests and to strengthen their connection to the local community.

On-site programming at Signature communities also reflect local culture and interests. One activity that's personalized to each Signature community is the Red-Carpet Speaker Series, which brings renowned experts, speakers and celebrities to Signature communities throughout the year to share their diverse perspectives on a variety of topics. Members are polled annually and have direct input into the topics and speakers featured at these events, ensuring each Red Carpet event is truly personalized to the community and its members.

Wellness for Body, Mind and Soul

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Signature communities pride themselves on promoting holistic health through activities and amenities that strengthen the body, mind and soul. Our programming is thoughtfully designed to exceed traditional expectations – in fact, you won't even have to leave your neighborhood to find the enrichment you need in your daily life.

Examples of Signature activities and amenities that support holistic health include:

Body

- State-of-the-art exercise studios
- Exercise classes for members with limited mobility, like chair yoga and tai chi
- Tailored screenings, including hearing tests
- Fun and engaging workshops and classes, like line-dancing
- Access to outdoor green spaces, including hiking trails, parks and cycling routes

Mind

- Clubs for bridge, mahjong, chess
- Intellectual meet-ups, including book clubs, writer's clubs and quiz nights
- Workshops for learning new skills, including pottery, woodworking and calligraphy
- Libraries, art galleries and other mentally stimulating amenities
- Support groups for different health needs, like dementia and hearing loss

Soul

- Religious services, including mass, bible studies and Shabbat services
- Soul-nourishing activities like flower arranging, sing-alongs and fireside chats
- Seasonal religious activities like Christmas tree decorating or the lighting of the Menorah
- Lectures and commentaries on philosophy, ethics and politics

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At Signature, you'll have access to specialized care that also supports your holistic health. Care concierges, counselors and personal trainers are often on hand to support your specific personal needs.

Strong Community Ties

Signature fosters a strong sense of community, not just among members, but also between members and associates. With 24/7 concierge support and a dedicated, highly trained team of associates working closely with you, you'll get to know our staff, which is a central part of the Signature community. Thanks to our heart-led hospitality, you'll be treated with dignity by associates who are eager to lend a helping hand and relish a good conversation.

Members also have many opportunities to build meaningful relationships with their neighbors. With countless clubs to join and a full calendar of social activities, making new friends or mingling with those you already know is effortless.

Some Signature communities, like The Newbury of Brookline, even have Welcome Ambassador programs in which volunteers help new members settle in and feel part of the community.

Signature Travel Program

Last, but not least, members at Signature communities can take advantage of the Signature Travel Program, an industry first that allows members to stay at Signature communities across the country on a complimentary basis.

Whether you choose to immerse yourself in the unparalleled culture of Washington D.C., experience the youthful vibrance of Raleigh's North Hills neighborhood or follow in the footsteps of America's founding fathers during a stay in Brookline, you'll enjoy all of the excitement and wonder of someplace new with the same level of exemplary care and five-star service found at your home community.

Ultimately, Signature is more than a collection of luxury amenities, exceptional dining venues or beautifully designed residences. It's a philosophy centered on creating

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meaningful experiences, fostering genuine connections and delivering hospitality that anticipates members' needs before they're spoken.

For those seeking a retirement lifestyle defined by possibility rather than limitation, Signature offers a new benchmark for senior living.

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