

2025

ANNUAL REPORT



A Message from our **Leadership Team**

We firmly believe that retirement is a time to enjoy life and are constantly exploring exciting and fresh new ways to carry out this brand promise.



Kristin Ferge

Kristin Ferge
President and CFO

Geri Krupp-Gordon

Geri Krupp-Gordon
Chief Operating Officer

As we reflect on 2025, Capri Communities continues to stand as the trusted leader in senior living in Wisconsin. Our emphasis for the year across all departments was getting Back to the Basics - focusing on delivering operational efficiencies so we can continue to reinvest in our people and deliver an enhanced resident experience.

In May, Grace Commons and its Sorriso 55+ development became part of Chiara Housing & Services, Inc., expanding our management agreement with the Chiara portfolio.

Our enjoy life philosophy continued to drive creative lifestyle programming inside and outside of our buildings built around four elements: learning, health & wellness, adventure and community.

For our employees, we launched an innovative new program called Capri U, a registered apprentice career advancement program that supplements our award-winning 4-Day Work Week. Capri U is a 1-year program that combines on-the-job learning with classroom instruction with the goal of upskilling the workforce and providing participating employees with financial incentives and opportunities for career growth.

Our efforts saw Capri recognized as a Future 50 Company in Wisconsin by Biz Times Milwaukee and, once again, named Top Choice in Greater Metro Milwaukee for Retirement Communities 55+ and Memory Care. These honors reflect our unwavering commitment to our resident care and the communities in which we reside.

Please enjoy this look back on 2025 as we continue to build, grow and improve in 2026.



100%

WISCONSIN BASED &
FOUNDED IN 1992



\$650+ Million
PORTFOLIO
REAL ESTATE



\$157.9 Million
ANNUAL
REVENUE



16
AFFORDABLE
HOUSING
CAMPUSES



43

MANAGED
LOCATIONS



3,592
UNITS



1,200
EMPLOYEES

Capri is committed to providing high quality care for seniors, one of our most vulnerable populations. Our vision is to be an industry leader by operating senior housing developments that provide active programming, cutting-edge services and support to the individuals that live and work in our communities while also giving back philanthropically.

Management Contracts & Sponsorships

Capri Communities refined its focus on management, expanding partnerships and its commitment to the communities we serve.

Management:

- Chiara Affordable Housing, Inc.
- Chiara Communities Foundation
- Chiara Communities, Inc.
- Chiara Housing and Services, Inc.
- Inspired Healthcare Capital
- ProHealth Care
- St. Clare Properties/Telos
- Juniper/Canticle Court
- Olga Village, UCC Village, Casa DaVilla

Sponsorships:

- Dream Flights Foundation
- Eras Senior Network
- Habitat for Humanity Gala and Women Who Build
- Italian Community Center - Festa Italiana
- School Sisters of St. Francis
- Sharon Lynne Wilson Center for the Arts
- UCC - United Community Center



2025 Balanced Scorecard

Capri's Balanced Scorecard links strategy to measurable goals across financial, customer, internal process and people dimensions, giving leaders a clear view of performance and priorities. It serves as the foundation for annual business planning by aligning initiatives, resources, and targets to the strategic objectives reflected in the scorecard.



FINANCIAL

Increase Revenue
Net Operating Income
& Cash Flow
Manage Expenses



CUSTOMERS

Trust
Choice
Consistency
Pay for Service



BUSINESS PROCESSES

Growth Initiatives
Resident & Family
Satisfaction
Operational Efficiency



PEOPLE & CULTURE

Deliver People Proposition
Provide Technology Support

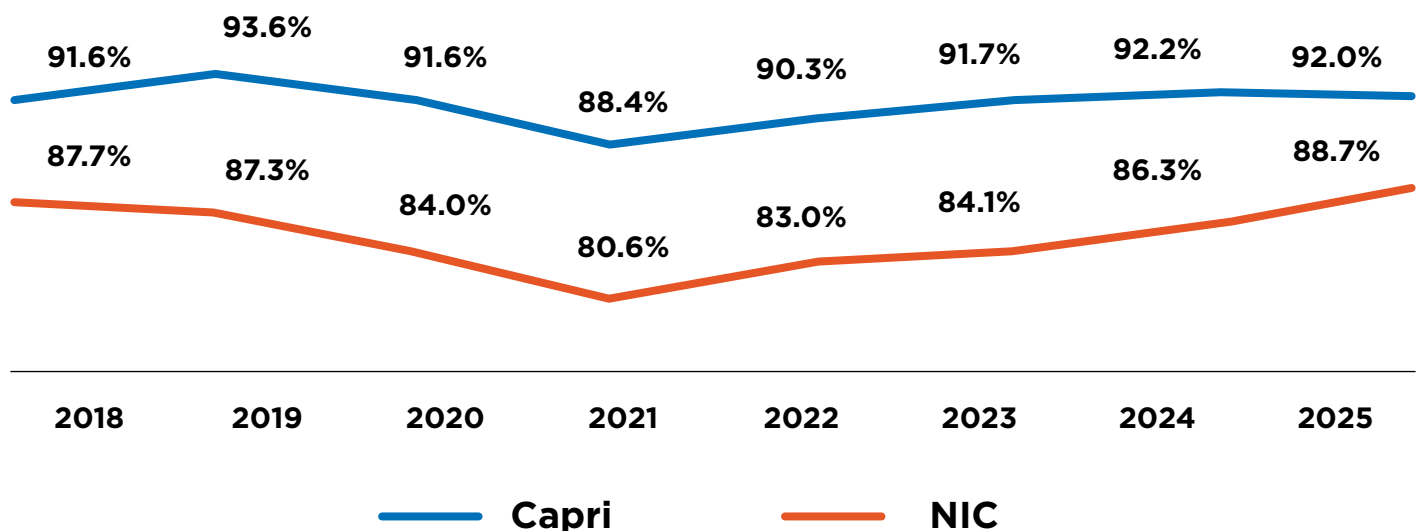


Today's Landscape

With 1 million seniors entering the target market age every year through 2030, there is an increasing demand for senior living services

Capri's occupancy remains strong compared to the national average, as published by The National Investment Center for Seniors Housing & Care:

Capri Occupancy Trend



Positive Demand

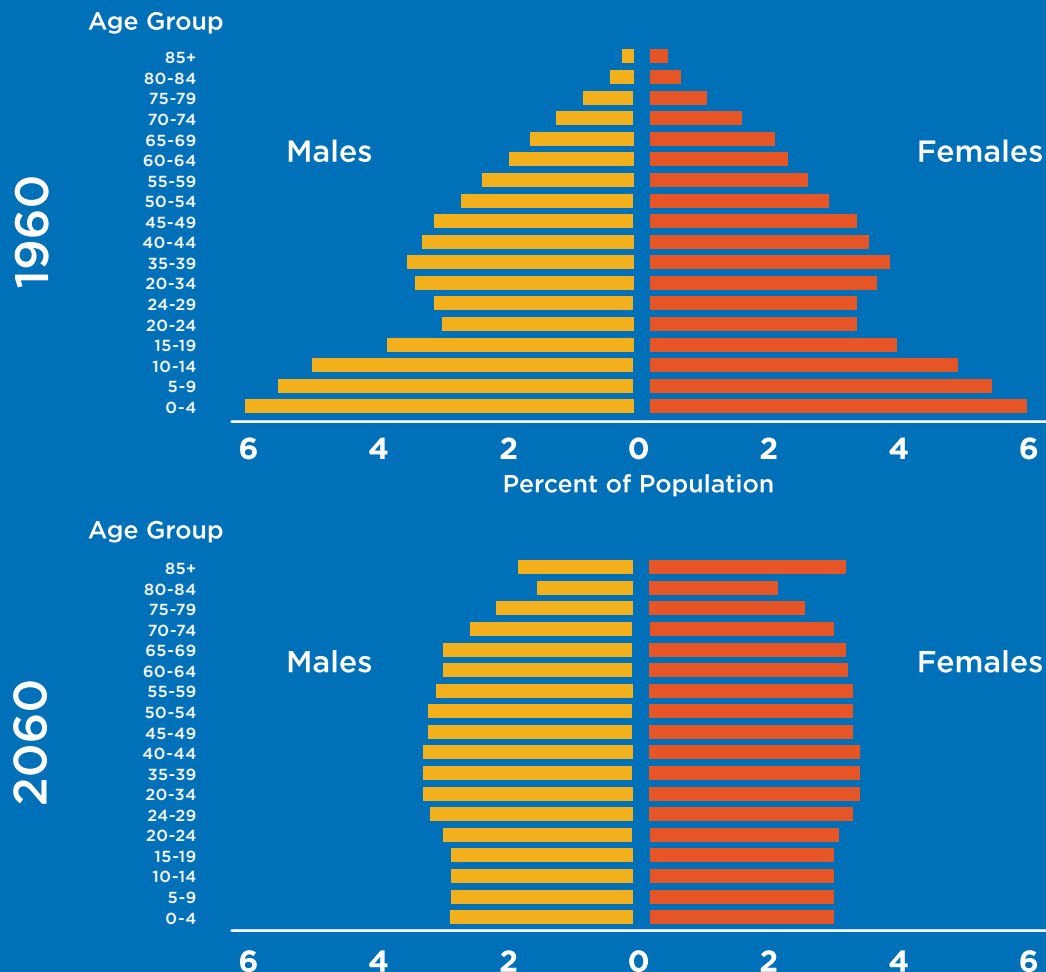
SENIOR LIVING INDUSTRY TRENDS:

- Demographics: 80+ population is expected to increase by a rate of 4.6% annually through 2030
- Affordability: 66% of total wealth in US is owned by those aged 62+
- Increasing Need: People are living longer but with more chronic medical conditions requiring care services
- Benefits: Latest research showing the benefits of a senior living environment vs home care
- Technology: AI and tech advancements will create caregiving efficiencies by 2030



Need for our services will peak in the next 10-20 years, making our product more important than ever.

From Pyramid to Pillar - A Century of Change



Focus on our Workforce

Capri Communities cares for our employees and their work life balance. One example of this is our award-winning 4 for 5 careers program. This program, awarding eight hours of bonus pay for qualifying employees who work four 8-hour weekly shifts, provides flexibility while allowing Capri to attract and retain highly qualified direct caregivers for our residents.

EMPLOYMENT

- 1,200 jobs with \$56.3M in wages

4 FOR 5 PROGRAM

- Paid \$1.4M in “Free Day” wages

LONGEVITY

- Average tenure of community management is 7 years

EXPERIENCE

- Average experience of leadership team is 29 years

SATISFACTION

- Employee satisfaction 4.7/5



Quality of Care



- 3,532 residents served
- 471 low income residents served
- \$5.2M in charity care
- No residents asked to relocate due to inability to pay
- 4.2/5 overall resident rating
- Resident Care rating of 4.3/5 by Capri residents and their families

Capri U

A career advancement program designed to support caregiver growth and professional development.



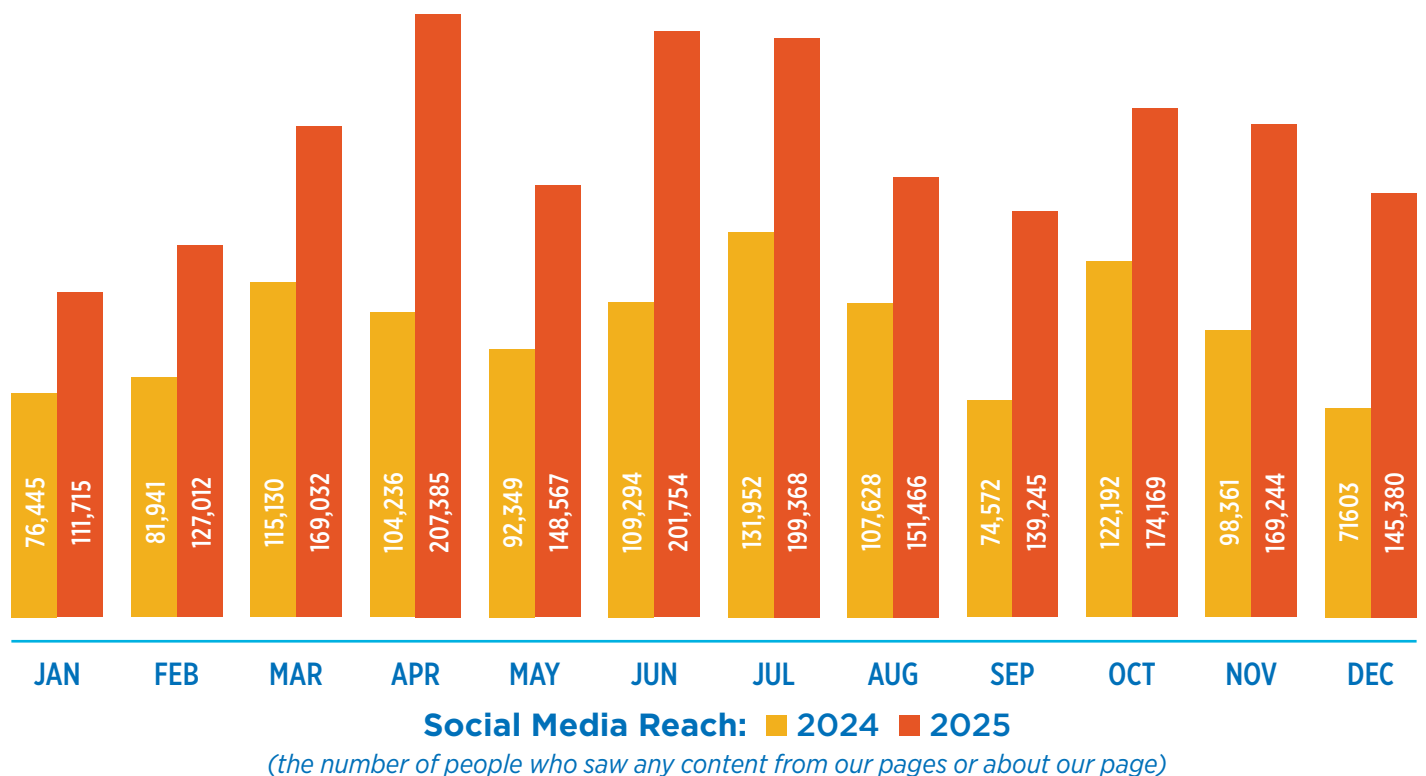
Capri received a Department of Workforce Development grant to pilot a career advancement program for caregivers and designated employees that we call Capri U: Career Advancement for Professional Readiness and Impact. Launching in 2025-2026, the pilot will serve approximately 170 enrollees. The goal is to expand Capri U to all Capri locations by 2027, investing in our people and reinforcing our commitment to workforce development.

Online Growth

Digital marketing is central to our growth strategy. We prioritize search engine optimization and improving website user experience while also focusing on content quality and social media user engagement to drive results.

Social Media Stats:

- Capri gained 2,906 social media followers, bringing the total to 12,478, a 30.4% increase from 2024
- Our Facebook and Instagram accounts reached 1,944,337 people, a 94% increase from 2024
- Capri has 78 trained Facebook posters and our Community posters posted 2,579 times
- We promoted 284 events and ran advertisements for 206 of them, a 30% increase in our social event ads from 2024

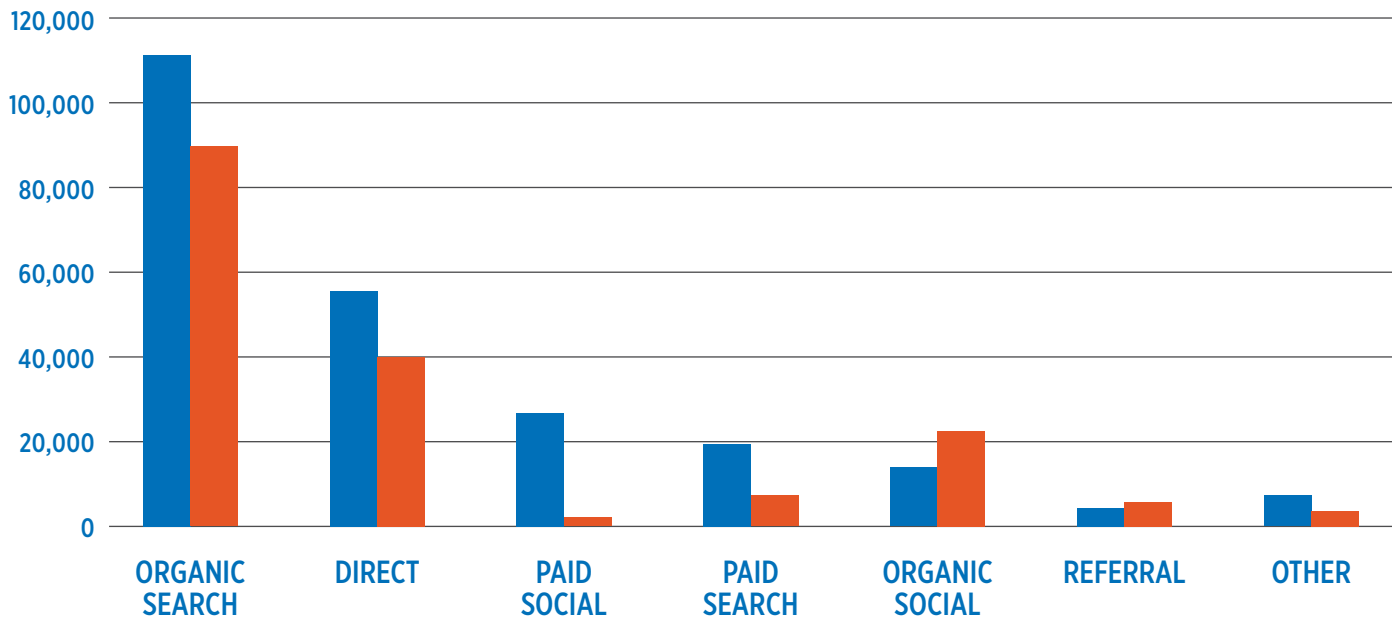
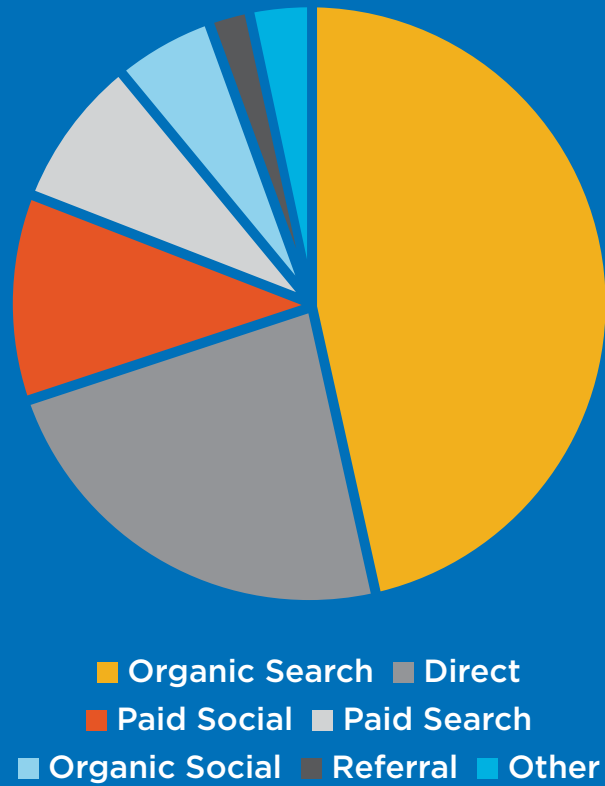


Capri’s website again achieved double-digit growth in 2025, with overall traffic increasing 40% over 2024. This continued momentum reflects stronger brand awareness, improved digital engagement, and growing interest in Capri’s communities and programs.

Organic traffic grew by 24% and now accounts for a strong 47% of total website traffic, with 111,894 total sessions. This growth highlights the effectiveness of ongoing content, SEO, and website optimization efforts. Direct traffic also increased by an impressive 36%, underscoring Capri’s continued commitment to building brand recognition and delivering impactful external events that drive users directly to our site.

Traffic from social media—both paid and organic—experienced the most significant growth, rising 77% year over year. This surge reinforces the importance of digital marketing and social platforms in reaching today’s seniors and their families, while validating the strategic focus on engaging, relevant, and timely online content.

2025 Website Traffic Sources



Website Traffic: ■ 2025 ■ 2024
(the number of visitors to our website)

Enjoy Life With Us!

Capri Communities' enjoy life programming continues to flourish across all communities to provide an environment that offer opportunities and resources for residents to live their lives to the fullest.



Residents can expect a vibrant, comfortable lifestyle with more opportunities for self-discovery, socialization, learning and enjoyment. Our daily programming is focused around four elements: adventure, learning, health & wellness and community.

Lifestyle Programming Highlights

- Hosted 15 events in 2025 with 600+ participants, featuring activities such as horseback riding, critter yoga and rock climbing
- Organized annual traveling resident Sheepshead and Bocce Ball tournaments
- Launched the Enjoy Life on the Road series, offering resident trips to Lake Geneva's Mailboat Tour, Buck Rub Archery and a highly attended Lambeau Field and Hall of Fame visit
- Residents gave back to their local communities through donated time, talents and financial contributions—raising more than \$4,900 for local charitable organizations

Enjoy Life Active Aging Symposium



GOALS:

- Provide a free, positive event for older adults that encourages active aging
- Share Capri's enjoy life philosophy with greater community
- Strengthen Capri brand awareness and reputation with 55+ demographic

2025 HIGHLIGHTS:

- Increased attendance by 35%, with 1,200+ older adults registered (average age: 71)
- Secured 42 community sponsors to support the event
- Introduced four new interactive experiences: goat yoga, cardio drumming, speed-friending and ComedySportz
- Featured 39 enjoy life exhibitors engaging directly with attendees
- 97% of post-event survey respondents reported being highly likely to return in 2026



Award Winning Service



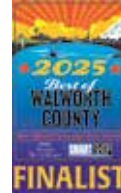
Capri Communities

Best Retirement Communities & Memory Care



Capri Communities

Senior Living, Assisted Living & Best Place to Work



Charitable Impact Activities

Donations and Sponsorships:

- Donations and sponsorships of \$107k in 2025
- Capri employee walk/run for the American Heart Association - raised \$5,869
- Operate youth apprenticeship programs in 4 county Milwaukee area
- Recipient of over 1,500 volunteer hours from employees and the community

Resident-Driven Fundraising:

- Alzheimer's Association
- American Heart Association
- Cottage Grove Lions Club
- Ozaukee Food Alliance
- UW Foundation Amazing Grace Chorus



Capri Communities is committed to supporting and serving our local communities through donations, sponsorships and volunteering.

RESIDENT FOCUS

Expand *Enjoy Life* programming

Grow the Capri 4 for 5 program to include more care focused employees

Reconfigure studio units to accommodate resident requests for more space

BRANDING

Sponsor of the 2026 WI State Fair Senior Day

Expand charitable and development partnerships

Grow *Enjoy Life* Symposium



INNOVATION

Expand robotic assistance into housekeeping and activities

Incorporate AI for data analysis and interpretation

INVESTMENT

Continue to reinvest in our buildings with \$12.3M in planned upgrades

Expand Capri U to train the next generation of caregivers



OUR 22 CITIES

Appleton • Brookfield • Cottage Grove • Cudahy
Germantown • Grafton • Kenosha • Madison
Menomonee Falls • Mequon • Milwaukee • Muskego
New Berlin • North Fond du Lac • Port Washington
Racine • Sturtevant • St. Francis • Sun Prairie
Whitewater • Waukesha • West Allis



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