



Local Company. Local People. Local Impact.

BUILDING COMMUNITIES

First and foremost, The St. Joe Company (St. Joe) is focused on community — building communities that define a lifestyle, enhance Northwest Florida's reputation and make the region known by and attractive to people across the United States. Many identify St. Joe as a placemaker, but the company continues to evolve into a developer of ecosystems. These ecosystems are made up of people, assets and activities that add up to a working whole.

The company recognizes that the essential activities that enable communities to thrive are interrelated. As the longtime owner of tens of thousands of developable acres, it is in a unique position to continue to plant seeds into new projects and watch them grow. And The St. Joe Company is just getting started.

VISION

The company has adopted a long-term vision and a broad view. It thinks not in terms of short-term gains, but lasting community benefit. It is engaged in commercial and residential development; its hospitality division is robust and growing. But it is also focused on education, transportation, medical-service delivery, recreation, natural resources and the arts in collaboration with community partners.

The St. Joe Company works to make the counties where it does business active, healthy, diverse and well rounded. The company succeeds and the region succeeds — together, not independently of one another.

ENVIRONMENTAL STEWARDSHIP

The ownership of vast acres of land is both an opportunity and a responsibility. The St. Joe Company strives always to emphasize the latter by taking seriously its role as an environmental steward — developing projects that complement rather than diminish natural resources and providing experiences that put people in contact with the world that ultimately sustains us all.



➤ The company succeeds and the region succeeds — together, not independently of one another.



WATERSOUND ORIGINS® COMMUNITY AND
BECKRICH OFFICE PARK (OPPOSITE PAGE)

PLACEMAKERS

The St. Joe Company is a diversified real estate development company headquartered in Panama City Beach, Florida. With landholdings primarily concentrated in five Northwest Florida counties, St. Joe develops its land for residential, commercial and hospitality assets serving the residents of the fastest growing state in the country*. With vast landholdings and a methodical, long-term plan, St. Joe is only scratching the surface of what it believes can be generational growth for the company, its people and Northwest Florida.

*(2021) U.S. Census, rate of domestic net migration per 1,000 residents of counties with at least 10,000 people.



EVOLVING WITH A FLOURISHING REGION

The St. Joe Company began as a paper company, and that would remain its focus for almost 60 years. It was founded in 1936 when the Emerald Coast region and its beaches were largely undiscovered.

As the area developed, St. Joe evolved, entering the realm of residential real estate, and its owners took the company public in 1990. St. Joe was departing its past, and achieving a new identity. In the 21st century, it has been a study in reimagining, visioning and diversification. As a residential developer, it was a placemaker. It has since become a community builder that has brought about hotels, town centers, recreational assets and a plethora of other projects. The St. Joe Community Foundation was established in 1999 as a way for St. Joe communities to support the efforts of nonprofits related to education, health, the environment and the arts. In 2015, The St. Joe Company's Bay-Walton Sector Plan, a long-term framework

for future development encompassing 110,500 acres, gained approval from county and state government. The plan was built around six cornerstones that now serve St. Joe as guideposts: long-range planning; gradual implementation; environmental stewardship; walkable communities; economic diversification; and regional transportation. Today, as aspects of the plan are realized, adherence to those cornerstones is apparent. Indeed, through recent years, the company has embarked on the most active and varied period of development in its history with projects including apartments, single-family neighborhoods, outdoor lifestyle centers, a multiphase medical campus, hotels, restaurants, private club amenities and many others, all the while respecting the character, the culture and the potential of Northwest Florida.



COMPANY MILESTONES

ST. JOE HISTORY

1936

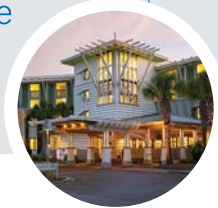
The St. Joe Company is founded



St. Joe Paper Mill

1982

St. Joe creates new real estate division



WaterColor Inn

1990

The St. Joe Company goes public, trading on the NYSE under the symbol "JOE"

"My faith ... has been frequently proven by our substantial investments in the properties and securities of Panama City and Bay County."

— Alfred DuPont, *Panama City Newspaper*, April 1929

1996

Company shifts focus from timber to land development to maximize its landholdings



Northwest Florida Beaches International Airport

1999

Work begins on WaterColor® 499-acre master-planned community in Walton County

1999

The St. Joe Community Foundation is established



Conservation and Trails

1999

WaterColor® Inn, St. Joe's first hotel project, breaks ground

2010

Company headquarters moves to Northwest Florida

2010

Northwest Florida Beaches International Airport opens on land donated by St. Joe

2013

St. Joe sells 380,000 acres to concentrate on Northwest Florida landholdings

2015

Bay-Walton Sector Plan receives state approval, creating a 50-year framework for development and conservation

2018

Pier Park Crossings® complex marks St. Joe's entry into multifamily community development



Pier Park Crossings Apartments

2019

Latitude Margaritaville Watersound breaks ground



Latitude Margaritaville Watersound

2023

FSU Health-TMH Medical Campus breaks ground in Bay County



WATERSOUND CLUB® AMENITIES
AND CAMP CREEK™ INN

➤ Per a 2022 study by the Haas Center at University of West Florida that looked at a 39-month period from 2018 to 2022, St. Joe's operations and development activities created an economic impact that could be felt throughout Northwest Florida.

A LONG-TERM VISION IN NORTHWEST FLORIDA

The St. Joe Company is in a unique position as a developer with vast, contiguous landholdings. The vision of St. Joe developments can be felt by an audience far wider than the guests at its hotels or the residents in its neighborhoods and apartment communities.

Once St. Joe decides to embark on a new project it engages outside architects, engineers and other professionals. As a project moves into the development stage, up to a year can be spent by site contractors working on and under the ground preparing for utilities, stormwater, roads and other critical infrastructure. Vertical construction employs an entirely different group of contractors, builders, tradespeople and specialists that bring these projects to life. By the time a St. Joe hotel, restaurant or other operating asset opens, not only is it

providing employment opportunities for local residents, it has been touched by countless hands that have contributed to the final product.

Similarly, St. Joe commercial spaces provide homes for other businesses that are attracted to creating opportunities of their own in this thriving region. These businesses, ranging from mom-and-pop shops to regional outposts for national brands, and their customers generate tax revenue that funds local services and infrastructure. Homebuilders in the company's residential communities create their own economic engines, employing crews and subcontractors.

This ripple effect begins as soon as St. Joe undertakes a new endeavor and continues in perpetuity through job creation and tax-revenue generation.

▼
\$35M
in tax revenues
generated for
Bay, Walton, and
Gulf counties

▼
**7,000+
JOBS**
Average annual employment
spawned by St. Joe Company
development efforts
and operations

▼
\$80M
in owned
tax dollars

▼
Indirect and direct
outputs totaling
\$3.5B
for Northwest Florida

Data provided and analyzed by Haas Center at UWF over 39 months from 2018–2022.



REGIONAL OVERVIEW

The St. Joe Company's footprint lies within Northwest Florida and includes landholdings of approximately 169,000 acres in five counties. With proximity to the Gulf of Mexico, Tyndall Air Force Base and Northwest Florida Beaches International Airport, St. Joe's development efforts and operating assets benefit from these cornerstones of a growing and thriving region.

Map updated as of October 2023

HOMES FOR ANY STAGE OF LIFE

When The St. Joe Company began to transition to real estate development in the 1990s, it soon became synonymous with luxury coastal development. Housing of that character remains part of its residential portfolio, but St. Joe, as a creator of neighborhoods and communities, is today engaged in a highly diversified approach. Its residential projects, spread among five counties, feature assorted price points and housing types to cater to a variety of lifestyles. Among them, one or more is appropriate for people at any stage

of life, from first-time homebuyers to senior adults.

People are migrating to Northwest Florida in greater numbers than ever before. These new residents represent a wide spectrum of homebuyers that includes young families, retirees, working professionals, teachers, first responders and others who are drawn to the unique quality of life in this region. St. Joe's residential developments reflect this diversity and echo the belief that communities are made stronger when they are home to a healthy cross section of people.



SIGNATURE COMMUNITIES

CREATING NEIGHBORHOODS AND CONNECTIONS



- WATERSOUND CAMP CREEK®
- WARD CREEK
- TITUS PARK
- COLLEGE STATION
- PARK PLACE

- WINDMARK BEACH®
- RIVERCAMPS® ON CROOKED CREEK
- SOUTHWOOD®
- SUMMERCAMP BEACH®

LATITUDE MARGARITAVILLE WATERSOUND

BAY COUNTY, FLORIDA This new community draws inspiration from the legendary music and lifestyle of Jimmy Buffett and has been attracting “55-and-better” buyers since sales opened in 2021. In less than two years from opening its sales center, the community sold its 1,000th home and the number continues to grow with buyers from nearly all 50 states. The colorful homes, sprawling amenities along the Intracoastal Waterway and the attractive Northwest Florida lifestyle helped Latitude Margaritaville Watersound become the 15th best-selling, master-planned community in the country in 2022.





SIGNATURE PROJECTS

COMMERCIAL ASSETS FOR A THRIVING REGION



WATERSOUND®
TOWN CENTER



DIVERSE COMMERCIAL PORTFOLIO

Complementing its residential communities, The St. Joe Company's commercial real estate projects create spaces for businesses large and small. St. Joe's leasable commercial assets include warehouse, industrial, retail, restaurant and office spaces. The company's growing portfolio of outdoor lifestyle shopping centers create gathering spaces that not only generate commerce but also serve as amenities for St. Joe's adjacent residential communities. Medical office space provides a home for necessary services that contribute to the area's quality of life.

The company's commercial activity is also producing new housing options in Northwest Florida.

St. Joe's growing portfolio of apartment and townhome communities and senior and independent living communities broaden Northwest Florida's appeal and ensure that the region is prepared to welcome people in various stages of life.

Additionally, St. Joe increasingly is engaging with joint venture partners who bring best-in-class operational expertise to new businesses that answer a wide range of market needs including self-storage, golf cart sales, fueling stations and others.

- WATERSOUND FOUNTAINS
- WATERCREST SANTA ROSA BEACH
- PIER PARK CROSSINGS®
- MEXICO BEACH CROSSINGSSM

- BUSY BEE
- LIFE STORAGE
- WATERSOUND® WEST BAY CENTER
- BECKRICH OFFICE PARK



WATERSOUND® TOWN CENTER

WALTON COUNTY Anchored by a Publix supermarket and featuring a covered event pavilion and space for retail, restaurant, office and medical tenants, this lifestyle center is positioned to benefit from its location at the entrance to the Watersound Origins community. Residents of the neighboring Watersound Origins Crossings® apartments and townhomes and Watersound Fountains independent living community are able to walk or bike to the center via the communities' expansive trail network. With plans to grow as large as 400,000 square feet of leasable space, Watersound Town Center is positioned to grow in concert with the community that it calls home.

WORLD-CLASS AMENITIES ENGAGE RESIDENTS, VISITORS

With its world-renowned beaches, a vibrant shopping and dining scene and unmatched natural beauty, Northwest Florida has been attracting vacationers for generations. In 2002, The St. Joe Company opened its first hotel property, WaterColor Inn & Resort, and more recently has added more hotels, each serving a different type of traveler. Today, St. Joe's hotels feature more than 1,100 rooms stretching from Santa Rosa Beach to Panama City. From luxury resorts to budget-friendly, select-service hotels, travelers from all parts of the country looking to get away to enjoy the Northwest Florida lifestyle can find accommodations to suit their needs at a St. Joe hotel.

The company continues to expand its lineup of Watersound Club amenities to the delight of its growing national membership. Club members enjoy access to the region's top golf, beach and recreation amenities including golf courses, a beach club with more than 1,000 feet of Gulf of Mexico shoreline, resort-style pools, dining venues, tennis and pickleball courts, a wellness center and numerous others. Camp Creek Inn, a St. Joe hotel, provides guests with a membership experience during their stay.

Restaurants, retail stores, a growing marina presence and even The Powder Room, a gun store complete with a shooting range and training center, add to St. Joe's diverse hospitality offerings.

SIGNATURE PROPERTIES

EVERY LIFESTYLE & EVERY BUDGET



HOTELS

- CAMP CREEKSM INN
- HILTON GARDEN INN
- HOME2 SUITES BY HILTON
- HOMWOOD SUITES
- HOTEL INDIGO
- THE LODGE 30A
- TOWNEPLACE SUITES
- WATERSOUND INN[®]

RESTAURANTS

- FISH OUT OF WATER[®]
- HARRISON'S KITCHEN & BAR
- HAVANA BEACH BAR & GRILL

MARINAS AND RETAIL

- POINT SOUTH MARINAS
- WATERCOLORSM STORE

THE PEARL HOTEL

WATERSOUND CLUB® AND CAMP CREEK INN

Club members and hotel guests have been enjoying the newest Watersound Club amenities since their opening in 2023. Complementing the existing golf courses and Watersound Beach Club® amenities, the pools, wellness center, tennis and pickleball courts and new dining venues come together to create one of the most amenity-rich clubs in the country. The membership base, which includes families from across the United States, is never without options for enjoying the best of the Northwest Florida lifestyle.





MONARCH ART TRAIL



CONNECTING PEOPLE TO PLACE

In St. Joe communities, and throughout Northwest Florida in general, scenic networks of pedestrian trails and paths link various community components in a way that encourages connections to place and among its people. The establishment of trail networks is listed among the cornerstones of St. Joe's 110,500-acre Bay-Walton Sector Plan with more than 100 miles of planned trails.

In many of the company's residential communities, paths and trails serve as key recreation opportunities for exercise and exploration as well as connection to nearby amenities, shopping centers and local services. Strategically designed to connect to the greater

regional trail networks, trails in St. Joe's communities offer countless uninterrupted miles of exploration of the natural world. These networks extend to the Gulf of Mexico as well as the Panama City Beach Conservation Park and its 24 miles of trails and beyond.

As an example, a multiuse path connects the Watersound Origins community through Watersound Town Center to Scenic Highway 30A and the beach. Along the way, people encounter eight path-side sculptures that pay tribute to the natural flora and fauna of the region that, in many cases, can only be accessed by this vast and growing network of accessible trails.



- St. Joe's commitment to trail-network creation does more than connect visitors and residents to local services and amenities. Trails in many St. Joe developments link to and connect regional trail networks, creating miles of uninterrupted trails through Northwest Florida's natural landscape.

GIVING BACK

LAND DONATIONS

Throughout its history, The St. Joe Company has judiciously and impactfully made donations of land throughout Northwest Florida. This culture of giving dates back to the 1930s when the company donated 190,000 acres for what would become a large part of the Apalachicola National Forest. Since that time, St. Joe has continued to make donations that have enhanced the quality of life in Northwest Florida and have created enriching experiences for people. In addition to land donations that have created vast conservation areas, these gifts have included sites for hospitals, schools, sports parks and community assets. Notably, the company donated 4,000 acres in Bay County for the creation of Northwest Florida Beaches International Airport. This essential regional facility and economic-development driver opened in 2010 and now sees more than 1.5 million passengers each year.



NORTHWEST FLORIDA BEACHES
INTERNATIONAL AIRPORT,
AARON BESSANT PARK

OTHER PROJECTS THAT WERE MADE POSSIBLE BY ST. JOE'S LAND DONATIONS INCLUDE:

- ASCENSION SACRED
HEART HOSPITAL
EMERALD COAST
- ASCENSION SACRED
HEART GULF AND ER
- FRANK BROWN PARK
- PUBLIX
SPORTS PARK
- AARON
BESSANT PARK
- ARNOLD HIGH
SCHOOL
- A. GARY
WALSINGHAM
ACADEMY
- BREAKFAST
POINT
ACADEMY



ASSISTING WORTHY ORGANIZATIONS

The goal of the St. Joe Community Foundation is to enrich the lives of people who live in and experience Northwest Florida by supporting the missions of nonprofit organizations primarily in Bay and Walton counties. Funded by transfer fees on the sale of real estate in neighborhoods and resort communities developed by The St. Joe Company, it has impacted dozens of grantee organizations related to cultural arts, education, health care and environmental protection. The Foundation has provided funds for awarding college scholarships, equipping hospitals, underwriting a public art trail, promoting recycling and countless other worthy projects and activities. The Foundation director and its board members are well versed in the region's nonprofit network and have become an invaluable resource for organizations. Jason Kretzer, executive director of the Bay Arts Alliance, is like many nonprofit leaders who find that "our organization and the St. Joe Community Foundation have similar visions for our area." Since 1999, the St. Joe Community Foundation has awarded more than \$40 million in grants to Northwest Florida nonprofits and is committed to enriching the quality of life of the people who live, work and play in Northwest Florida.



ENVIRONMENTAL PROTECTION



HEALTH CARE



EDUCATION



CULTURAL ARTS

EDUCATION, HEALTH CARE,
ENVIRONMENT AND CULTURAL ARTS
are foundational to all communities
and to civilization, and where the
Foundation focuses its attention.

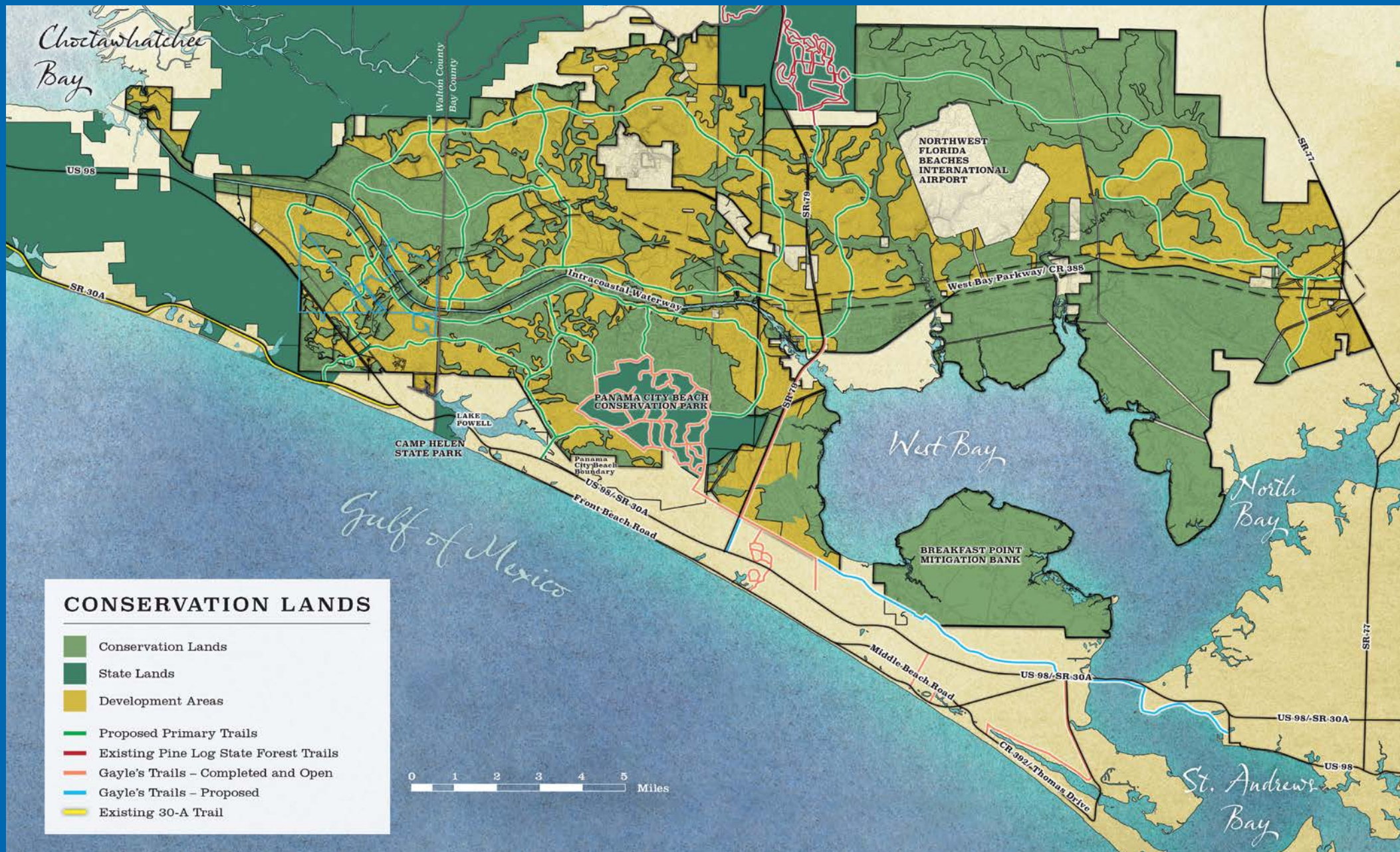
\$40M+
Awarded
SINCE 1999

PANAMA CITY BEACH
CONSERVATION PARK

REGIONAL FRAMEWORK FOR CONSERVATION, PRESERVATION AND RESTORATION

The St. Joe Company believes in safeguarding natural resources, demonstrating that conservation and development interests can coexist. The Bay-Walton Sector Plan established a framework of well-connected conservation and preservation areas. In fact, nearly half of the land area in the plan is designated as conservation land. Among its priorities are shoreline restoration and water quality, wildlife protection and wetland restoration. Within the company's development, one will find significant open greenspace, parks and other efforts to protect the natural environment.

Within the
110,500 ACRES
that make up the area covered
by the company's Bay-Walton Sector Plan,
53,229 ACRES
ARE RESERVED FOR CONSERVATION.



“ St. Joe is able to develop in ecologically sustainable ways that complement the ecosystems around them. ”

— Kelly Mandello, SENIOR ECOLOGIST, ICARUS ECOLOGICAL SERVICES

CULTIVATING PROSPEROUS CAREERS

St. Joe unites its employees in a team whose members at all levels of the company live the company culture. With a long-range plan in place, it is a culture that empowers employees to make decisions and take ownership over their areas of responsibility. At The St. Joe Company, ideas for making the company more efficient, more prosperous or even a better corporate citizen are welcome from everyone. By and large, the team at St. Joe lives in and around the areas that the company does business in, giving employees a sense of pride and responsibility for the work that the company does and their contributions to it. Much like the company itself, St. Joe's employees

are committed to the prosperity and well-being of Northwest Florida and recognize their potential to contribute to it through their role with the company. This results in a team that is not just professionally motivated to come to work, but personally invested in making a positive impact.

Individual talents are cultivated and paths to career advancement are plentiful. It's no wonder that so many of the company's employees can count their tenure in decades rather than years. As more projects come to fruition, more opportunities for professional growth become available. More often than not, a current member of the team is well-positioned to seize the opportunity.



➤ The St. Joe Company invests in all of its team members' careers and strives to create an environment of longevity. In fact, the company takes pride in having dedicated staff with upward of 45 years of service.

Employees from
18
COUNTRIES

1,100+
employees

14+
YEARS
Average tenure of
management team

150+
employees have been
with the company
5+ YEARS

Data as of October 2023



➤ St. Joe
unites its
employees in
a team whose
members
share and live
the company
culture.

WATERSOUND BEACH CLUB

BELIEF IN OUR REGION

Northwest Florida, including Bay, Walton and Gulf counties, where 86% of The St. Joe Company's landholdings are located, is being discovered by more people from more parts of the country than ever before. The company has established for itself planning frameworks that are solid enough to guide its efforts going forward and flexible enough to accommodate growth and unforeseen circumstances that may occur in decades to come. The Bay-Walton Sector Plan is itself a 50-year framework that contemplates future land uses and represents a long-term master plan. It envisions town centers, a regional employment center, a business center, residential development, recreational and open spaces, timber operations and sprawling, interconnected conservation areas.

St. Joe's belief in this region shows through its investments in this region. It is possible that the company has experienced more change since the Bay-Walton Sector Plan was approved in 2015 than it had in the company's almost 80 years leading up to that point. As Northwest Florida continues to gain interest from people across the country, so does The St. Joe Company. Residents of nearly all 50 states and Canada have purchased homesites at Latitude Margaritaville Watersound, a large-scale residential community that St. Joe is creating in partnership with Minto Communities USA. That welcome cross section at Margaritaville and in other St. Joe communities will lead to the further diversification of the regional economy, moving it beyond heavy reliance on tourism, short-term rentals and military installations. In all that they do, the residential, commercial and hospitality divisions of The St. Joe Company seek to be authentic and to create new and enriching experiences and opportunities for people and businesses. In that, they are in sync with the region's public officials, economic developers, business leaders — and the family next door.



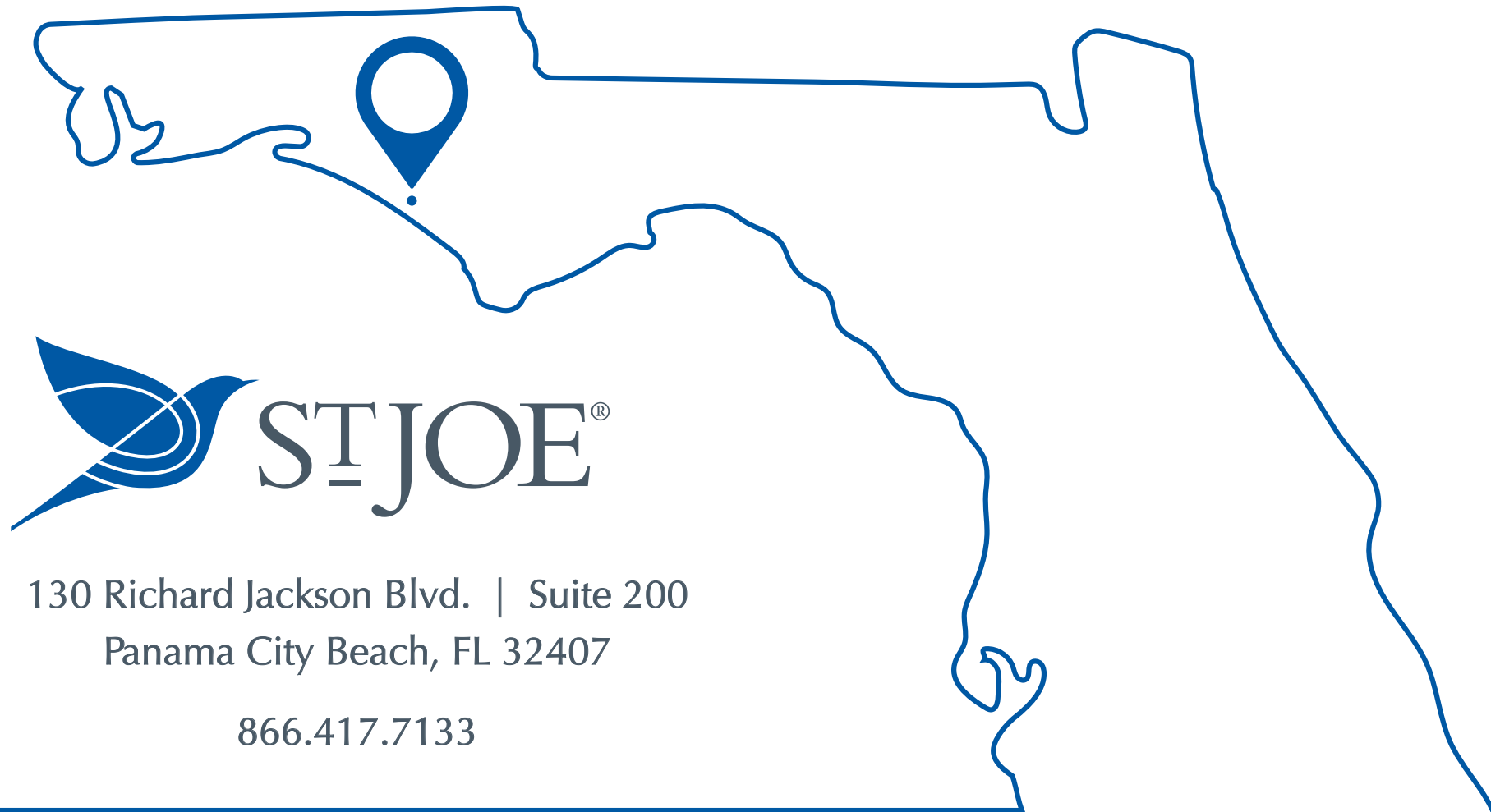
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THE ST. JOE COMPANY

joe.com

866.417.7133



St. JOE – Local Company. Local People. Local Impact.

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The Watersound Club is a private club membership which permits the use of recreational facilities and amenities to its active members. Watersound Club membership is subject to application and acceptance, membership dues and requirements, payment of use and/or initiation fees, and other limitations, all of which are subject to change. See the Membership Plan, Membership Agreement, and Rules and Regulations of the Watersound Club and any applicable community documents.

The maps depicted are to show proximity to communities/areas for illustrative purposes only and are not to scale. The developer reserves the right to modify development, path and roadway plans described or depicted herein at any time without notice. This brochure does not constitute an offer to sell real property. This material contains selected information pertaining to developments and does not purport to contain all the information which prospective guests, tenants, purchasers and vendors may desire. This brochure does not constitute an offer to sell real property. To the extent applicable, obtain a Property Report required by federal law and read it before signing anything. No federal agency has adjudged the merits or value, if any, of any of the properties listed herein. Please Refer to each community website for additional information and specifics. We are in compliance with Title VIII of the Civil Rights Act of 1968. We have not and will not discriminate against you because of your race, color, religion, sex (including gender identity and sexual orientation), familial status, national origin, and disability.

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