

MANAGEMENT PRESENTATION

NOVEMBER 2014



RUF.U (USD)
RUF.UN (CAD)
RUF.DB.U (USD)



Bear Creek Apartments, Dallas, TX

WHY PURE MULTI-FAMILY REIT LP



Fairways at Prestonwood, Dallas, TX



1 Significant organic growth - strong growth markets + strong growth strategies = strong results

2

Attractive, sustainable yield - distribution of US\$0.375 per annum which results in a yield of **7.93% at \$4.73** (as at November 14, 2014)

3

Class A assets – high quality, stable multi-family asset class with a portfolio leased occupancy rate at 98.9% with minimal capex requirements

4

Conservative Capital Structure - run-rate AFFO payout ratio of 85% and a tax efficient structure

5

Experienced and fully aligned management team - proven track record of creating value for investors and having raised over \$1.8 billion in equity and \$2.7 billion in real estate transactions

AGENDA

Valley Ranch Apartments, Dallas, TX

1. PURE ADVANTAGE

- Who we are

2. PURE PLAY

- What we do

3. PURE STRATEGY

- How we do it

4. PURE RESULTS

- Our Successes



PURE ADVANTAGE



THE PURE MULTI ADVANTAGE



Walker Commons, Houston, TX



Best in class portfolio

2

Strong management team

3

Proven effective structure

4

No transaction fees

5

Hands-on management across multiple disciplines

BEST-IN-CLASS PORTFOLIO

SUPERIOR
NEIGHBORHOOD
LOCATION

SUPPLY
CONSTRAINED
MARKETS

DYNAMIC
GROWTH
ECONOMIES

SOLID RENTAL
GROWTH / LESS
CAPEX IN CLASS A

Class A

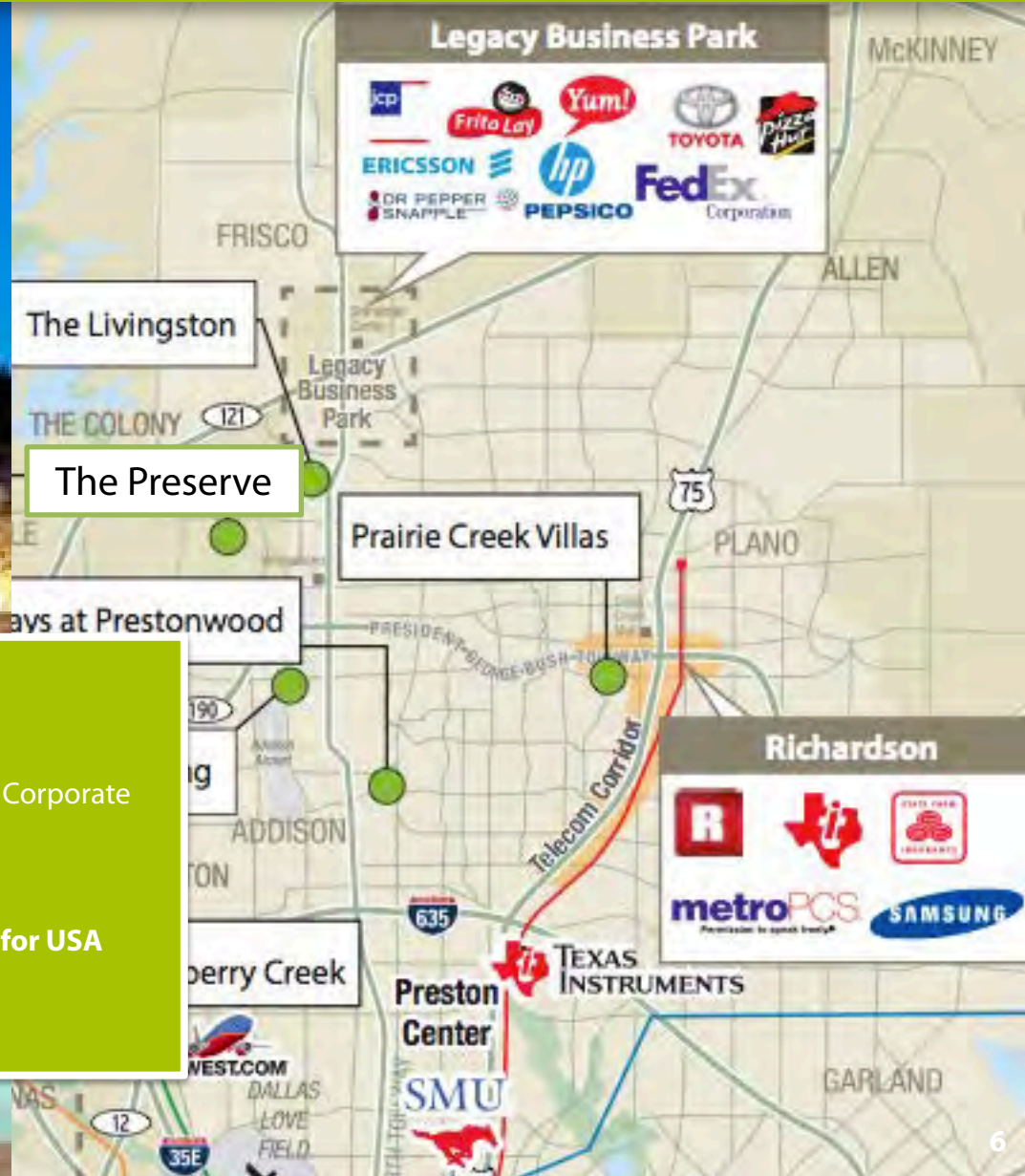
- Weighted average household income: **\$82,822**
- Weighted average rent per unit: **\$1,057**
- Annual rent as percentage of dual income: **15.3%**

Vs.

Class B

- Weighted average household income: **\$44,642**
- Weighted average rent per unit: **\$750**
- Annual rent as percentage of dual income: **20.6%**

PRESERVE AT ARBOR HILLS, PLANO, TX



PRESERVE QUICK FACTS

- Adjacent to a **15-acre nature preserve**
- Near Legacy Business Park (new jobs, Dynamic Corporate Campus)
- Preserve average household income: **\$75K**
- Average rent: **\$1,098**
- Recent job growth: **3.43% in Plano** vs. **1.18% for USA**
- Located in one of America's top ranked safest neighborhoods

STRONG MANAGEMENT TEAM

- **80 years** of combined experience.
- Investing in U.S. Multifamily real estate properties **since 1992**
- **82 employees** in the U.S.
- Proven track record of value creation:



STEVE EVANS Chief Executive Officer

- 25 years of real estate experience in both Canada and the U.S.;
- Co-CEO of Pure Industrial Real Estate Trust, (TSX-AAR.UN);
- Principal of Sunstone Realty Advisors;
- Director of American Hotel Income Properties REIT LP, (TSX:HOT.UN)

SAMANTHA ADAMS Vice President

- 14 years of real estate experience in both Canada and the U.S.;
- VP of Sunstone Realty Advisors since 2003;
- VP of Pure Industrial Real Estate Trust since 2007

SCOTT SHILLINGTON Chief Financial Officer

- 13 years of financial management experience;
- Controller of Sunstone Realty Advisors since 2010;
- Previously with Price Waterhouse Coopers, Phoenix Arizona

PROPERTY MANAGEMENT

BRYAN KERNS President of the Tipton Group

- Over 30 Years of Real Estate Acquisition and Extensive experience in the Sunbelt Region
- One of the Top 20 Real Estate Management Companies in the DFW Metro Area
- Since 1985 has managed over 30,000 Multi Family Units and 2.5 Million S.F. of Commercial Properties

PROVEN, EFFECTIVE STRUCTURE

PROVEN STRUCTURE

- No transaction or asset management fees
- Efficient structure permits fund to grow with discipline

PERFORMANCE DRIVEN

- Management rewarded for performance
- Consistent AFFO growth year over year

SOLID FOUNDATION

- Experienced management team with proven track record
- Completed over \$2.7 billion of revenue producing real estate transactions since 2002
- Completed over \$500 million in U.S. multi-family apartment transactions

EFFICIENT MANAGEMENT STRUCTURE

Fully aligned interest
structure with
no external asset
management fees and
transaction fees

HANDS-ON MANAGEMENT ACROSS MULTIPLE DISCIPLINES

DEAL SOURCING AND UNDERWRITING

- Strong acquisition team
- Comprehensive pipeline of accretive acquisitions
- Long term relationships

DUE DILIGENCE ON ACQUISITION

- Identifying value add potential
- Environmental and capex assessment
- Detailed operating budget
- Prudent debt financing

OWNERSHIP

- Hands-on asset and property management
- In-house financial reporting and risk management
- Value add strategy implementation

ACTIVE PORTFOLIO MANAGEMENT

- Evaluate potential exit strategies
- Optimise investor returns
- Re-balance portfolio

PURE PLAY



Walker Commons, Houston, TX

WHY U.S. MULTI-FAMILY



Strong sunbelt economies

2

Growing demographics

3

Propensity to rent

4

Supply and demand imbalance

5

Growing demand and limited supply leads to increasing rents

SUNBELT LEADING THE RECOVERY

Employment & Population Growth are the Key Drivers to Multi-Family Growth.

(Estimated growth 2011 – 2016)

EMPLOYMENT GROWTH (THOUSANDS)

RANK	METRO AREA	GAIN
1	New York-Wayne NY-NJ	508.3
2	Houston-Baytown TX	485.5
3	Los Angeles-Long Beach CA	389.5
4	Dallas-Plano TX	381.5
5	Atlanta-Sandy Springs GA	351.1
6	Chicago-Naperville IL	308
7	Phoenix-Mesa-Scottsdale AZ	239.9
8	Minneapolis-St.Paul MN-WI	207
9	Washington-Arlington DC-VA-MD-WV	198.9
10	Denver-Aurora CO	180.1
11	Austin-Round Rock TX	175.3
12	Philadelphia PA	171.5
13	Seattle-Bellevue WA	169.1
14	Fort Worth-Arlington TX	157.6
15	Santa Ana-Anaheim CA	151.4
16	Baltimore-Towson MD	150.4
17	San Antonio TX	149.6
18	Orlando FL	148.5
19	Tampa-St. Petersburg FL	135.4
20	San Diego-Carlsbad CA	134.8
21	Riverside-San Bernardino CA	130.8
22	San Francisco-San Mateo CA	125.2
23	Las Vegas-Paradise NV	123.7
24	Charlotte-Gastonia NC-SC	116.7
25	Portland-Vancouver OR-WA	106.9

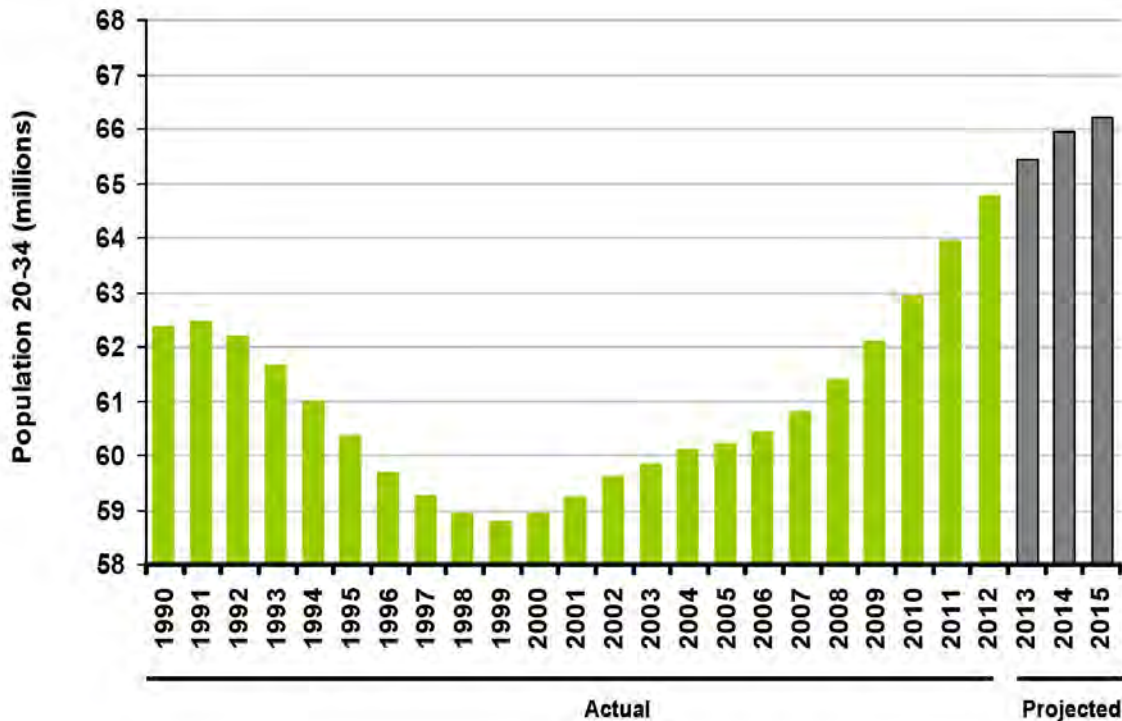
POPULATION GROWTH (THOUSANDS)

RANK	METRO AREA	GAIN
1	Houston-Baytown TX	600.4
2	Phoenix-Mesa-Scottsdale AZ	587.3
3	Atlanta-Sandy Springs GA	527
4	Los Angeles-Long Beach CA	493.8
5	Dallas-Plano TX	485.5
6	Orlando FL	311
7	Las Vegas-Paradise NV	305.3
8	Washington-Arlington DC-VA-MD-WV	277.1
9	Riverside-San Bernardino CA	267.8
10	Austin-Round Rock TX	251.6
11	Fort Worth-Arlington TX	250.1
12	San Diego-Carlsbad CA	240.8
13	Raleigh-Cary NC	237.7
14	San Antonio TX	230.2
15	Charlotte-Gastonia NC-SC	225.1
16	Portland-Vancouver OR-WA	210.7
17	New York-Wayne NY-NJ	207.9
18	Tampa-St. Petersburg FL	195.1
19	Denver-Aurora CO	179.6
20	Fort Lauderdale-Pompano Beach FL	167.6
21	Minneapolis-St. Paul MN-WI	166.4
22	West Palm Beach-Boynton Beach FL	166.4
23	Seattle-Bellevue WA	163.5
24	Chicago-Naperville IL	154.2
25	Miami-Miami Beach FL	157.4



Pure Multi's markets are highlighted and are among the top performing metro areas with the most gains in employment and population growth.

U.S. MULTI-FAMILY DEMOGRAPHICS



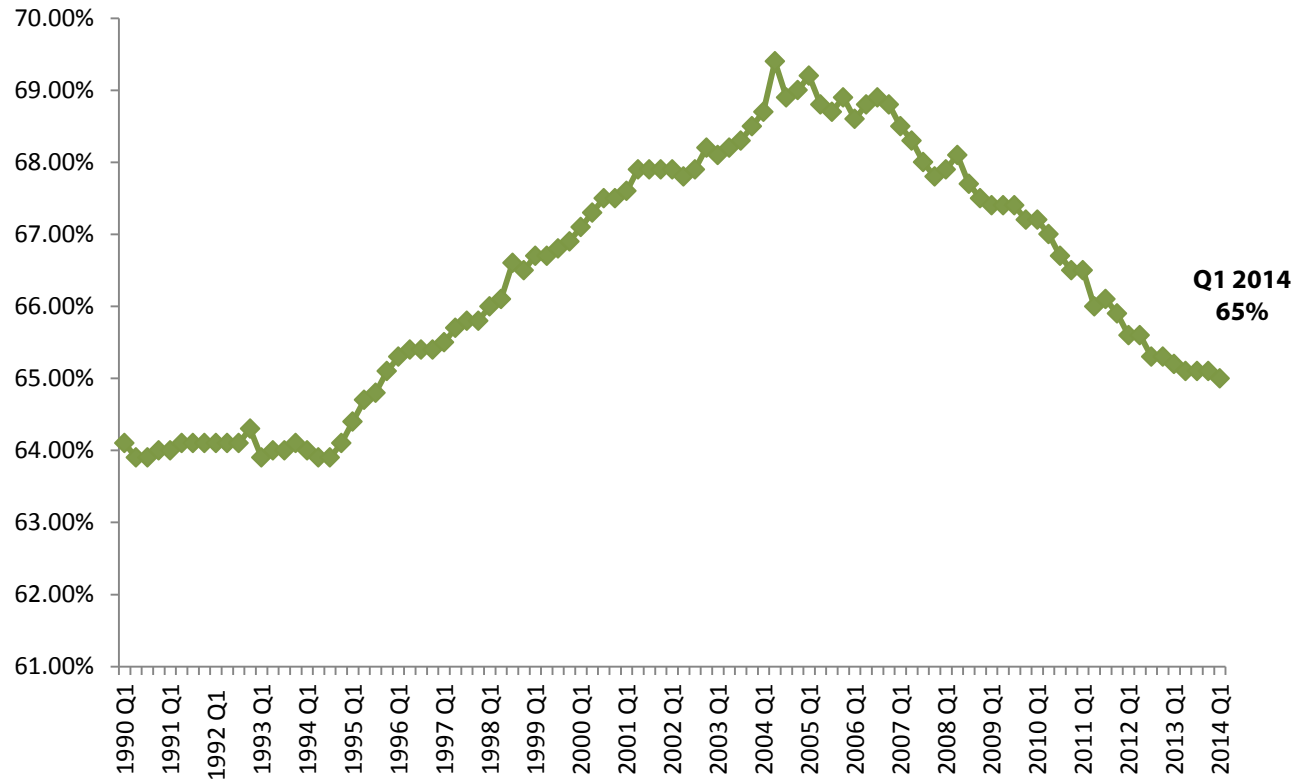
Source: Witten Advisors

Over 60% of the **Echo Boom** age group **choose to rent**.

Long-term ongoing demand

U.S. MULTI-FAMILY DEMOGRAPHICS

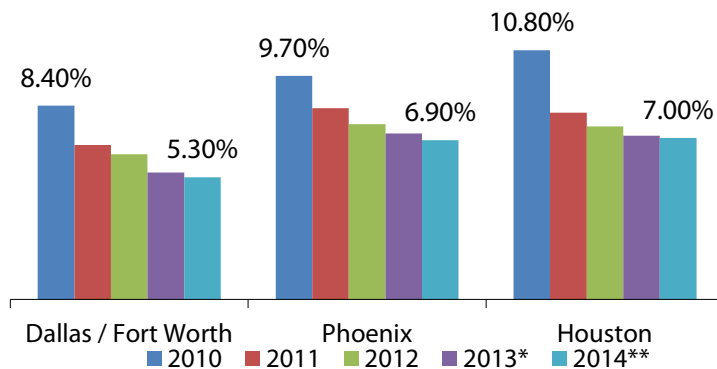
Home ownership is on the decline as people choose and prefer a renter's lifestyle.



Source: U.S. Census Bureau – Seasonally Adjusted Homeownership Rates

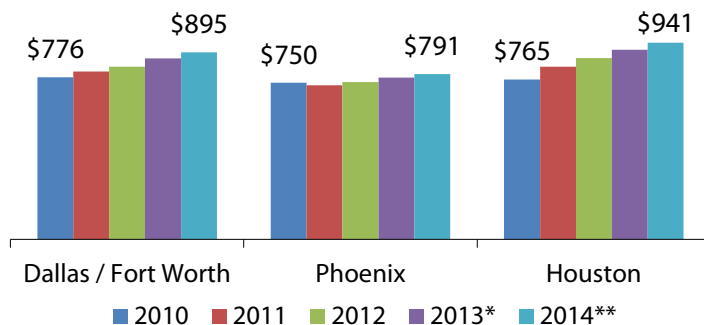
DRIVERS OF RENTAL RATE GROWTH

DECLINING VACANCY RATES



Source: Marcus & Millichap, 2014 and 2013 National Apartment Report.

INCREASING EFFECTIVE RENTS



Source: Marcus & Millichap, 2014 and 2013 National Apartment Report.

* Estimate
** Forecast

An **increasing demand** for rental housing supports a **continued increase** in rental rates.

- **Solid revenue growth**
- **No rent controls in our target markets**
- **Early stages of residential real estate recovery**

PURE STRATEGY

GROWTH STRATEGY

Objective: to increase shareholder value and AFFO per unit.



1 Build an institutional quality Class A resort-style apartment portfolio

2

Acquire in clusters

3

Select desirable locations

4

Implement value add capital improvement programs

5

Produce strong operating results

PORTFOLIO SUMMARY

High quality portfolio, newer construction with close proximity to strong job markets

Class
A

Portfolio Quality: **CLASS A**

Number of Units: **4,462**

Number of properties: **15**

Acres: **245**

Number of buildings: **304**

Avg. rent per square foot (YTD 2014) : **\$1.081**

Weighted avg. year of construction: **1995**

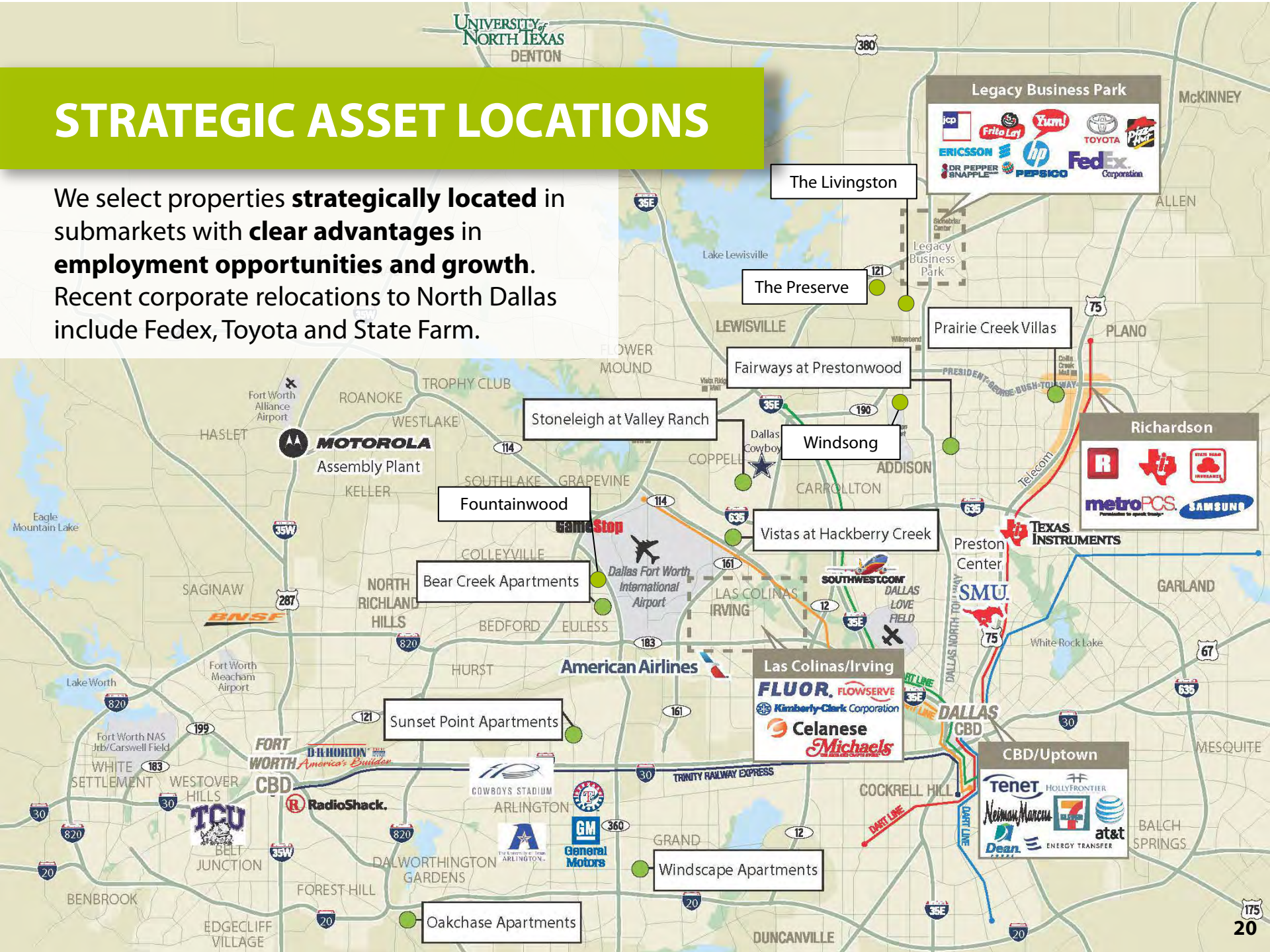
Purchase price (\$US): **\$431.2 million**

Overall occupancy: **98.9%**



STRATEGIC ASSET LOCATIONS

We select properties **strategically located** in submarkets with **clear advantages** in **employment opportunities and growth**. Recent corporate relocations to North Dallas include Fedex, Toyota and State Farm.



ATTRACTIVE RESORT STYLE PORTFOLIO



Upscale tenants prefer Pure Multi's assets and can afford our rent.

PRESTIGIOUS RESORT-STYLE, GATED COMMUNITIES

Spacious properties with ample green space, resort style swimming pools and spas, 24-hour fitness facilities, community clubhouses and private movie theatres, tennis courts, outdoor kitchens with gas grills, outdoor fire pits.

PRIME LOCATIONS

Located within submarkets with a strong employment base and within close proximity to good school districts, amenities and transportation.

LUXURY CONDO-QUALITY UNITS

Details such as attached and detached garages, high ceilings, crown mouldings and high quality appliances, and built in workstations are common features at our properties.

UNIQUE FEATURES

Golf courses, water features, nature preserves

VALUE ADD CASE STUDIES

COMMON AREA IMPROVEMENTS

OUTDOOR KITCHEN COST = \$6,000



\$10 increase in monthly rent x 12 months = \$120 / year in additional revenues per unit.

OUTDOOR FIRE PIT COST = \$3,000



At an average capitalization rate of 6% = \$2,000 increase in value per unit

SUITE IMPROVEMENTS

BEFORE



\$150 increase in monthly rent x 12 months = \$1,800 / year in additional revenues per unit.

AFTER



At an average capitalization rate of 6% = \$30,000 increase in value per unit.

VALUE ADD CASE STUDIES

Bear Creek Apartments, Dallas TX

EXTERIOR PAINT IMPROVEMENTS

BEFORE



AFTER



PURE RESULTS



Q3 2014 FINANCIAL RESULTS

Pure Multi was recently listed as one of Canada's top three REIT's "with the **strongest year-over-year growth** in **FFO** per unit..."

Canaccord REIT Review – May 26 2014

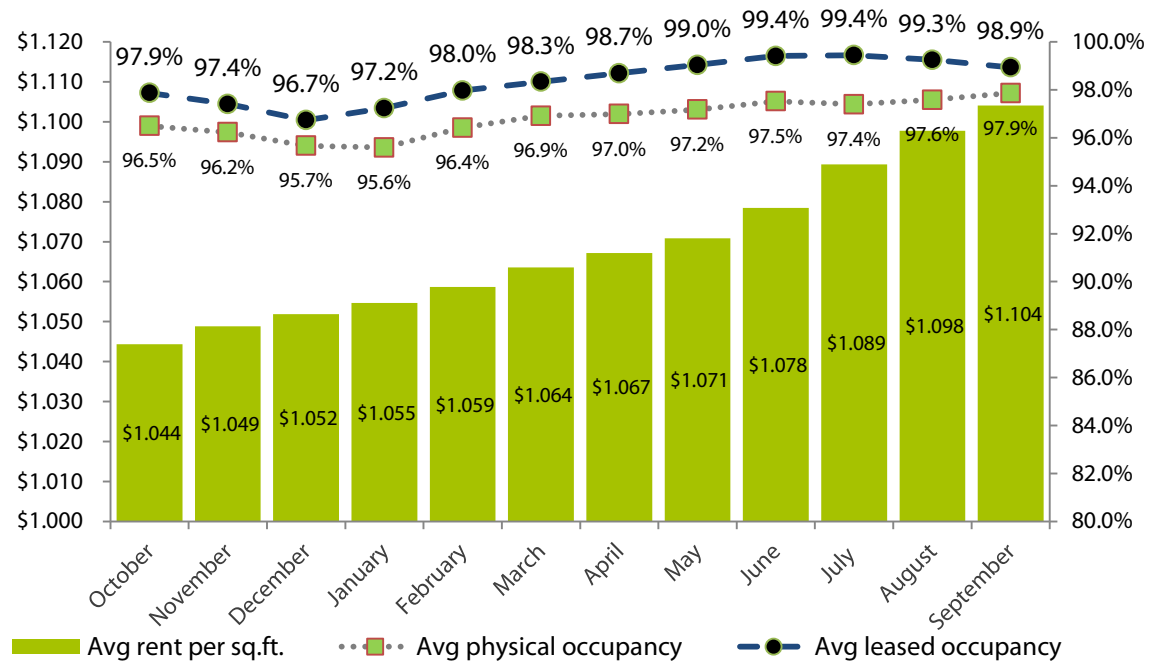
- **11.8% FFO per unit growth** (Q3 2014 vs Q3 2013)
- **6.2% same property total rental revenue growth** (Q3 2014 vs Q3 2013)
- **\$13.0 million** Q3 2014 rental revenues - an increase from **\$9.3 million** during Q3 2013
- **\$7.0 million** Q3 2014 net rental income - an increase from **\$4.8 million** during Q3 2013
- Management's estimated 2014E run-rate FFO payout ratio of 79% and AFFO payout ratio of 85%
- **Reported 9.7% same property NOI growth (YTD 2014 vs. YTD 2013)**

STRONG ORGANIC GROWTH

Consistent strong rent growth with stable occupancy

Pure Multi Portfolio - Rent and Occupancy Trends

October 2013 to September 2014



YTD Q2 2014 OPERATING RESULTS

Pure Multi's interest⁽¹⁾

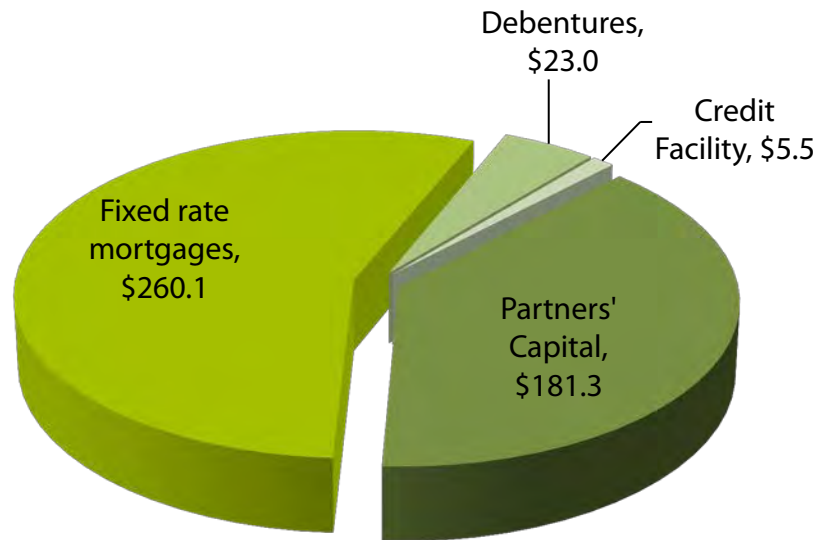
(\$000s, except per unit basis)

	YTD Q3 2014	YTD Q2 2013	Variance %
Rental revenue, same property	17,417	16,577	5.1%
Total rental revenue - Pure Multi's interest	34,479	21,140	63.1%
Operating expenses, same property	7,875	7,879	-0.1%
Total operating expenses - Pure Multi's interest	16,027	10,316	55.4%
Net rental income, same property	9,542	8,698	9.7%
Total net rental income - Pure Multi's interest	18,452	10,824	70.5%
Funds from operations	10,055	5,787	73.8%
per Class A unit	0.35	0.26	34.6%
Payout ratio	84.4%	103.6%	n/a
Adjusted funds from operations	9,200	5,278	74.3%
per Class A unit	0.32	0.24	33.3%
Payout ratio	92.2%	113.6%	n/a

(1) Pure Multi's interest (1) represents the proportionate share of all assets, liabilities, revenues and expenses of all its portfolio investments, and (2) prorates and accrues property tax liability and expense, on all portfolio investments, based on the time period of ownership throughout the given reporting year.

CONSERVATIVE CAPITAL STRUCTURE

Low interest rates, almost 100% long-term fixed rate debt



- Partners' Capital
- Fixed rate mortgages

- 57.6% mortgage/ loan to value
- 3.85% weighted average interest rate on all mortgages
- **97.9% fixed-rate debt**
- Mortgages mature between **2017- 2028**
- **7.0 years** weighted average term remaining of mortgages

A LOOK UNDER THE HOOD

All values in USD

Unit price¹ **\$4.73**

Net Asset Value **\$5.25**

All values in millions

Units outstanding **34.8**

Gross book value **\$480.8**

Cash **\$11.3**

Debt **\$287.5**

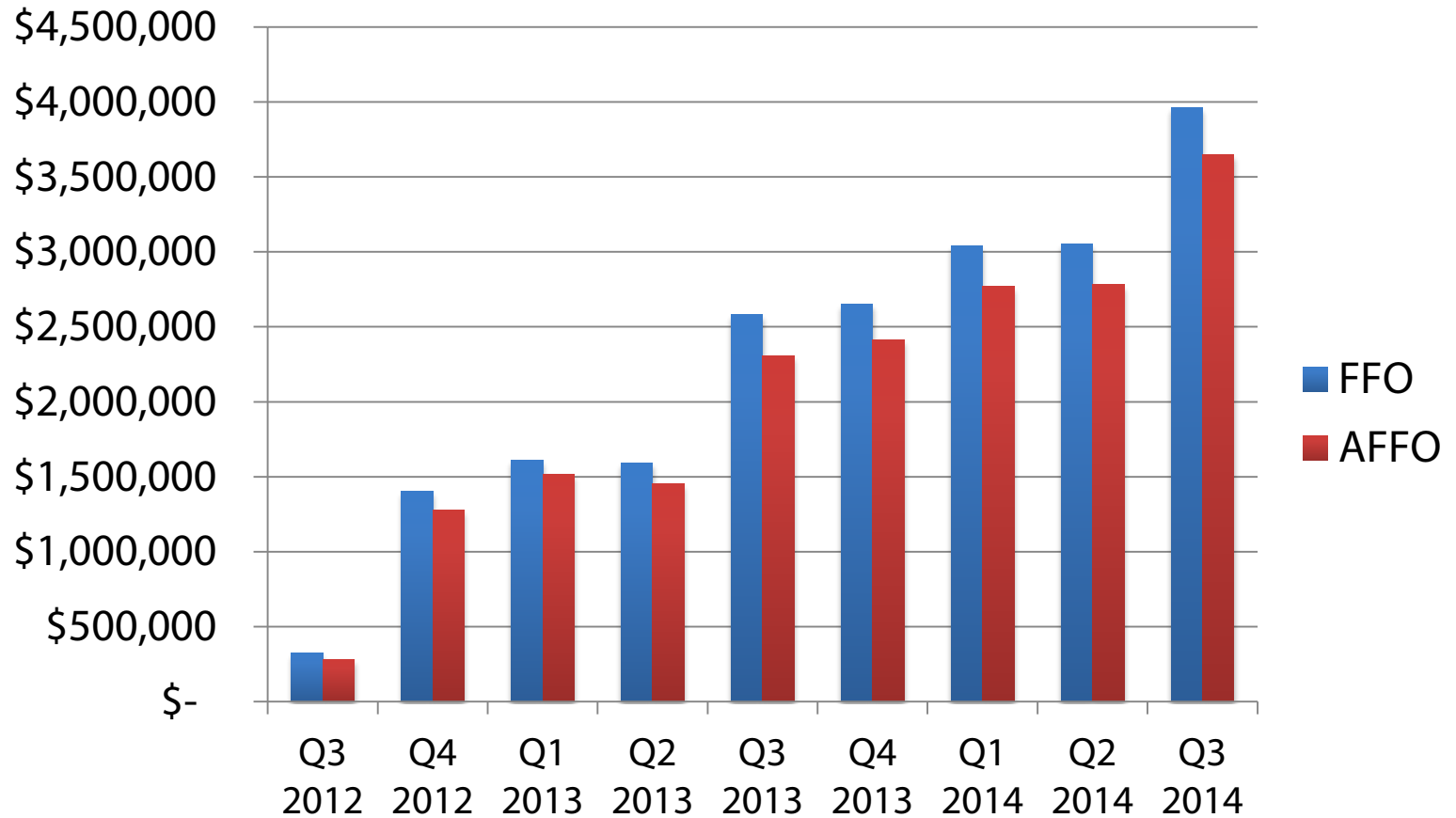
Enterprise value¹ **\$449.7**

Debt to GBV **60.5%**



1. As at November 14, 2014

FFO/AFFO GROWTH SINCE IPO



PURE SUMMARY

Vistas at Hackberry Creek, Dallas, TX



Solid operating history

2

Hands-on management team

3

Strong track record of creating value

4

Excellent revenue growth

5

Undervalued price to AFFO among peers

6

Sized for growth

APPENDIX



COMPARATIVE MULTIPLES

Institution Name (Canadian Exchanges)	Price 14-Nov-14	Market Capitalization (millions)	Dividend Yield (%)	Price/ FFO 2014E	Price/ FFO 2015E
Boardwalk REIT	\$70.86	\$3,686	2.9%	21.1x	19.9x
InterRent REIT	\$6.09	\$352	3.6%	19.1x	14.2x
Milestone Apartments REIT	\$11.94	\$639	5.4%	10.7x	10.1x
Morguard N.A. REIT	\$10.18	\$473	5.9%	11.0x	10.3x
<i>Average of Peers</i>			4.5%	15.5x	13.6x
Pure Multi-Family REIT LP (US\$)	\$4.73	\$173	7.9%	10.5x	9.5x

Institution Name (U.S. Exchanges)	Price 14-Nov-14	Market Capitalization (millions)	Dividend Yield (%)	Price/ FFO 2014E	Price/ FFO 2015E
Camden Property Trust (US\$)	\$74.93	\$6,474	3.5%	17.5x	16.6x
Mid-America APT CMT(US\$)	\$70.77	\$5,326	4.1%	14.3x	13.2x
Post Properties, Inc. (US\$)	\$56.54	\$3,128	2.8%	23.8x	20.1x
United Dom Realty Trust(US\$)	\$29.87	\$7,623	3.5%	19.4x	18.4x
<i>Average of Peers</i>			3.5%	18.8x	17.1x
Pure Multi-Family REIT LP (US\$)	\$4.73	\$173	7.9%	10.5x	9.5x

Source: Thomson One, Canaccord Genuity estimates



STEADY, SUSTAINABLE DISTRIBUTIONS

- Monthly distribution per unit: **\$0.03125**
- Annualized rate: **\$0.375**
- Market Cap: **\$173.4 million²**
- Yield: **7.93%²**
- AFFO Run-rate Payout Ratio (2014E): **85%¹**
- Uninterrupted history of consecutive monthly distributions
- Asset class produces strong monthly cashflow

⁽¹⁾ Based on managements best estimates ⁽²⁾ As at November 14, 2014

U.S. WITHHOLDING ON DISTRIBUTIONS

Type of Unitholder	Withholding Percentage
Individuals	15%
RRSPs and RRIFs	0%
TFSAs	15%
RDSPs, RESPs, and other plans	0% - 30%*
Non-individual investors eligible for benefits under the Canada-U.S. Treaty	15% - 30%**
Investors not eligible for any US treaty benefits	30%

US taxes paid are reflected on a Form 1042-S (US Tax Form) "Foreign Person's U.S. Source Income Subject to Withholding" to be received by the unitholders from their respective brokers. This amount may be used towards a foreign tax credit on the Canadian tax return for U.S. source income.***

**Whether a plan is entitled to a reduced treaty rate depends on the specific terms of the plan. Investors investing through RDSPs, RESPs and other similar plans should consult with their own tax advisors to determine whether a reduced treaty rate (i.e., 0% or 15%) is available to them.*

***Non-individual investors may be entitled to a 15% reduced treaty rate if at the time of the dividend the REIT is "diversified". Very generally, a REIT is diversified if the gross value of no single interest in real property held by the REIT exceeds 10% of the gross value of the REIT's total interest in real property.*

****If eligible*

ANALYST COVERAGE



Frederic Blondeau, Dundee Capital Markets

Phone: 514-396-0309

Email: fblondeau@dundeecapitalmarkets.com

Trevor Johnson, National Bank Financial

Phone: 416-869-8511

Email: trevor.johnson@nbc.ca

Dean Wilkinson, CIBC

Phone: 416-594-7194

Email: dean.wilkinson@cibc.ca

Jimmy Khing Shan, GMP Securities

Phone: 416-943-6148

Email: jshan@gmpsecurities.com

Jenny Ma, Canaccord Genuity

Phone: 416-687-5270

Email: jenny.ma@canaccordgenuity.com

WE WELCOME YOUR ENQUIRIES

ANDREW GREIG
PHONE
EMAIL

DIRECTOR OF INVESTOR RELATIONS
604-681-5959 Ext. 239
agreig@puremultifamily.com