



Half Year Results Presentation 16 Jun 2016





Introduction

Frederic Vecchioli

Highlights

1. Strong revenue and profitability growth

- UK like for like revenue up 11.7% - 6 quarters of double digit growth
- Paris like for like revenue up 6.8% – 18 years of uninterrupted growth
- Focus on leveraging existing assets
- Cash tax Earnings per share (EPS) up 18.4%
- The Board expects full year earnings to be modestly above the top end of current market expectations*
- Progressive dividend policy - up 20%

2. Foundations for further internal growth

- Leading marketing platform - Strong market fundamentals
- Unique portfolio - 75% of revenue from London / SE & Paris
- Limited new market supply
- Available capacity pre-development equal to around 30 stores
- Balanced rate/occupancy growth
- Sales team and pricing systems in place to support strategy

3. Disciplined development

- Solid balance sheet – Resilient and predictable cash flows
- Selective development within existing markets
- 5 new stores and two store extensions
- Earnings accretive option to purchase the 12 Space Maker stores

* As of today's date, based on the forecasts of 9 analysts, the consensus range for cash tax adjusted earnings per share for the year ended October 2016 is 17.5p to 18.0p



Financials

Andy Jones

Financial highlights

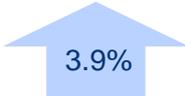
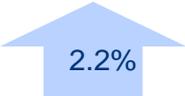
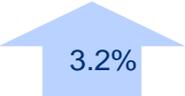
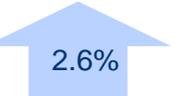
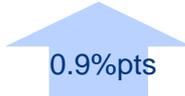
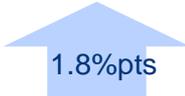
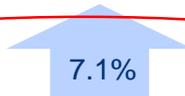
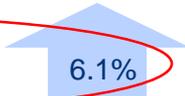
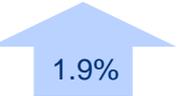
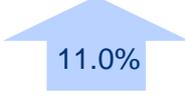
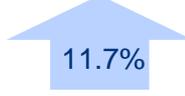
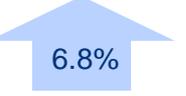
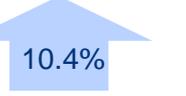
Income Statement & Cash flow	HY 2016	Change vs HY 2015
Revenue (£'m) Like for Like*	54.1	10.4%
Underlying EBITDA (£'m) Like for Like*	29.3	12.7%
Revenue (£'m)	54.1	7.3%
Underlying EBITDA (£'m)	29.3	8.9%
Underlying EBITDA (post Leasehold costs) (£'m)	25.4	13.4%
Cash Tax Adjusted EPS (pence)	9.0	18.4%
Dividend per share (pence)	3.6	20.0%
Free cash flow (£'m)	19.7	25.5%
Balance Sheet	As at Apr 2016	Change vs Oct 2015
Investment Properties Valuation (£'m)**	838.6	7.3%
EPRA Net Asset Value per Share (pence)	278.1	8.5%
Group Loan To Value	30%	(2%pts)
Group Interest Cover Ratio	5.1x	+0.9x

* LFL revenue is adjusted for the closure of New Malden, Wandsworth and Whitechapel stores in the UK

** includes investment properties under construction

Effective FX rates were the same in both years so CER equals Absolute. (Euro:Gbp = 1.325 over HY 2016)

All regions performing strongly

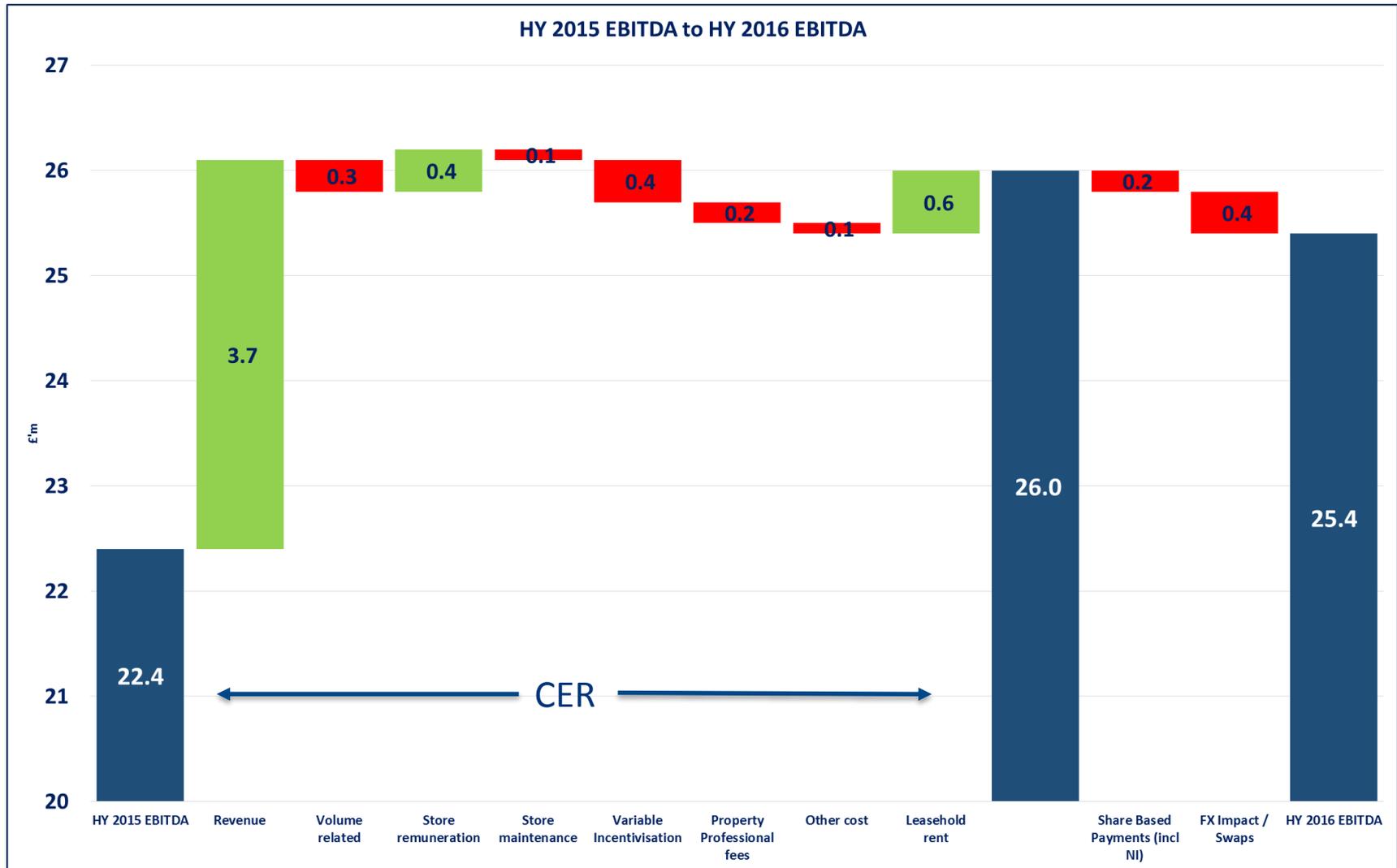
		London / SE	Rest of UK	UK Total	Paris	Group Total
Closing Occupancy LFL ¹ (Sq Ft 'm)	Act	1.53	1.16	2.69	0.80	3.49
	YoY	 3.9%	 2.2%	 3.2%	 2.6%	 3.1%
Closing Occupancy LFL ¹ %	Act	72.8%	63.9%	68.6%	79.4%	70.9%
	YoY	 2.6%pts	 0.9%pts	 1.8%pts	 2.2%pts	 1.9%pts
Average Rate LFL ¹ (£ per Sq Ft) (in CER ²)	Act	29.34	18.74	24.82	29.97	26.02
	YoY	 5.6%	 7.1%	 6.1%	 1.9%	 4.9%
Revenue £'m LFL ¹ (in CER ²)	Act	27.8	13.3	41.1	13.0	54.1
	YoY	 11.0%	 12.6%	 11.7%	 6.8%	 10.4%

1. LFL revenue is adjusted for the closure of New Malden, Wandsworth and Whitechapel stores in the UK
2. CER is Constant Exchange Rates

Group P&L

	HY 2016			HY 2015		
	UK (£'m)	Paris (£'m)	Total (£'m)	UK (£'m)	Paris (£'m)	Total (£'m)
Revenue	41.1	13.0	54.1	38.2	12.2	50.4
Underlying Cost of Sales (Excl Hedge Income)	(15.4)	(3.6)	(19.0)	(15.3)	(3.7)	(19.0)
Store EBITDA	25.7	9.4	35.1	22.9	8.5	31.4
<i>Store EBITDA Margin</i>	62.5%	72.3%	64.9%	59.9%	69.7%	62.3%
Underlying Administrative expense	(4.9)	(0.9)	(5.8)	(4.1)	(0.8)	(4.9)
Hedge Income	-	-	-	-	0.4	0.4
Underlying EBITDA	20.8	8.5	29.3	18.8	8.1	26.9
<i>EBITDA Margin</i>	50.6%	65.4%	54.2%	49.2%	66.4%	53.4%
Leasehold Rent	(2.1)	(1.8)	(3.9)	(2.6)	(1.9)	(4.5)
EBITDA post Leasehold Rent	18.7	6.7	25.4	16.2	6.2	22.4
<i>EBITDA post Leasehold Rent Margin</i>	45.5%	51.5%	47.0%	42.4%	50.8%	44.4%
Depreciation	(0.2)	-	(0.2)	(0.1)	(0.1)	(0.2)
Finance Charges	(4.7)	(0.3)	(5.0)	(5.1)	(0.7)	(5.8)
Profit before Tax	13.8	6.4	20.2	11.0	5.4	16.4
Current Tax	-	(1.6)	(1.6)	-	(0.6)	(0.6)
Cash Tax Earnings	13.8	4.8	18.6	11.0	4.8	15.8
Average Shares In Issue (m)			207.8			207.3
Underlying (Cash Tax Adjusted) EPS (p)			9.0			7.6

Strong revenue performance drives improved EBITDA (after leasehold rent)



Improved cash flow financing dividend and developments

	HY2016 (£'m)	HY2015 (£'m)
Underlying EBITDA	29.3	26.9
Working Capital/ Exceptionals/ Other	(0.1)	0.2
Operating cash inflow	29.2	27.1
Interest payments	(4.7)	(6.7)
Leasehold rent payments	(3.9)	(4.5)
Tax payments	(0.9)	(0.2)
Free cash flow (before investing and financing activities)	19.7	15.7
<i>EBITDA to free cash flow conversion %</i>	<i>67%</i>	<i>58%</i>
Capital expenditure – investment properties	(9.2)	(4.3)
Capital expenditure – property, plant and equipment	(0.4)	(0.1)
Net inflow after investing activities	10.1	11.3
Dividends paid	(12.1)	(10.3)
Cash flow before debt movements	(2.0)	1.0

	Debt	Cash	Net Debt
As at 01 Nov 2015	(249.5)	13.8	(235.7)
Cash flow before debt movements	-	(2.0)	(2.0)
Debt repayments	0.8	(0.8)	-
Debt issuance costs	0.4	(0.4)	-
Foreign Exchange / Other	(7.4)	0.6	(6.8)
As at 30 Apr 2016	(255.7)	11.2	(244.5)

Strong and flexible Balance Sheet

Capital Structure	Apr 16	Oct 15	Variance	Apr 15
Property valuation (£'m)*	838.6	781.5	7.3%	743.5
UK (£'m)*	634.3	603.6	5.1%	579.8
FR (€'m)*	260.8	249.3	4.6%	228.2
Gross Debt (£'m)	255.7	249.5	(£6.2m)	261.2
Net Debt (£'m)	244.5	235.7	(£8.8m)	248.1
Group LTV	30%	32%	(2%pts)	35%
UK LTV	35%	36%	(1%pts)	39%
Interest Cover Ratio (Underlying)	5.1x	4.2x	+0.9x	3.9x
Effective interest rate	4.1%	3.9%	0.2%pts	4.4%
Debt capacity (£'m)	140.5	137.8	£2.7m	67.9
Committed (£'m)	125.5	77.8	£47.7m	67.9
Uncommitted (£'m)	15.0	60.0	(£45.0m)	0.0

*For valuation purposes an exchange rate of 1.276 Euro : 1GBP was used (€1.402 at Oct 15, €1.395 at Apr 15).
Includes investment properties under construction

Guidance – non trading and one-off items

Item	Guidance
Foreign exchange impact	No hedging of French profits in current year Hedge income received in 2015 was £0.9m of which £0.4m was received in the first half of the year
Revenue	Stores closed in 2015 contributed £0.7m of revenue and £0.2m of EBITDA in the second half of the financial year
Tax	French tax losses fully utilised in 2015 Effective underlying cash tax rate in France estimated at 26% - 28% in 2016 and beyond No tax anticipated in UK
Interest charges	Estimated at c. £10- £10.5m in 2016 (Before Space Maker)
Shares in issue	Average shares in issue in HY 2016 – 207.8m Closing shares in issue at 30 April 2016 – 208.3m
Dividends	Dividend growth anticipated to be at least in line with earnings growth for the medium term
Capex	Capex spend for current projects to be c. £30m 5 new stores c. £22-23m Other development c. £4-5m Maintenance c. £2-3m



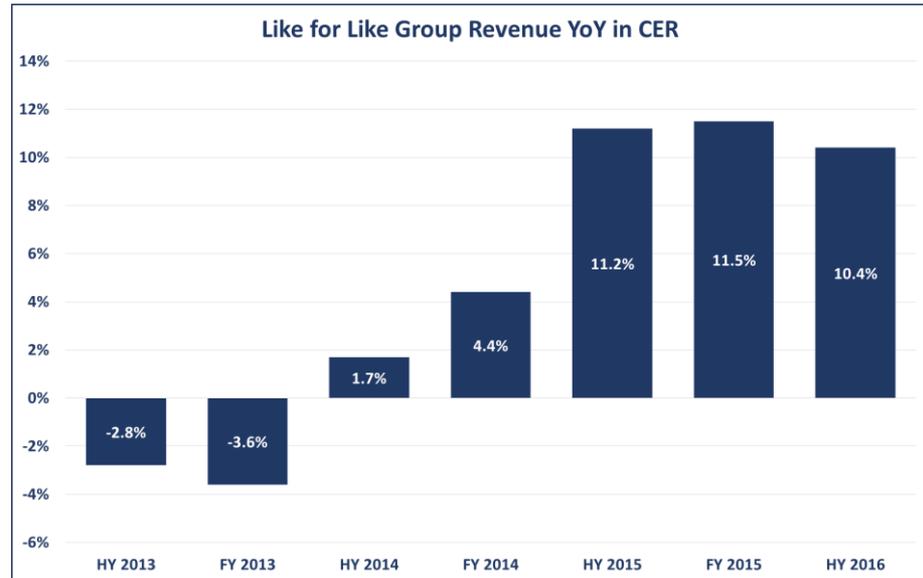
Operational Delivery

Frederic Vecchioli

Operations overview

Foundations for future growth in place:

- Leading marketing platform
- Sales performance
- Rate management
- Sale teams and pricing systems in place
- Continued focus on existing assets
- Selective development and asset management
- Limited market supply



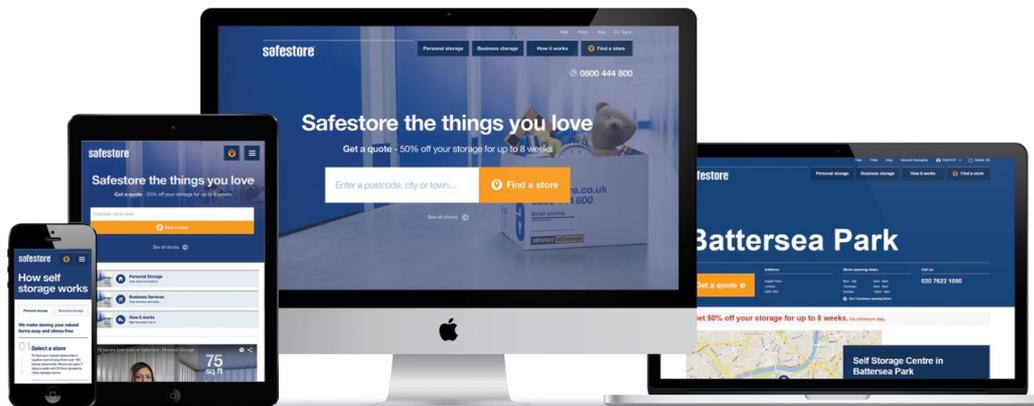
Marketing: leveraging scale

Safestore capturing growing market share:

- UK enquiry growth gaining momentum after new website launch - exited the half year strong, with an average for the period of 4.5%
- Cost per enquiry 8% lower during HY 2016 compared to HY 2015
- Paris enquiry growth 2.8%

New trading website performing strongly:

- Leading platform for web efficiency:
 - Technical back-end rebuilt
 - Optimised for mobile – now 52% of web enquiries
 - Switch to mobile favouring leaders
 - 80% of UK enquiries now via email versus 68% for UK industry
 - 62% of enquiries via email in France
- Self storage association 2016 survey emphasizes the need of search engine efficiency:
 - 82% of potential customers would search storage online using generic keywords
 - 88% of people would not consider brand in their search and only 3% would search using companies names
- New platform to be rolled out to Paris

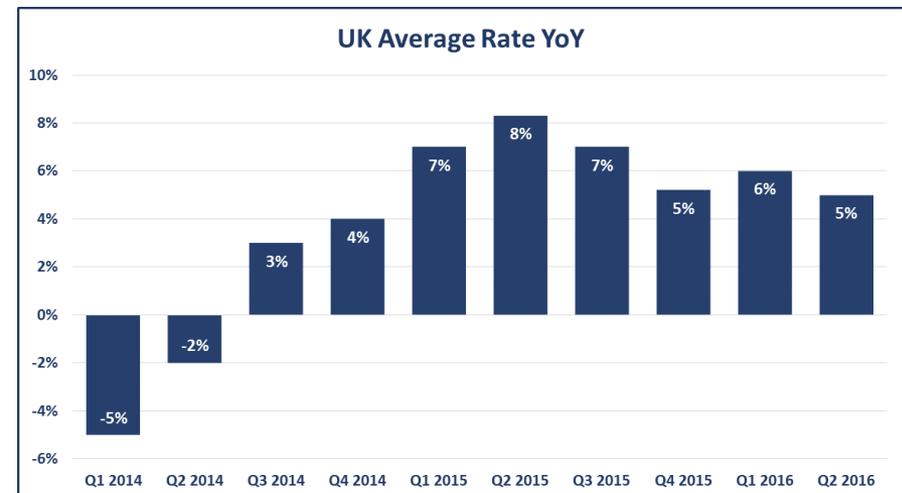
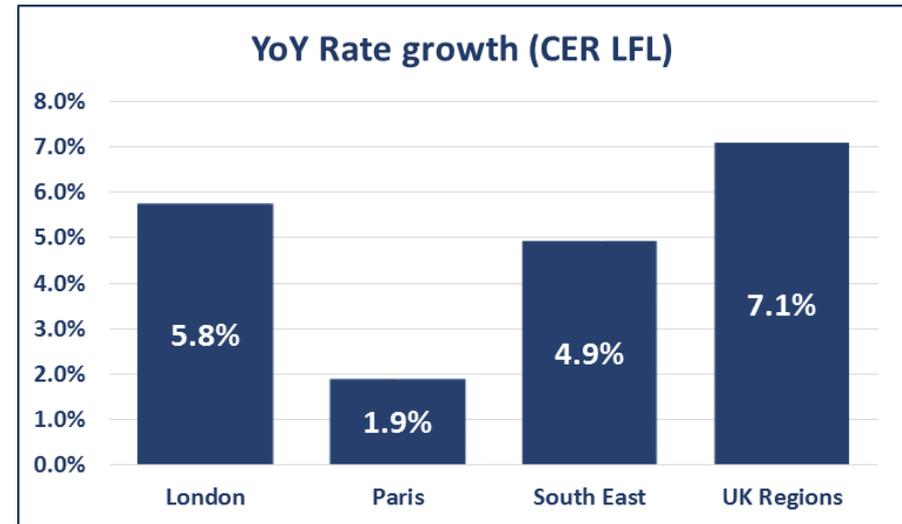


Occupancy - Rate management

Strategy of maximising revenue through balancing rate and occupancy

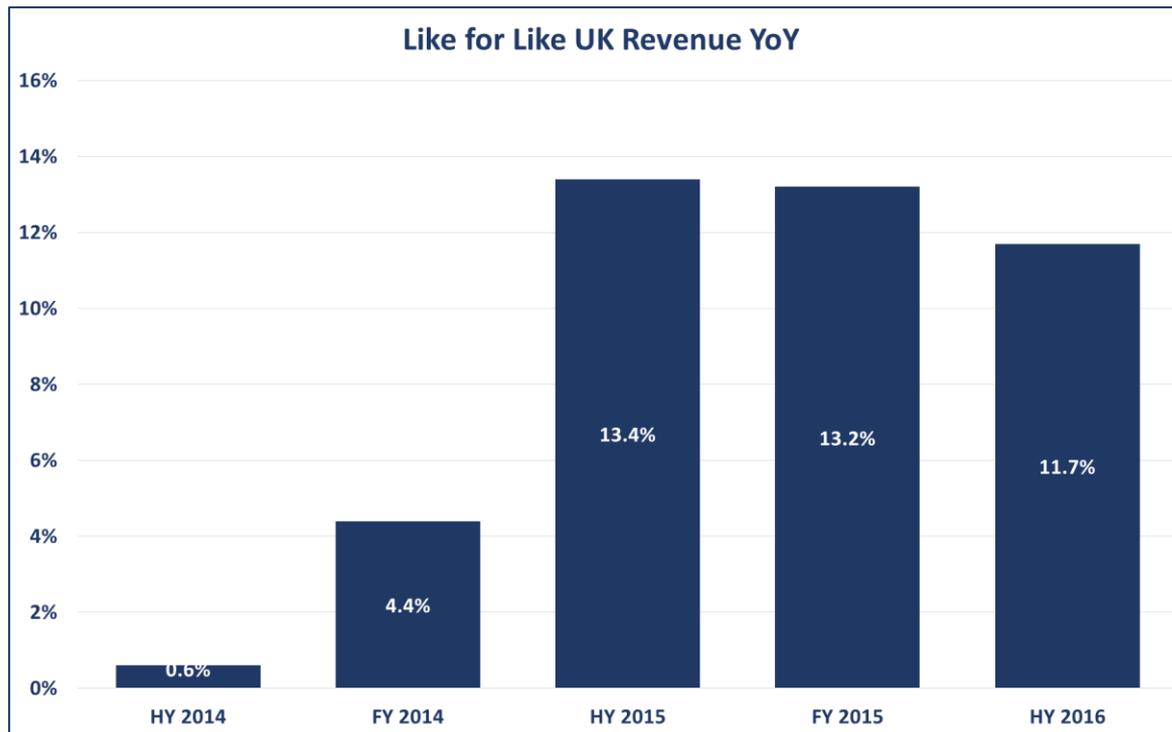
Rate growth drivers:

- Number of enquiries
- Catchment area
- Store team skills – training and coaching – discounts control
- Central pricing team
- Investment in analytical capacity
- Network management in Paris



6 quarters of double-digit LFL UK revenue growth

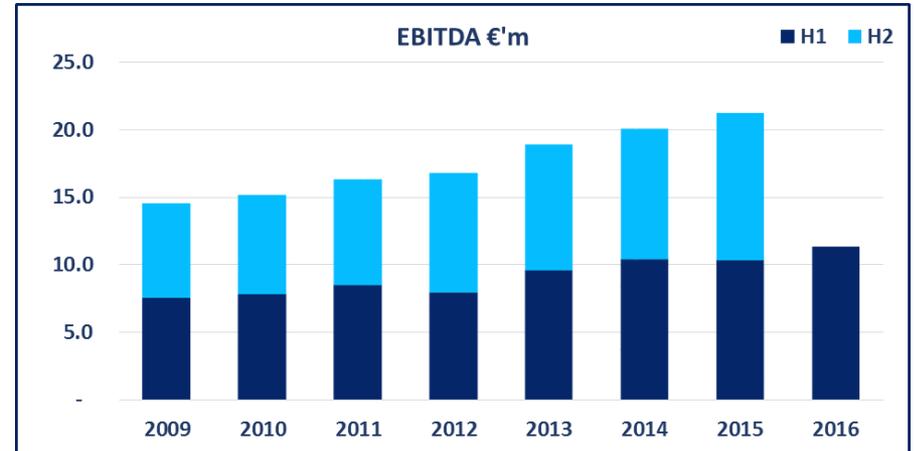
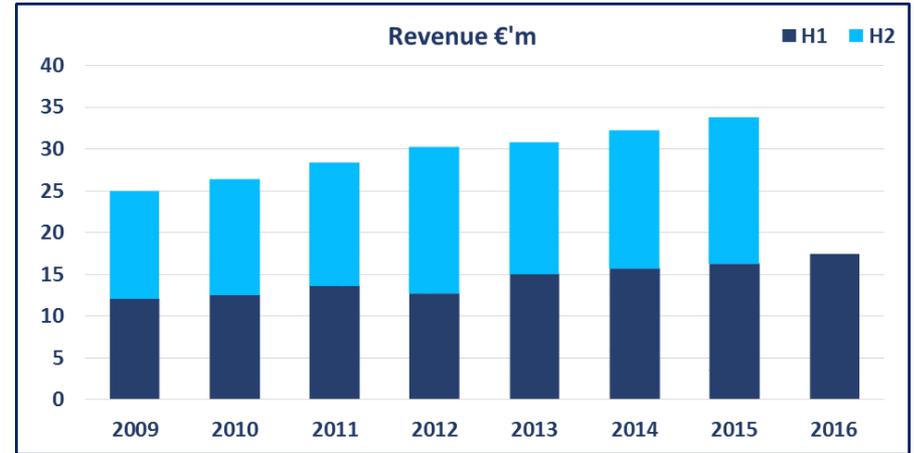
- Balanced occupancy-rate growth strategy
- c. 30,000 sq. ft of discounted bulk vacated to provide more storage units
- +2.6 pts LFL occupancy growth with adjustment for discounted bulk



Paris: 18 years of uninterrupted growth

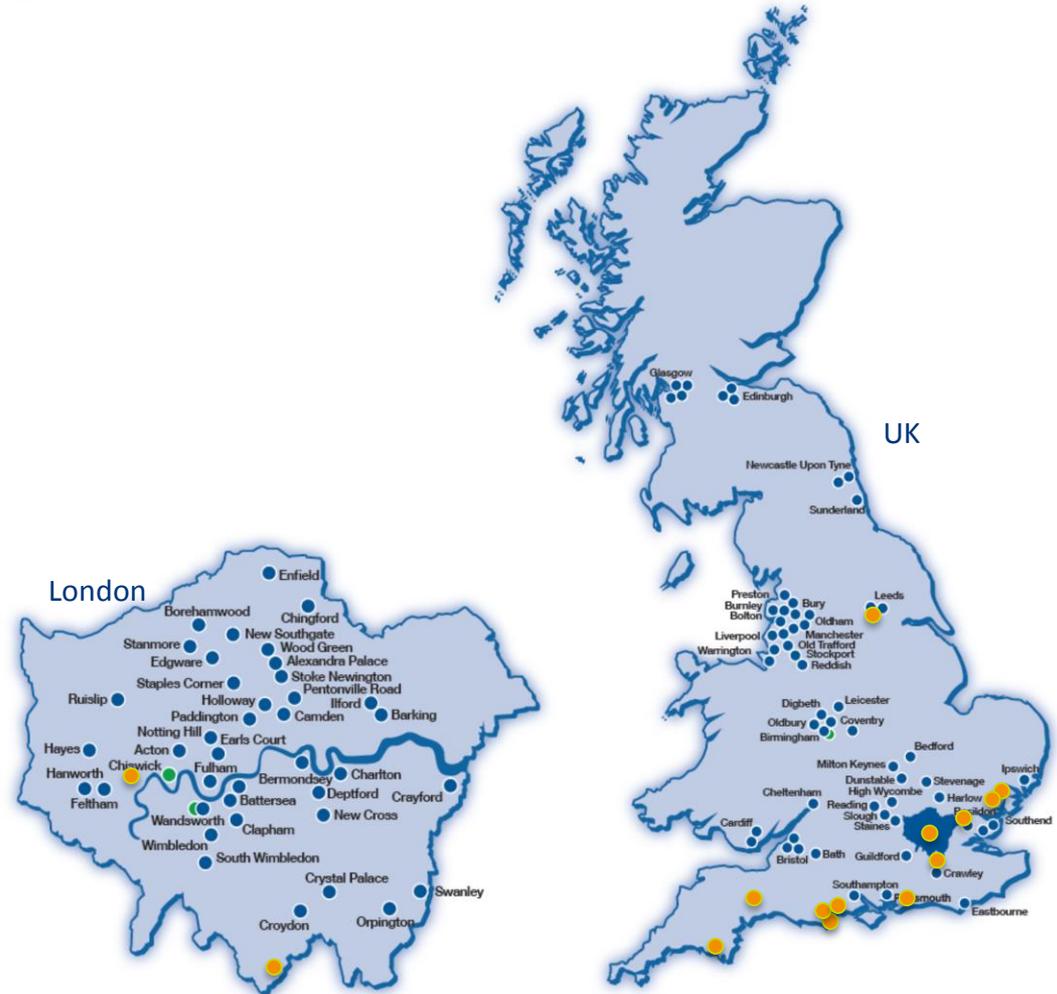
Very solid market fundamentals:

- Densest network of stores in central Paris
- Strong Brand and digital platform
- Revenue growth of 6.8%
- EBITDA growth of 9.7%



Space Maker

- Option to purchase for £43.0m and £1.4m potential deferred (less certain downward adjustments)
- 12 well invested stores (9th largest portfolio in the UK)
- 496,000 Built out lettable area – 62% occupied
- Under Safestore management contract since 2010
- First year net operating income yield of c 9.4%*
- Operations fully integrated since May 2016
- Immediately EPS accretive from completion



* Based on unaudited EBITDA before the impact of management charges for the year ended 30 April 2016 and including the impact of estimated cash to be acquired with the business

Development

Net additional new space of c. 217,000 to be added in 2016:

Five New stores:

- London Chiswick - 42,500 MLA
- Birmingham – 51,000 MLA (25,000 Net)
- London Wandsworth – 33,200 MLA (23,200 Net)
- Paris Emerainville – 60,000 MLA
- Altrincham – 39,000 MLA

Two extensions:

- Acton – +4,900 MLA
- Longpont – +22,600 MLA

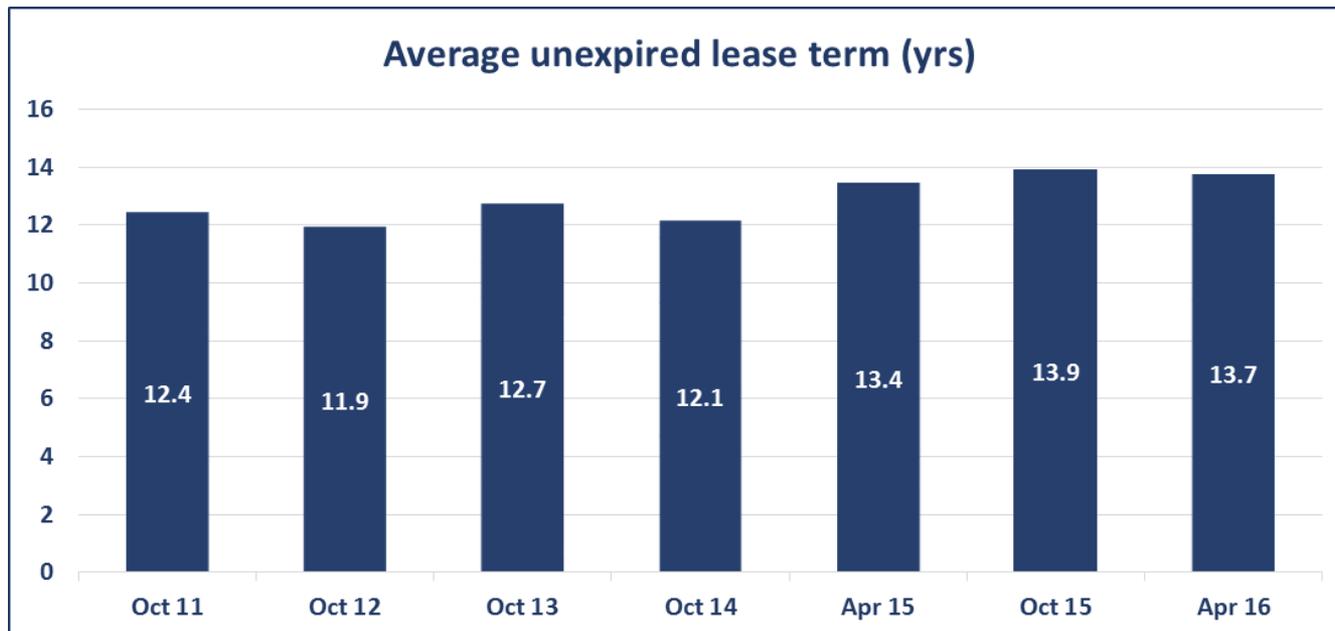
Asset Management

Portfolio Management:

- Existing Birmingham central site sold for £3.6m subject to planning – store to be consolidated into new Birmingham store

Lease regears

- Burnley
- Since 2012 we have regearred 57% of our leases



Development Characteristics

	Limited Site Availability	High land price	Planning restrictions	Long Lead-time
London / SE	✓	✓	✓	✓
Regional City Centres	✓		✓	✓
Secondary towns	✓		✓	✓
Central Paris	✓	✓	✓	✓
Paris 2 nd belt	✓		✓	✓

- Six largest UK operators own just 28% of market*
- Excluding container storage 2015 experienced 2.2% increase in number of self storage centres in the UK*
- Only two storage centres opened inside Paris since 2005

Fully invested portfolio of 4.93m square feet

1.44m available – equivalent of around 30 new stores

Well positioned for further growth

Attractive market

- Young and growing industry
- Secure and diversified income stream on 48,300 customers
- Customers staying on average 9.5 months (existing customers 24.8 months)
- Resilient during downturn

Unique portfolio

- Leading presence in key markets
- 75% of revenue from London / SE and Paris
- Unlet invested space equivalent to around 30 stores

High operating leverage with growing demand

- Growing LFL occupancy, rate and revenue across all geographies
- Largely fixed cost business
- Growing demand, very limited supply growth

Strategic benefits of scale

- Marketing
 - Digital platform difficult to replicate
 - Reinforced by switch to mobile
- Leading National Accounts offering
- Systems and pricing analytical capacities

Strong cash generation provides optionality

- Finance selective development opportunities
- Strongly growing dividend

**Thank you,
see you
again soon**

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Appendices



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Financial

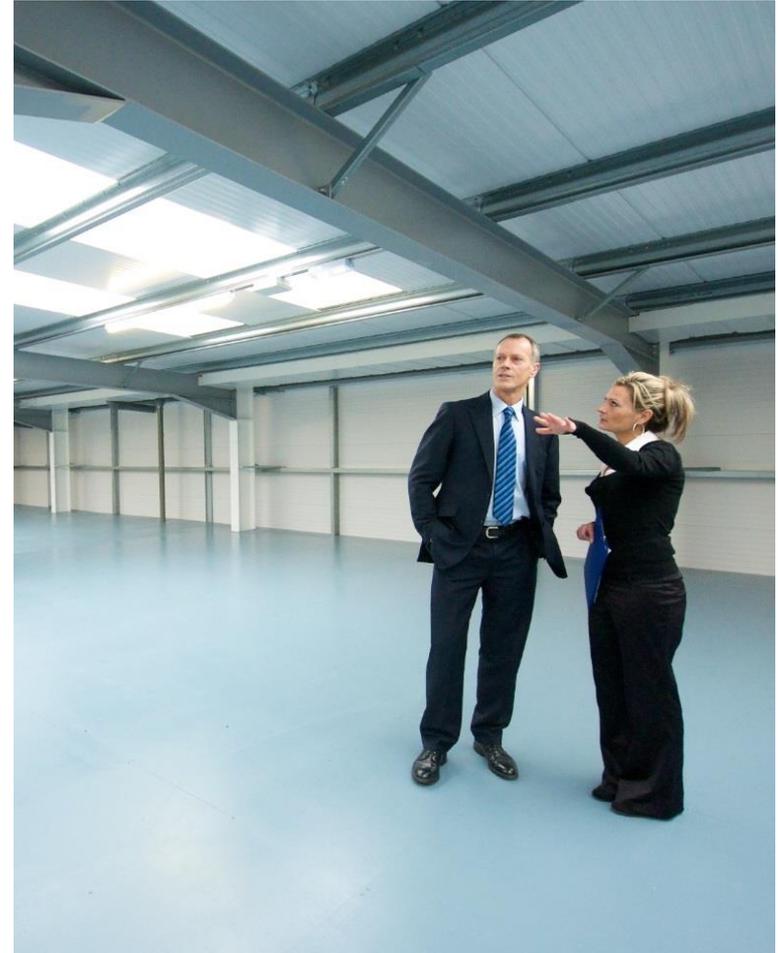
Detailed P&L

	Group	
	HY 2016	HY 2015
	£'m	£'m
Revenue	54.1	50.4
Cost of sales	(19.3)	(19.3)
Gross profit	34.8	31.1
Administrative expenses	(6.1)	(4.7)
EBITDA *	29.3	26.9
Cost incurred relating to corporate transactions	(0.3)	-
Change in fair value of derivatives	-	0.2
Depreciation and contingent rent	(0.3)	(0.7)
Operating profit before gain on investment properties	28.7	26.4
Gain on investment properties	28.2	43.9
Operating profit	56.9	70.3
Finance income	4.5	3.2
Finance expense	(12.3)	(11.3)
Profit before income tax	49.1	62.2
Income tax charge	(3.4)	(2.4)
Profit for the period	45.7	59.8
Earnings per share for profit attributable to the equity holders		
– basic (pence)	22.0	28.8
– diluted (pence)	21.8	28.6

* operating profit before exceptional items, corporate transaction costs, change in fair value of derivatives, gain/loss on investment properties, contingent rent and depreciation

Non-underlying items

	HY 2016 (£'m)	HY 2015 (£'m)
Underlying EBITDA	29.3	26.9
Gain on investment properties	28.2	43.9
Depreciation	(0.2)	(0.2)
Contingent rent	(0.1)	(0.5)
Change in fair value of derivatives	-	0.2
Costs incurred relating to corporate transactions	(0.3)	-
Statutory Operating Profit	56.9	70.3



Detailed Balance Sheet

	Group	
	HY 2016	HY 2015
	£'m	£'m
<hr/>		
<u>Assets</u>		
Non-current assets		
Investment properties	826.6	737.6
Investment properties under construction	12.0	5.9
Other non-current assets	58.9	57.2
Non-current assets	897.5	800.7
Current assets	33.8	36.1
<u>Liabilities</u>		
Current liabilities	(50.1)	(56.0)
Non-current liabilities		
Bank borrowings	(255.7)	(251.2)
Deferred tax liabilities	(47.9)	(37.0)
Obligations under finance leases	(41.3)	(41.6)
Other non-current liabilities	(2.4)	(3.0)
Non-current liabilities	(347.3)	(332.8)
<u>Net assets</u>	<u>533.9</u>	<u>448.0</u>

HY 2016 Underlying to Statutory adjustments

Underlying Headings	Underlying P&L	Corporate transaction costs	Derivative Movements	Contingent Rent / Dep'n	Valuation Movement	Finance Lease Int	Dep'n LH properties	Tax / CGS / FX	Statutory P&L	Statutory Headings
Sales	54.1								54.1	Revenue
Costs	(24.8)	(0.3)		(0.3)					(24.8) (0.3) (0.3)	Cost of Sales / Administrative Expenses Corporate transaction costs Depreciation and Contingent Rent
Underlying EBITDA	29.3	(0.3)	0.0	(0.3)	0.0	0.0	0.0	0.0	28.7	Operating Profit before IP's
Rents	(3.9)			0.1	30.3	1.7	2.1 (2.1)		28.2	Property Valuation
EBITDA after leasehold rent	25.4	(0.3)	0.0	(0.2)	30.3	1.7	0.0	0.0	56.9	Operating profit
Depreciation	(0.2)			0.2					0	
Interest	(5.0)		2.8			(1.7)	(3.9)		(7.8)	Net Finance Expenses Exceptional finance costs
Profit before Tax	20.2	(0.3)	2.8	0.0	30.3	0.0	0.0	(3.9)	49.1	Profit before Tax
Tax	(1.6)						(1.8)		(3.4)	Income Tax Charge
PAT/ Earnings	18.6	(0.3)	2.8	0.0	30.3	0.0	0.0	(5.7)	45.7	Profit for the Year
Shares (m)	207.8								207.8	Shares (m)
Cash Tax EPS (p)	9.0								22.0	Basic EPS (p)

HY 2015 Underlying to Statutory adjustments

Underlying Headings	Underlying P&L	Derivative Movements	Contingent Rent / Dep'n	Valuation Movement	Finance Lease Int	Dep'n LH properties	Tax / CGS / FX	Statutory P&L	Statutory Headings
Sales	50.4							50.4	Revenue
Costs	(23.5)	0.2	(0.7)					(23.5) 0.2 (0.7)	Cost of Sales / Administrative Expenses Derivative Movements Depreciation and Contingent Rent
Underlying EBITDA	26.9	0.2	(0.7)	0.0	0.0	0.0	0.0	26.4	Operating Profit before IP's
Rents	(4.5)		0.5	46.0	1.9	2.1 (2.1)		0.0 43.9	Property Valuation
EBITDA after leasehold rent	22.4	0.2	(0.2)	46.0	1.9	0.0	0.0	70.3	Operating profit
Depreciation	(0.2)		0.2					0.0	
Interest	(5.8)	2.5			(1.9)		(2.9)	(8.1)	Net Finance Expenses
Profit before Tax	16.4	2.7	0.0	46.0	0.0	0.0	(2.9)	62.2	Profit before Tax
Tax	(0.6)						(1.8)	(2.4)	Income Tax Charge
PAT/ Earnings	15.8	2.7	0.0	46.0	0.0	0.0	(4.7)	59.8	Profit for the Year
Shares (m)	207.3							207.3	Shares (m)
Cash Tax EPS (p)	7.6							28.8	Basic EPS (p)

Movement in cost base

Cost of Sales

	HY 2016	HY 2015
	(£'m)	(£'m)
Reported cost of sales	(19.3)	(19.3)
Adjusted for:		
Depreciation	0.2	0.2
Contingent rent	0.1	0.5
Underlying Cost of Sales	(19.0)	(18.6)
Underlying cost of sales for HY 2015		(18.6)
Foreign exchange net of swap income		(0.4)
Store maintenance		(0.1)
Store employee headcount and incentives		0.4
Other volume related cost of sales		(0.3)
Underlying Cost of Sales for HY 2016	(19.0)	

Administrative Expenses

	HY 2016	HY 2015
	(£'m)	(£'m)
Reported administrative expenses	(6.1)	(4.7)
Adjusted for:		
Exceptional items and transaction costs	0.3	-
Changes in fair value of derivatives	-	(0.2)
Underlying administrative expenses	(5.8)	(4.9)
Underlying administrative expenses for HY 2015		(4.9)
Employee remuneration		(0.4)
Share-based payments (incl NI)		(0.2)
Property professional fees		(0.2)
Other professional fees		(0.1)
Underlying administrative expenses for HY 2016	(5.8)	

Group banking covenants – Apr 2016 reported

Covenants

Interest Cover Ratio

Loan to Value

Consolidated level

Quarterly to Apr 2013	Not less than 1.80:1
Quarterly to Apr 2014	Not less than 2.00:1
Quarterly to Apr 2015	Not less than 2.00:1
Quarterly to Apr 2016	Not less than 2.20:1
Thereafter	Not less than 2.40:1

Sterling Loan to Value

Quarterly to Apr 2015	Not more than 0.625:1
Thereafter	Not more than 0.60:1

Euro Loan to Value

At any time	Not more than 0.60:1
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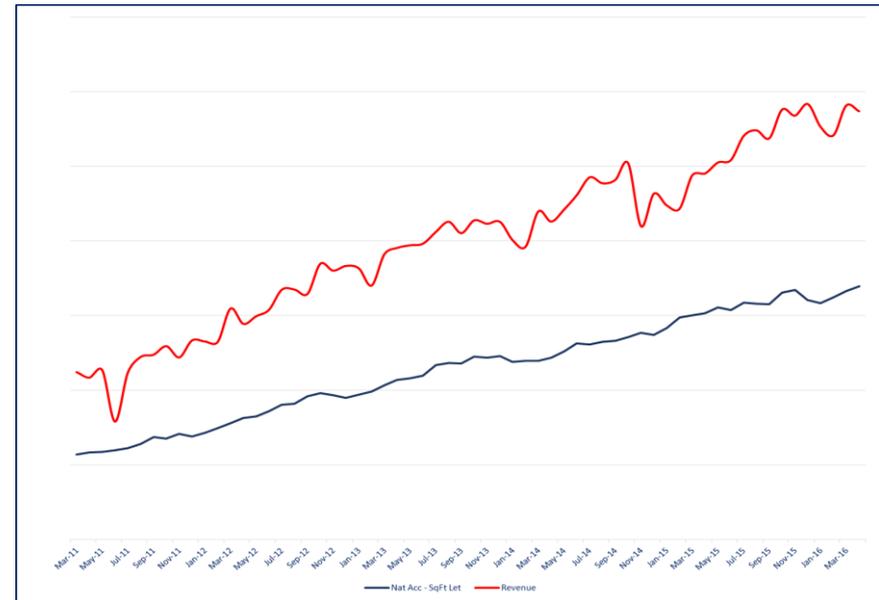
Group Debt position at 30 Apr 2016

	Term	Facility £/€/\$/m	Drawn £'m	Hedged £'m	Hedged %	Bank Margin	Hedged Rate	Floating Rate	Total Rate
UK Term Loan	Jun 20	£ 126.0	126.0	90.0	71%	1.50%	1.45%	0.59%	2.70%
UK Revolver	Jun 20	£ 125.0	23.0	-	-	1.50%	-	0.58%	2.08%
UK Revolver - non-utilisation		£ 102.0	-	-	-	0.60%	-	-	0.60%
Euro Revolver	Jun 20	€ 70.0	31.4	23.5	75%	1.50%	0.31%	(0.20%)	1.68%
Euro Revolver - non-utilisation		€ 30.0	-	-	-	0.60%	-	-	0.60%
US Private Placement 2019	May 19	\$ 65.6	44.9	44.9	100%	5.52%			5.83%
US Private Placement 2024	May 24	\$ 47.3	32.4	32.4	100%	6.29%			6.74%
Unamortised Finance Costs		-	(2.0)	-	-	-	-	-	-
Total		£ 383.2	255.7	190.8	75%				4.08%



Operational Delivery

Growing National Accounts platform



- National Accounts leverage UK platform further and now accounts for 13% of all occupancy in the UK
- Two thirds of customers outside London
- Square feet let up 12% over prior year
- Storage revenue up 24% on prior year

Head Office functions supporting revenue growth:

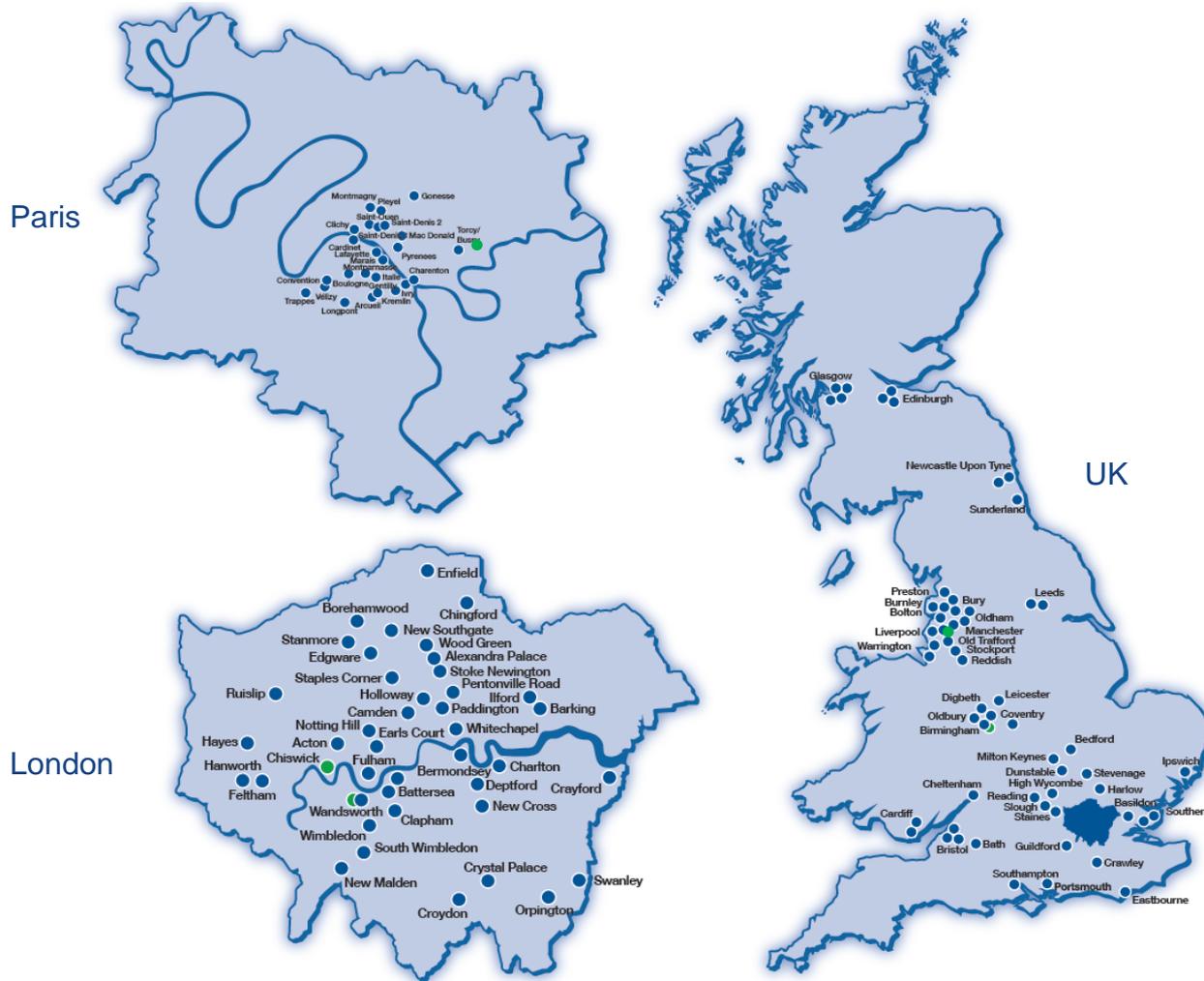


- Customer Support Centre:
 - CSC handled 17% of all enquiries
 - Supports the sales teams in store
- Industry leading IT solutions:
 - Automated contracts for seamless customer experience
 - Provides database for business analyses
- Human Resources supporting store teams:
 - Online Learning Management System
- Pricing team:
 - Centralised customer rate management



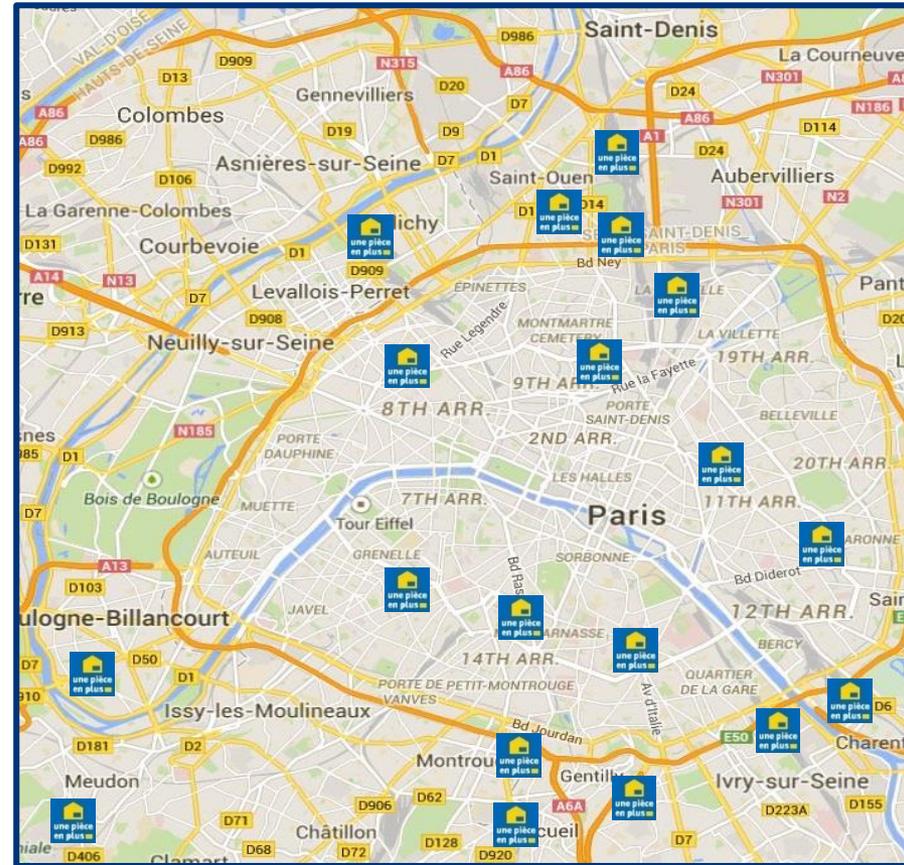
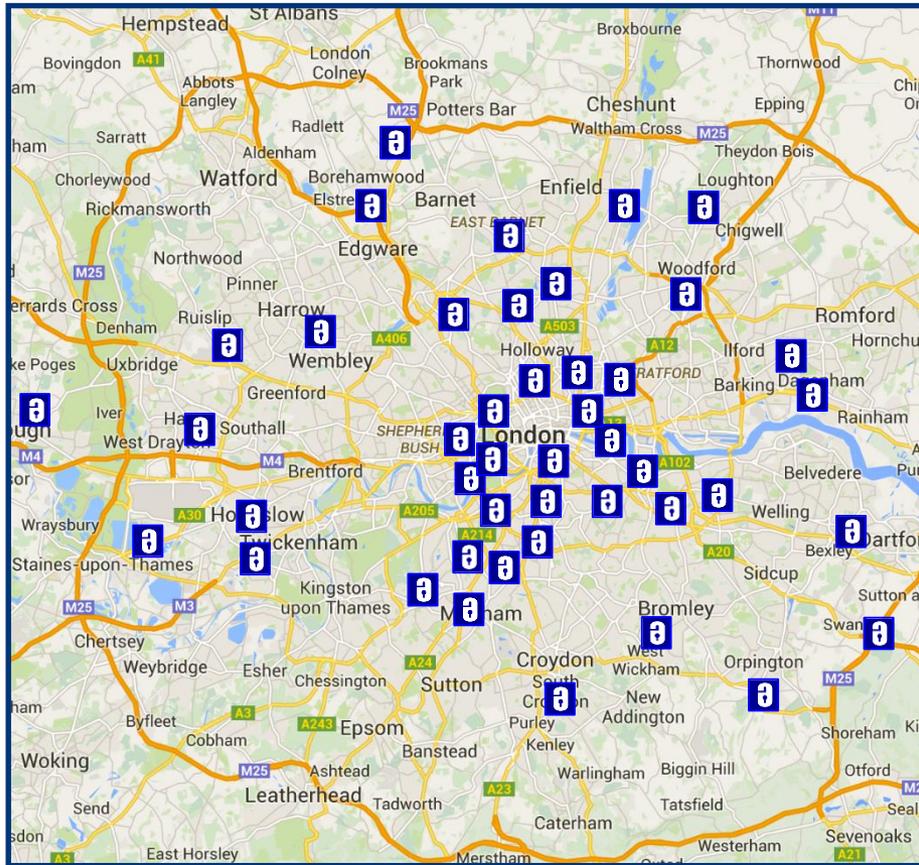
Portfolio Management

Portfolio strength with further potential



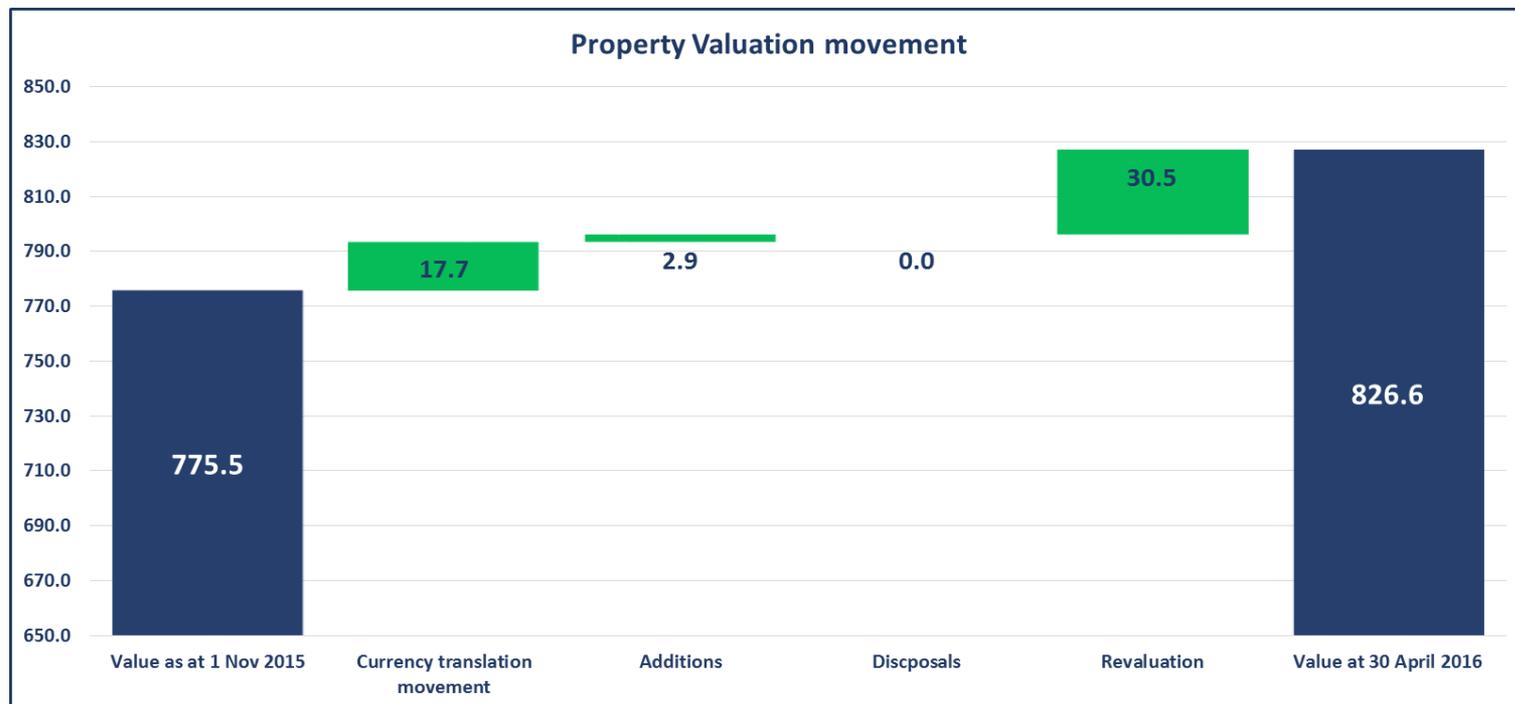
- 119 store portfolio
- 4.9.m maximum lettable area
- 1.44m sq ft available – 0.79m London, SE and Paris
- 41 stores within the M25
- 24 stores in Paris
- 15 stores in the South East
- 39 stores in the UK regions
- New stores:
 - London Chiswick
 - London Wandsworth
 - Birmingham
 - Paris Emerainville
 - Altrincham

Densest network of stores in London and Paris



Paris and London combined represent 65 stores – 64% of Revenue, 68% of EBITDA and 40% of currently unoccupied square feet

Property valuation movement (excluding investment properties under construction)



Key assumptions

	Apr 2016*	Oct 2015	Apr 2015*
Average Self Storage Rate per sq ft	£26.02	£24.85	£24.86
Exit Cap Rate (Freehold only)	7.2%	7.2%	7.4%
Weighted average stabilised occupancy	79.7%	77.9%	77.7%
Stabilised occupancy in sq ft	4.09m	3.94m**	3.99m
Average number of months to stabilised occupancy	30.0	23.9	31.6

* Apr 15 and Apr 16 were not full external valuations

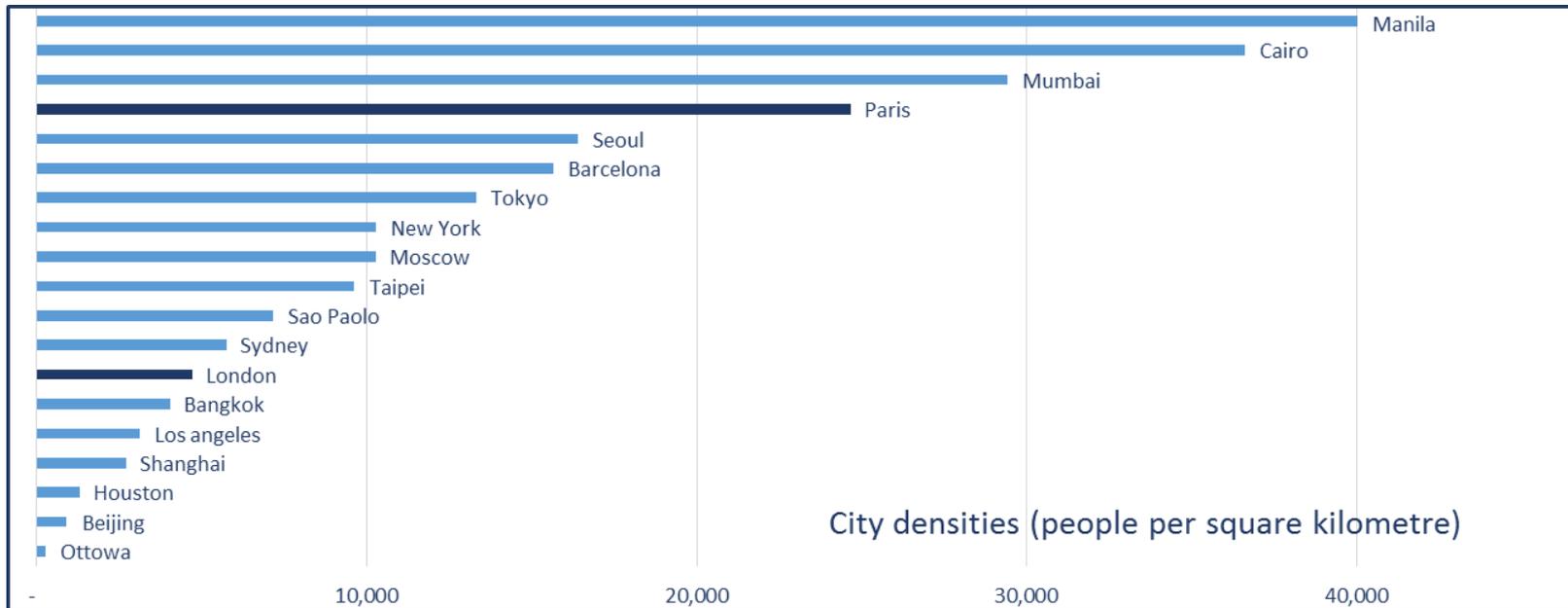
** Impacted by the closure of Whitechapel and New Malden stores

Pipeline stores

Pipeline store / site	Planning	Total MLA sq ft	Estimated opening
Stores opened in HY 2016			
No openings			
Total sq ft added in FY		0	
Development stores acquired / under contract			
London Chiswick	✓	42,500	2016
London Wandsworth	✓	33,200	2016
Birmingham	✓	51,000	2016
Altrincham	✓	39,000	2016
Paris Emerainville	✓	60,000	2016
Total sq ft in pipeline		225,700	

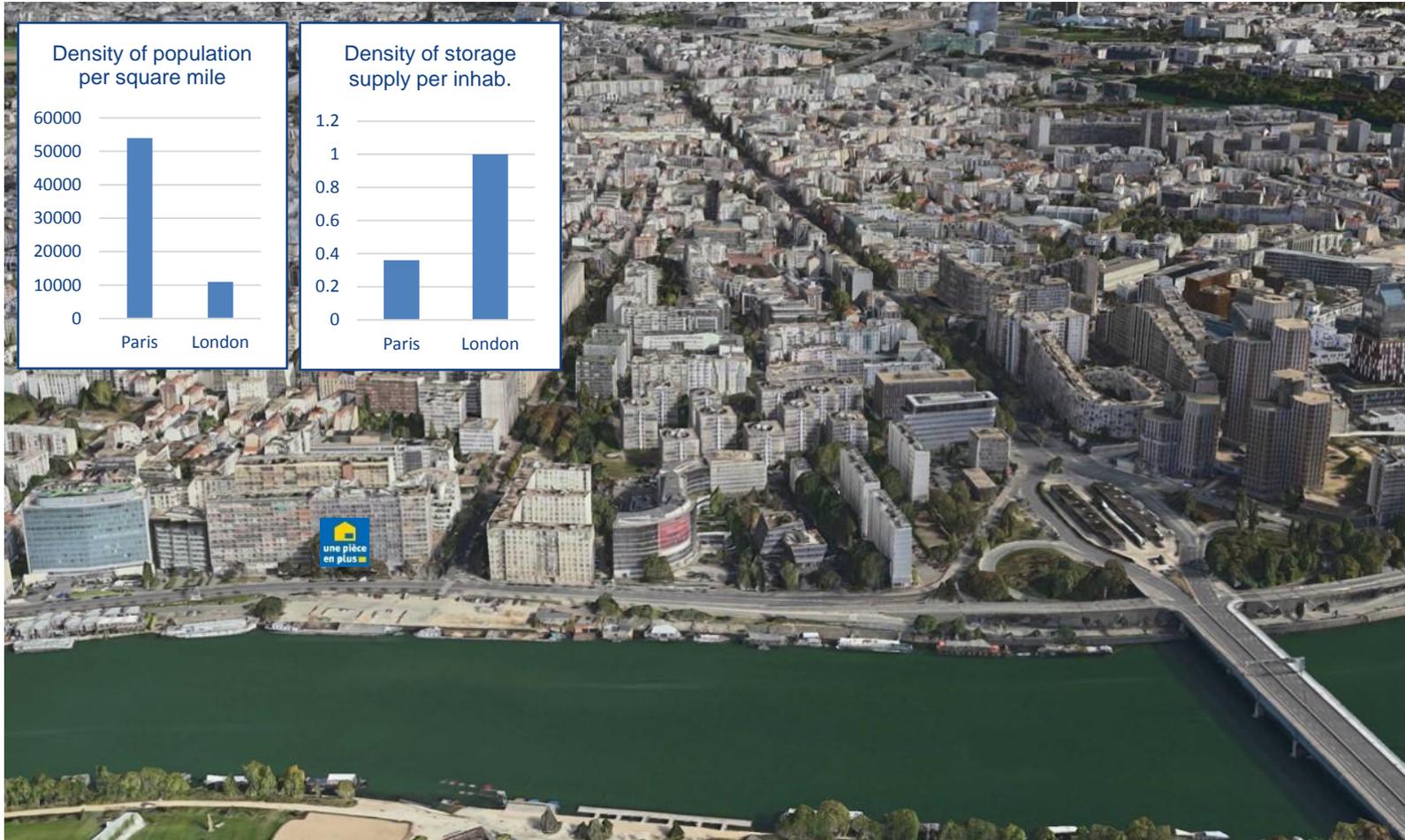
- No new stores opened in HY 2016
- Five Pipeline stores of these:
 - Four are freehold, one (Birmingham) is long leasehold
 - All five pipeline sites have been acquired (Altrincham exchanged but not completed)
- Number of trading stores at 30 Apr 2016 was 95 in the UK and 24 in Paris

Very strong position in the two best European markets for storage

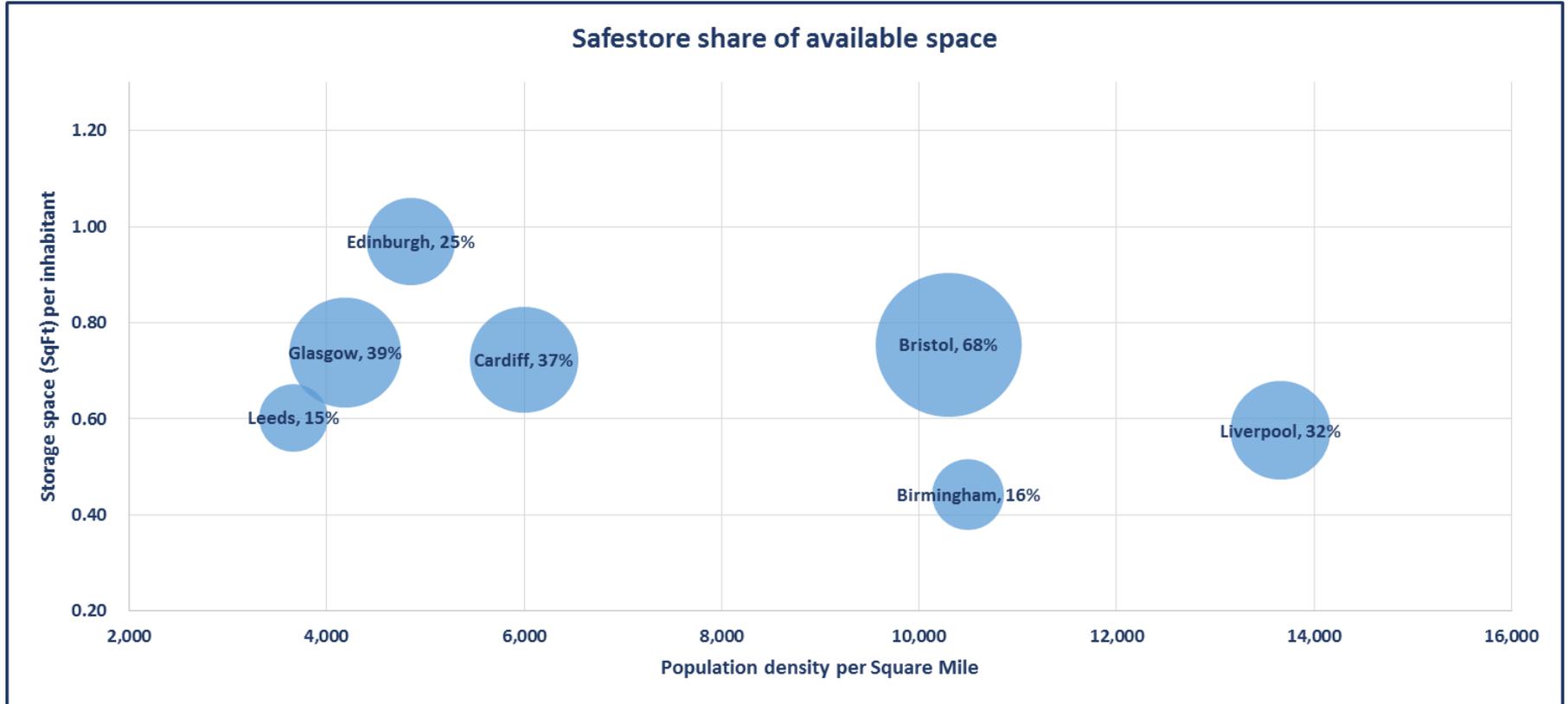


	GDP (£'bil)	Population (mil)		GDP (£'bil)	Population (mil)		GDP (£'bil)	Population (mil)
London	372	7.7	Vienna	66	1.7	Lyon	45	2.1
Paris	371	9.9	Berlin	63	3.3	Turin	45	0.9
Madrid	151	5.2	Birmingham	59	2.3	Warsaw	45	1.7
Barcelona	116	4.9	Manchester	56	2.2	Munich	42	1.4
Rome	95	2.6	Brussels	55	1.2	Dublin	40	0.5
Athens	86	3.7	Hamburg	49	1.8	Leeds	39	0.8
Milan	76	1.3	Frankfurt	46	0.7	Helsinki	38	0.6
Lisbon	72	2.8	Stockholm	46	0.9	Budapest	35	1.7

Une Pièce en Plus – strong market characteristics



Leading market positions in key UK regional conurbations



Data supplied by the UK Self Storage association - 2015

Safestore also has strong market positions in Newcastle (Pop. Den. 6,343) and Stockport (Pop. Den. 11,937)

Development characteristics



Paris

- Paris planning now prohibits mixed use with warehousing
- Potential available sites reserved for social housing
- First belt town reluctance to accept self storage
- Only two storage centres opened inside Paris since 2005 – no known projects

London

- Price of land
- Long lead-time to open a store
- Limited site availability

French Commercial Lease Statute provides security of tenure



French commercial lease laws highly protective:

- Right of renewal
- Rent increase normally based on state construction cost index
- Compensation for any loss arising in case of Landlord's refusal to renew – equivalent to full business value

Strong return on investment

Enabled development of unique site opportunities

Portfolio summary split geographically

	London & South East	Rest of UK	UK	Paris	Group
Number of stores	56	39	95	24	119
Let Square Feet (m sq ft)	1.53	1.16	2.69	0.80	3.49
Maximum Lettable Area (m sq ft)	2.11	1.81	3.92	1.01	4.93
Let Square Feet per store (k sq ft)	27	30	28	33	29
Average Store Capacity (k sq ft)	38	47	41	42	41
Closing Occupancy %	72.8%	63.9%	68.6%	79.4%	70.9%
Average Rate (£ per sq ft)	29.34	18.74	24.82	29.97	26.02
Revenue (£'m)	27.8	13.3	41.1	13.0	54.1
Revenue per Store (£'m)	0.50	0.34	0.43	0.54	0.45

- Leading positions in the high density capital city markets of London and Paris (55% of store portfolio and 64% of revenue)
- Strong national presence in regional UK focused on key metropolitan conurbations such as Manchester, Birmingham, Bristol, Glasgow, Edinburgh

Portfolio summary split by store maturity

	H1 2016					H1 2015				
	Developing	Established	Mature	Large	Total	Developing	Established	Mature	Large	Total
Number of stores	8	18	85	8	119	8	17	88	8	121
MLA self storage only (m)	0.403	0.843	3.044	0.635	4.925	0.403	0.843	3.149	0.639	5.034
Closing Occupancy (m)	0.299	0.550	2.178	0.425	3.452	0.281	0.516	2.159	0.442	3.398
Occupancy (%)	74.2%	65.2%	71.6%	66.9%	70.1%	69.7%	61.3%	68.6%	69.2%	67.5%
For twelve months										
Average rate (£ per sq ft)	20.30	24.30	28.51	19.68	26.02	19.60	22.75	27.45	18.00	24.86
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Self storage income	3.0	6.6	30.4	4.2	44.2	2.6	5.7	28.9	3.9	41.1
Ancillary income	0.5	1.3	5.9	0.6	8.3	0.4	1.2	5.5	0.5	7.6
Other income	0.0	0.1	1.3	0.2	1.6	0.1	0.2	1.2	0.2	1.7
Total Income	3.5	8.0	37.6	5.0	54.1	3.1	7.1	35.6	4.6	50.4
Store EBITDA	2.4	5.3	23.9	3.5	35.1	2.0	4.2	22.5	3.1	31.8
<i>Store EBITDA margin (%)</i>	68.6%	66.3%	63.6%	70.0%	64.9%	64.5%	59.2%	63.2%	67.4%	63.1%
Central Costs *	0.4	0.9	3.9	0.6	5.8	0.3	0.7	3.4	0.5	4.9
Underlying EBITDA	2.0	4.4	20.0	2.9	29.3	1.7	3.5	19.1	2.6	26.9
<i>Underlying EBITDA margin (%)</i>	57.1%	55.0%	53.2%	58.0%	54.2%	54.8%	49.3%	53.7%	56.5%	53.4%
Rent Charge	0.0	0.5	3.3	0.1	3.9	0.0	0.5	3.9	0.1	4.5
Underlying EBITDA after leasehold costs	2.0	3.9	16.7	2.8	25.4	1.7	3.0	15.2	2.5	22.4

* Certain costs have been reclassified between previously reported store EBITDA and Central Costs. This restatement has had no impact on previously reported underlying EBITDA
Classification of store categories has been frozen as at 31 Oct 2013 position for ease of comparison, with the following definitions: Developing: < 2 full financial years, Established: 2 to 5 full financial years, Mature: over 5 full financial years, Large: > 65,000 sq ft
Occupancy excludes Bulk space of 0.04 m sq ft
Above table has not been fully adjusted for the impact of rounding

Portfolio summary split between freehold & leasehold

	H1 2016						H1 2015					
	UK		Paris		Group		UK		Paris		Group	
	Freehold	Leasehold	Freehold	Leasehold	Freehold	Leasehold	Freehold	Leasehold	Freehold	Leasehold	Freehold	Leasehold
Number of stores	65	30	13	11	78	41	65	32	13	11	78	43
MLA self storage only (m)	2.727	1.188	0.590	0.420	3.317	1.608	2.734	1.290	0.590	0.420	3.324	1.710
Closing Occupancy (m)	1.835	0.815	0.468	0.334	2.303	1.149	1.738	0.881	0.455	0.324	2.193	1.205
Occupancy (%)	67.3%	68.6%	79.3%	79.5%	69.4%	71.5%	63.6%	68.3%	77.1%	77.1%	66.0%	70.5%
For twelve months												
Average rate (per sq ft)	24.27	26.03	25.24	36.68	24.47	29.10	23.12	24.27	24.64	36.10	23.44	27.43
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Self storage income	21.7	10.6	5.9	6.0	27.6	16.6	19.5	10.5	5.4	5.7	24.9	16.2
Ancillary income	5.1	2.1	0.6	0.5	5.7	2.6	4.6	2.0	0.5	0.5	5.1	2.5
Other income	1.2	0.4	0.0	0.0	1.2	0.4	1.2	0.4	0.0	0.1	1.2	0.5
Total Income	28.0	13.1	6.5	6.5	34.5	19.6	25.3	12.9	5.9	6.3	31.2	19.2
Store EBITDA	17.1	8.6	4.2	5.2	21.3	13.8	15.0	7.9	4.0	4.9	19.0	12.8
<i>Store EBITDA margin (%)</i>	61.1%	65.6%	64.6%	80.0%	61.7%	70.4%	59.3%	61.2%	67.8%	77.8%	60.9%	66.7%
Central Costs *	3.3	1.6	0.4	0.5	3.7	2.1	2.6	1.5	0.4	0.4	3.0	1.9
Underlying EBITDA	13.8	7.0	3.8	4.7	17.6	11.7	12.4	6.4	3.6	4.5	16.0	10.9
<i>Underlying EBITDA margin (%)</i>	49.3%	53.4%	58.5%	72.3%	51.0%	59.7%	49.0%	49.6%	61.0%	71.4%	51.3%	56.8%
Rent Charge	0.0	2.1	0.0	1.8	0.0	3.9	0.0	2.6	0.0	1.9	0.0	4.5
Underlying EBITDA after leasehold costs	13.8	4.9	3.8	2.9	17.6	7.8	12.4	3.8	3.6	2.6	16.0	6.4

* Certain costs have been reclassified between previously reported store EBITDA and Central Costs. This restatement has had no impact on previously reported underlying EBITDA
Occupancy excludes Bulk space of 0.04 m sq ft
Above table has not been fully adjusted for the impact of rounding



We sell
boxes
and packing
materials

LOWEST
PRICE
GUARANTEE

24
Hour
access



safestor
self storage

Bay 1

Bay 2

Bay 3

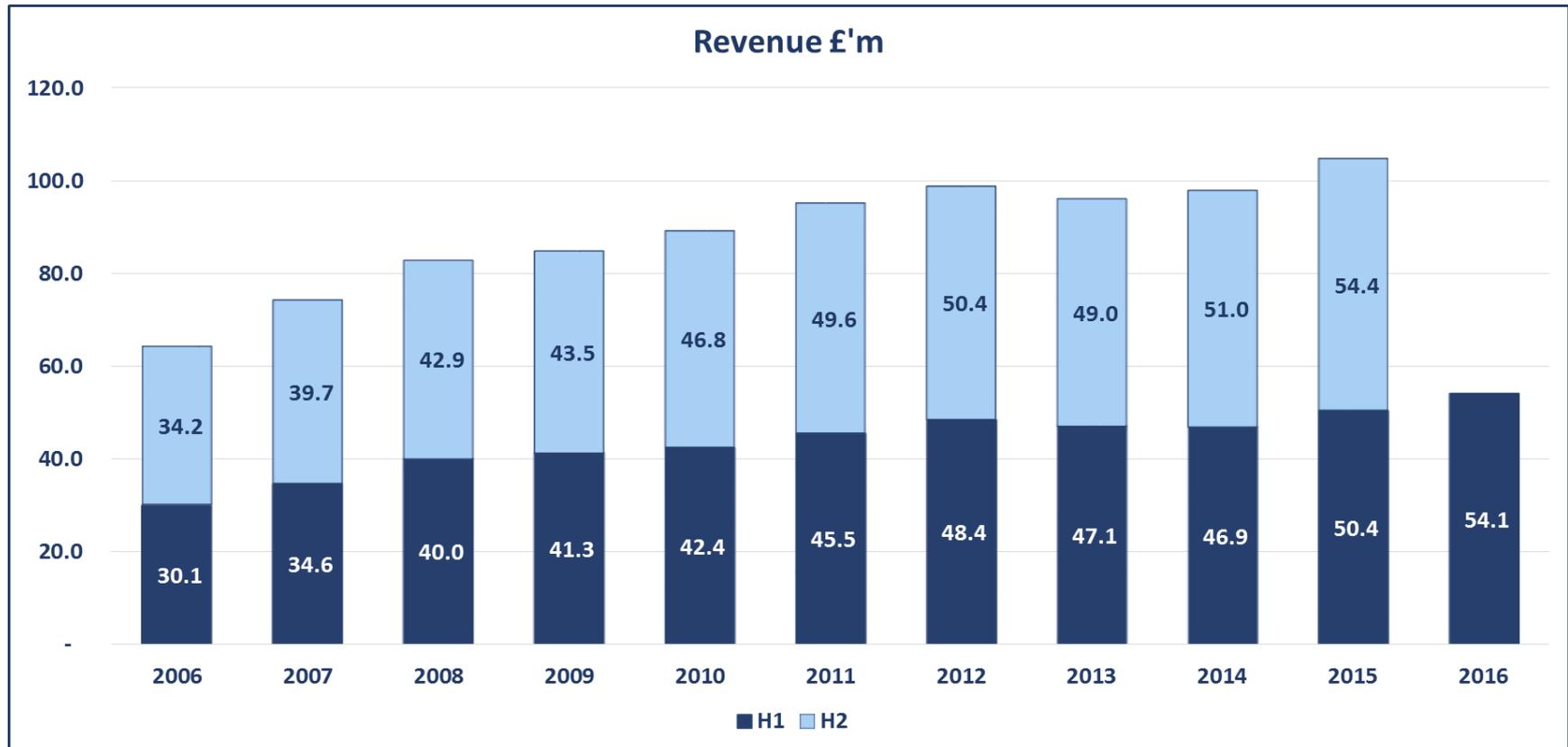
Bay 4

Loading bay

Loading bay

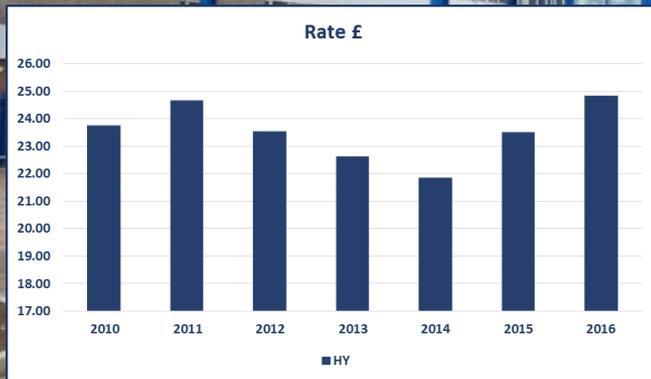
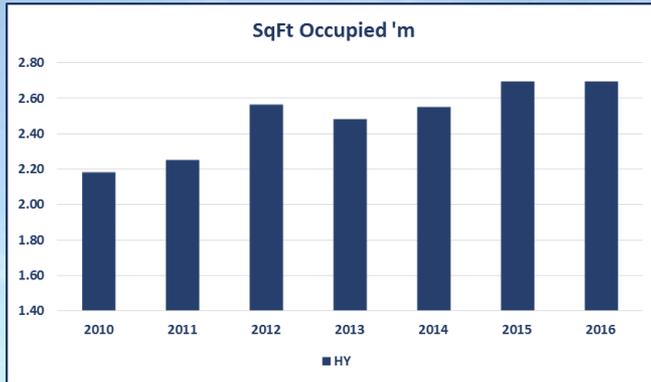
Resilient business model

Robust business

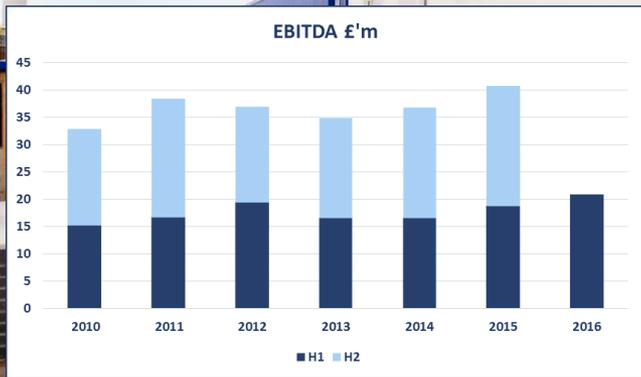
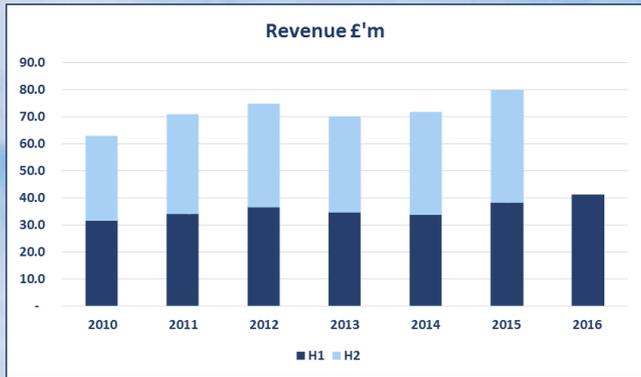


- Group Revenue has been growing steadily
- The self storage model is attractive as a result of:
 - Longevity of customers (average stay of existing customer is 108 weeks)
 - Value of individual customer is small (largest customer only 0.5% of revenue)
 - Demand drivers are varied

Safestore UK historical performance



Safestore UK historical performance





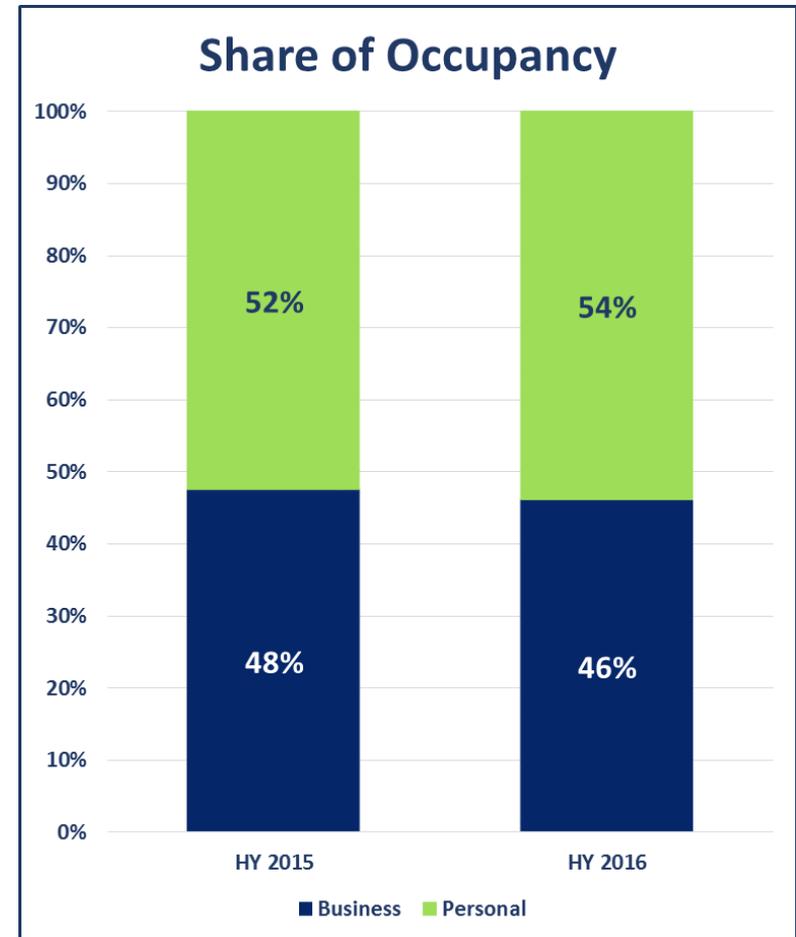
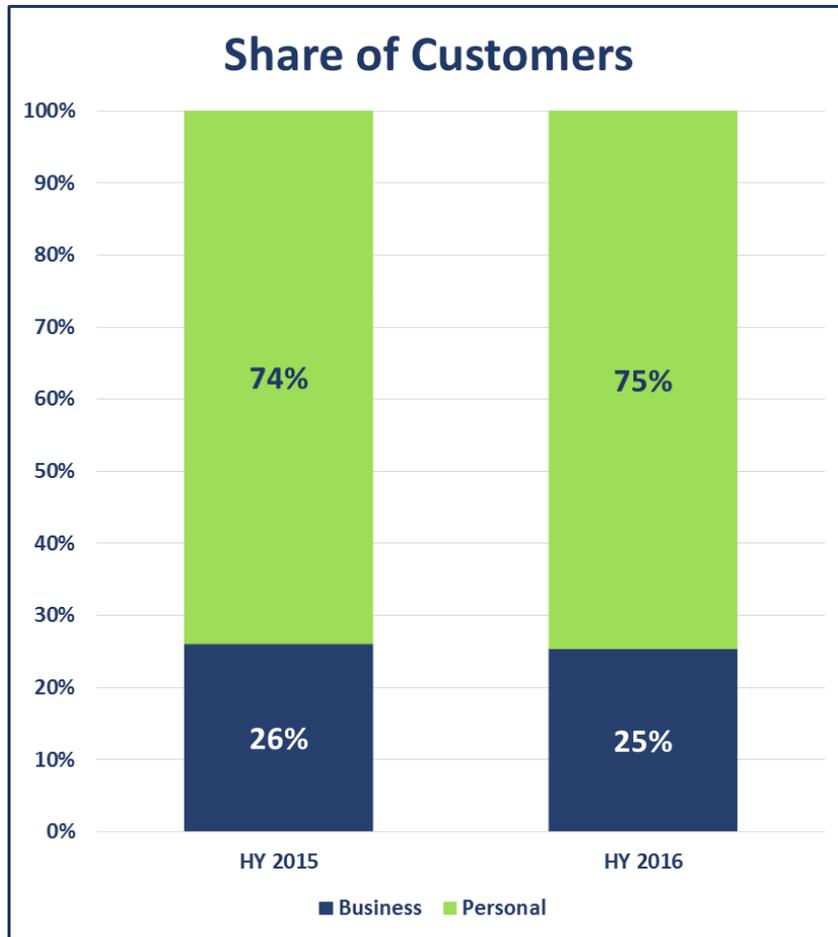
Customers

Customer length of stay

		UK				Paris				Group			
		H1 2016		H1 2015		H1 2016		H1 2015		H1 2016		H1 2015	
		(wks)	(mths)										
Business	Existing	131	30.2	134	30.8	133	30.5	141	32.5	131	30.3	137	31.7
	Vacated	53	12.3	47	11.0	55	12.6	53	12.3	53	12.3	50	11.4
	Total	61	14.1	55	12.6	66	15.2	64	14.8	62	14.3	58	13.4
Personal	Existing	90	20.8	93	21.5	120	27.5	116	26.8	100	22.9	100	23.2
	Vacated	30	6.8	30	6.9	51	11.8	47	10.9	34	7.7	33	7.5
	Total	33	7.5	33	7.7	58	13.3	55	12.8	38	8.6	37	8.6
All	Existing	102	23.4	105	24.3	122	28.1	121	27.9	108	24.8	110	25.4
	Vacated	33	7.6	33	7.7	52	11.9	49	11.3	37	8.4	36	8.3
	Total	37	8.6	38	8.8	59	13.5	58	13.3	41	9.5	41	9.6

Storage customers only
Excluding: Queens Dock BC & Battersea BC

Group customer split as at 30 Apr 2016



Business and domestic numbers

Business and Personal Customers	UK	Paris
Personal Customers		
Numbers (% of total)	72%	81%
Square feet occupied (% of total)	51%	64%
Average length of stay (months)	20.8	27.5
Business Customers		
Numbers (% of total)	28%	19%
Square feet occupied (% of total)	49%	36%
Average length of stay (months)	30.2	30.5