

Our value creation framework

Who we are, what we do

Our purpose	To add stakeholder value by developing profitable and sustainable spaces that allow individuals, businesses and local communities to thrive Read more on page 68	Our resources			
Our business model	We acquire, develop and operate sustainable self storage assets in attractive European markets Read more on page 15	Property Quality assets in attractive locations – over 160 stores, ~7.0 million sq ft lettable, five Western European markets Leading positions in key “space-constrained” cities like London, Paris, Amsterdam, Brussels and Barcelona			
Our strategy	Optimising trading performance of existing portfolio Maintaining a strong and flexible capital structure Selective portfolio management and expansion opportunities Read more on page 6	Financial capital Balance sheet strength Intelligent use of working capital, positive operating cash flow, strong and flexible capital structure, and quality income-generating assets Efficiency and flexibility Mix of freehold and leasehold allows access to best locations			
How we ensure sustainability	Our people Provide a great place to work Our customers Deliver a great customer experience and help customers live and grow sustainably Our community Be of benefit to local communities Our environment Protect the planet from our activities – reduce waste and carbon emissions Read more on page 40	People A diverse community of well-trained, motivated and engaged colleagues			
All of which is guided by our values					
We love customers	We lead the way	We have great people	We dare to be different	We get it	Digital platform In-house expertise and scalable technology platform to ensure continued efficient customer acquisition and seamless integration of acquired assets
Read more on page 50					
Taking consideration of the interests of all of our stakeholders					
We have a wide range of stakeholders. What matters to each, how we engage and how decision-making considers their expectations are set out in our Section 172 statement.					
Read more on pages 30 to 32					
Data and insight Supporting property and marketing investments in addition to revenue management and cost control					