

A photograph of a Safestore self-storage facility building. The building has a blue facade with yellow accents. The word 'safestore' is written in large, 3D letters across the top. Below it is a large white padlock logo. The entrance features a large glass window with a yellow 'reception' sign. To the right of the entrance, there are signs listing opening hours and services. The sky is blue with some clouds.

**safestore**



# Results for the year to 31 October 2010

January 2011

**reception**

Open  
7 days  
a week

- 24 hour access
- 24 hour security
- Individual storage rooms
- Fire Insured & Business use
- Short or long term

open to 10am  
8am to 6pm  
Thursday  
10am to 6pm  
Sunday  
10am to 4pm

- Boxes
- Outlawing
- Packing Traps
- Storage Crates
- Backlog

**safestore™ self storage**

# Introduction

Steve Williams, Chief Executive Officer



# Progress in 2010



- Strong operational performance in 2010
  - Record level of enquiries and new lets
  - Occupancy, rental rate and revenue up across Greater London, all UK regions and Paris
  - Strong growth in national accounts
  - Call centre success
- Marketing initiatives continue to drive new business
  - Re-launched Website
  - Strategic alliances
  - Further investment in brand and marketing
- Significant store portfolio investment
  - New stores added
  - Selective enhancement /replacement of existing stores
  - Pipeline of new stores
- Strong balance sheet
- Current trading
  - Robust start to new financial year



# Financial Review

Richard Hodsdon, Chief Financial Officer



# Financial highlights



- Revenue up 5.7% to £89.2 million
  - Closing occupancy increased by 6.1%
  - Average self storage rate per sq ft up 1.2% at £25.55
  - Ancillary revenues up 6.1% at £12.2m
- EBITDA\* up 6.1% to £49.2 million (FY 2009: £46.3 million)
- EBITDA\* margin up to 55.1% (FY 2009: 54.9%)
- Adjusted EPRA EPS up 8.9% to 8.19 pence per share (FY 2009: 7.52 pence per share)
- Final dividend per share up 8.3% to 3.25p (FY 2009: 3.00 pence)
  - Total dividend per share for the year up 6.5% to 4.95 pence (FY 2009: 4.65 pence)
- Strong balance sheet
  - New facilities of £350 million and €40 million agreed until August 2013

\*Underlying EBITDA is Earnings Before Interest, Taxation, Depreciation and Amortisation (before exceptional items, change in fair value of derivatives, contingent rent and gains/loss on investment properties)



# Summary IFRS income statement



|  | Year Ended<br>31 October 2010 | Year Ended<br>31 October 2009 | Movement     |
|--|-------------------------------|-------------------------------|--------------|
|  | £m                            | £m                            | %            |
| <b>Revenue</b>   | <b>89.2</b>                   | <b>84.4</b>                   | <b>+5.7%</b> |
| Operating expenses (excluding exceptionals)                        | (40.0)                        | (38.7)                        | -3.4%        |
| <b>EBITDA before exceptional items and investment gain</b>         | <b>49.2</b>                   | <b>46.3</b>                   | <b>+6.1%</b> |
| Exceptional item, Gain on asset sales, Contingent Rent and FX swap | (0.6)                         | 1.1                           |              |
| Depreciation   | (0.2)                         | (0.2)                         |              |
| <b>Operating profit before investment gain/(loss)</b>              | <b>48.4</b>                   | <b>47.2</b>                   | <b>+2.4%</b> |
| Investment gain/(loss)   | 18.5                          | (41.6)                        |              |
| <b>Operating profit</b>  | <b>66.9</b>                   | <b>5.6</b>                    |              |
| Net financing costs (underlying)                                   | (22.5)                        | (21.6)                        |              |
| Exceptional/ One-off financing, hedging or FX items                | (15.2)                        | 6.6                           |              |
| <b>Profit before tax</b>   | <b>29.2</b>                   | <b>(9.4)</b>                  |              |
| Income tax   | (2.9)                         | 9.1                           |              |
| <b>Profit/(loss) for the year</b>                                  | <b>26.3</b>                   | <b>(0.3)</b>                  |              |
| Basic EPS  | 14.05p                        | (0.14p)                       |              |
| Adjusted EPRA EPS*   | 8.19p                         | 7.52p                         | +8.9%        |
| Final DPS  | 3.25p                         | 3.0p                          | +8.3%        |
| Total DPS  | 4.95p                         | 4.65p                         | +6.5%        |

Increased revenue & tight control of costs

£60 million swing from valuation loss to gain

Final dividend increase ahead of EBITDA

\*Adjusted EPRA EPS is after adding back investment gain, exceptionals, revaluations on leasehold properties, fair value movements on derivatives and the tax thereon.

#Adjusted for contingent rent treatment



# Cash flow reconciliation



|  | Year ended<br>31 October 2010 | Year ended<br>31 October 2009 |
|--|-------------------------------|-------------------------------|
|  | £m                            | £m                            |
| Operating profit (before investment (loss)/gain)               | 48.4                          | 47.2                          |
| Working capital and non-cash movements                         | (2.2)                         | (1.9)                         |
| <b>Operating cash flow</b>                                     | <b>46.2</b>                   | <b>45.3</b>                   |
| <b>Non-discretionary cash flow</b>                             |                               |                               |
| Maintenance capex (including signage)                          | (2.5)                         | (2.0)                         |
| Net interest payments  | (13.5)                        | (14.5)                        |
| UK GAAP rental payments  | (10.6)                        | (12.0)                        |
| Term facility repayments                                       | (2.0)                         | (4.0)                         |
| <b>Total non-discretionary cash flow</b>                       | <b>(28.6)</b>                 | <b>(32.5)</b>                 |
| <b>Discretionary cash flow</b>                                 |                               |                               |
| Net expansion capex  | (18.4)                        | (16.4)                        |
| Sale of assets   | 0.6                           | 2.7                           |
| Costs associated with refinancing and new hedging arrangements | (16.9)                        | -                             |
| Acquisition of freehold interest of existing leasehold store   | (2.7)                         | -                             |
| Dividends paid   | (8.8)                         | (8.7)                         |
| New cash raised/Borrowings drawn                               | 18.0                          | 24.3                          |
| <b>Total discretionary cash flow</b>                           | <b>(28.2)</b>                 | <b>1.9</b>                    |
| <b>Net (decrease)/increase in cash</b>                         | <b>(10.6)</b>                 | <b>14.7</b>                   |



# Portfolio summary under IFRS



|   | October 2010      |                   |                   |                   |                   | October 2009      |                   |                   |                   |                   |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
|   | Developing        | Established       | Mature            | Large             | Total             | Developing        | Established       | Mature            | Large             | Total             |
| Number of Stores                          | 8                 | 18                | 84                | 8                 | 118               | 5                 | 18                | 86                | 8                 | 117               |
|   | <b>Sq Ft '000</b> | <b>Sq Ft '000</b> | <b>Sq Ft '000</b> | <b>Sq Ft '000</b> | <b>Sq Ft '000</b> | <b>Sq Ft '000</b> | <b>Sq Ft '000</b> | <b>Sq Ft '000</b> | <b>Sq Ft '000</b> | <b>Sq Ft '000</b> |
| MLA (self storage only)                   | 364               | 815               | 3,017             | 642               | 4,837             | 278               | 841               | 3,142             | 774               | 5,035             |
| Occupancy (self storage only)             | 109               | 408               | 2,034             | 390               | 2,941             | 41                | 337               | 2,013             | 382               | 2,773             |
| Occupancy (%age)                          | 30%               | 50%               | 67%               | 61%               | 61%               | 15%               | 40%               | 64%               | 49%               | 55%               |
| <b>For twelve months to: October 2010</b> |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
| Average rate (per sq ft)                  | £19.75            | £22.13            | £27.42            | £19.86            | £25.55            | £16.26            | £20.11            | £27.08            | £19.90            | £25.24            |
|   | <b>£'000</b>      | <b>£'000</b>      | <b>£'000</b>      | <b>£'000</b>      | <b>£'000</b>      | <b>£'000</b>      | <b>£'000</b>      | <b>£'000</b>      | <b>£'000</b>      | <b>£'000</b>      |
| Self storage income                       | 1,436             | 7,822             | 55,516            | 7,658             | 72,432            | 209               | 5,720             | 54,522            | 7,850             | 68,301            |
| Ancillary income                          | 401               | 1,717             | 9,193             | 1,077             | 12,388            | 92                | 1,404             | 8,841             | 1,039             | 11,376            |
| Other income                              | 1                 | 186               | 3,889             | 318               | 4,394             | 0                 | 94                | 4,372             | 290               | 4,757             |
| <b>Total Income</b>                       | <b>1,838</b>      | <b>9,724</b>      | <b>68,598</b>     | <b>9,054</b>      | <b>89,214</b>     | <b>301</b>        | <b>7,218</b>      | <b>67,735</b>     | <b>9,180</b>      | <b>84,433</b>     |
| <b>Store EBITDA (IFRS)</b>                | <b>393</b>        | <b>4,763</b>      | <b>45,528</b>     | <b>6,255</b>      | <b>56,940</b>     | (358)             | 2,532             | 44,454            | 6,300             | 52,928            |
| <i>Store EBITDA margin (%age)</i>         | <i>21%</i>        | <i>49%</i>        | <i>67%</i>        | <i>69%</i>        | <i>64%</i>        | (119%)            | 35%               | 66%               | 69%               | 63%               |
| Central overhead allocation               | 160               | 846               | 5,968             | 788               | 7,762             | 26                | 615               | 5,770             | 782               | 7,192             |
| <b>Store Net Operating Income</b>         | <b>234</b>        | <b>3,917</b>      | <b>39,560</b>     | <b>5,468</b>      | <b>49,178</b>     | <b>(384)</b>      | <b>1,917</b>      | <b>38,684</b>     | <b>5,518</b>      | <b>45,736</b>     |
| <i>NOI margin (%age)</i>                  | <i>13%</i>        | <i>40%</i>        | <i>58%</i>        | <i>61%</i>        | <i>55%</i>        |                   | 27%               | 57%               | 60%               | 54%               |
| Rent Charge                               | 69                | 1,928             | 9,418             | 229               | 11,644            | 2                 | 1,934             | 9,826             | 191               | 11,954            |
| UK GAAP EBITDA                            | 165               | 1,989             | 30,142            | 5,238             | 37,534            | (386)             | (17)              | 28,858            | 5,327             | 33,782            |

Notes: Developing: < 2 full financial years, Established: 2 to 5 full financial years, Mature: over 5 full financial years, Large: > 65,000 sq ft







- Review: look at best use of vacant space & optimising revenue
- MLA reduced by 176,000 sq ft (3.9%) to 4,309,000 sq ft
- Of 100 stores, 85 stores required no/minor adjustment
- 15 stores accounting for the MLA adjustment
  - One store - 13,000 sq ft MLA increase due to occupation of space vacated by sub tenant
  - Eight stores – 86,000 sq ft MLA reduction of undeveloped space, too large for self storage use in medium term, will look at other forms of storage (bulk/archive etc)
  - Six stores – 103,000 sq ft reduction – with likely property solution
- Property solutions for surplus space will mitigate valuation impact in medium term
- Negative valuation impact of less than £2 million
- Has increased occupancy percentage by 2.4% to 60.8% at 31 October 2010



# Expansion stores



| Pipeline Store/Site                               | Tenure | Full Planning | Pipeline MLA Sq. Ft | Opened / Estimated Opening |
|---|--------|---------------|---------------------|----------------------------|
| <b>Development Stores due to open 2010/11</b>     |        |               |                     |                            |
| Bolton *  | FH     | ✓             | 19,700              | Nov 10                     |
| Southend *  | FH     | ✓             | 31,938              | Nov 10                     |
| Trappes (Paris)                                   | FH     | ✓             | 53,000              | 2011                       |
| Bussy (Paris)                                     | FH     | ✓             | 60,250              | 2011                       |
| Friern Barnet                                     | FH     | ✓             | 48,000              | 2011                       |
| <b>Development Stores acquired/under contract</b> |        |               |                     |                            |
| Gonesse (Paris)                                   | FH     |               | 46,000              | NM                         |
| Staines   | FH     | ✓             | 43,450              | 2011/12                    |
| Chiswick  | FH     |               | 43,500              | 2012/13                    |
| Birmingham *                                      | LLH    |               | 15,084              | 2012/13                    |
| Leeds *   | LLH    |               | 11,399              | 2012/13                    |
| Wandsworth *                                      | FH     |               | 23,300              | 2012/13                    |
| <b>Total Sq Ft</b>                                |        |               | <b>395,621</b>      |                            |

- Pipeline of 11 expansion stores totalling 526,000 sq ft of MLA (396,000 net of store closures). Of these:
  - Nine are freehold
  - Two are long leasehold (more than 90 years)
  - Six have planning permission
  - Five are relocations of existing stores
- One of the stores, Gonesse in Paris, has been added since the year end
- Pipeline will increase store portfolio from 118 to 124 (allowing for closure of relocated stores)
- Focus on the right site; freehold or leasehold
- Associated Capex for UK of £49.5m, of which £14.9m has been spent as at 31 October 2010
- Associated Capex for France of €15m, €4.9m of which has been spent as at 31 October 2010

\* Replacement stores - the sq ft noted is the approximate net additional space added

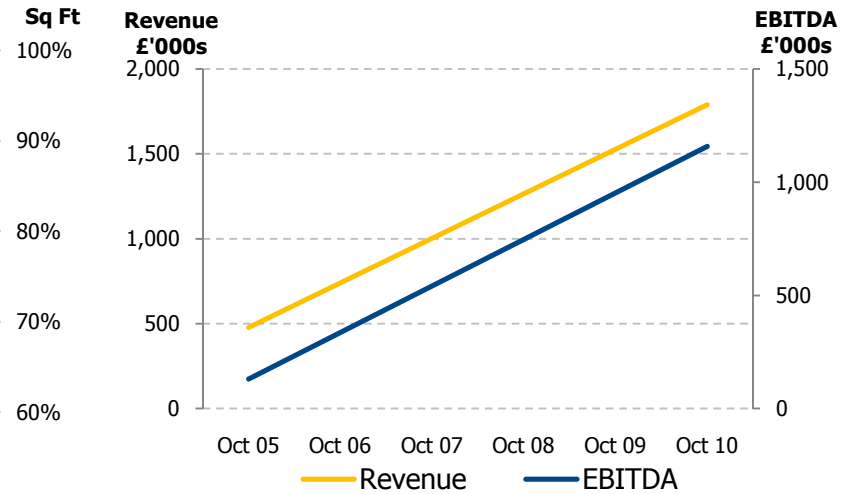
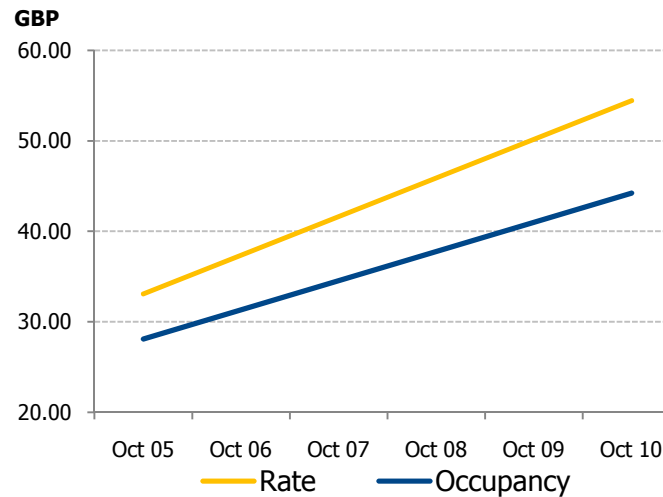


# Store evolution case study – trend



## Pentonville Road

- High visibility store
- Leasehold
- Low ceiling height
- No competition for site



# Property portfolio valuations



| Key Variables                                    | Oct-10 | Apr-10 | Oct-09 |
|--|--------|--------|--------|
| Average Self Storage Rate per Sq Ft              | £25.55 | £25.51 | £25.24 |
| Exit Cap Rate                                    | 7.87%  | 7.90%  | 8.14%  |
| Weighted average stabilised occupancy            | 79.46% | 77.40% | 77.79% |
| Stabilised Occupancy in Sq Ft                    | 3.97m  | 3.92m  | 4.02m  |
| Average number of months to stabilised occupancy | 38     | 43     | 44     |

- DCF based valuations
- Several key variables contrary to traditional property companies

## Freehold

- 10 year DCF assuming notional sale at year 10
- Purchasers costs – 5.75% assuming property sales

## Short Leasehold

- No asset sale in year 10 – DCF to lease expiry
- Average unexpired term at October 2010 of 13.1 years (October 2009: 13.6 years)
- At the year end there were 2 stores with less than 5 years on their leases (excluding Bolton store now relocated)



# Property portfolio valuation – Cushman & Wakefield



| Location | Tenure                       | Stores | Maximum Lettable Area* | Valuation as at October 2010 | Movement since October 2009 |
|----------|------------------------------|--------|------------------------|------------------------------|-----------------------------|
|          |                              |        | '000 sq ft             | £m                           | £m                          |
| UK       | Freehold                     | 54     | 2,329                  | 409                          | 13                          |
|          | Long Leasehold <sup>1</sup>  | 7      | 367                    | 44                           | 10                          |
|          | Short Leasehold <sup>2</sup> | 35     | 1,423                  | 88                           | (3)                         |
| France   | Freehold                     | 9      | 368                    | 88                           | 19                          |
|          | Short Leasehold <sup>3</sup> | 13     | 509                    | 58                           | -                           |
| Total    |                              | 118    | 4,996                  | 687                          | 39                          |

- Average exit yield has moved in 27bps since October 2009 to 7.87%
- FX Loss of £3.8 million against October 2010 included above
- Includes the beneficial impact of buying in freehold of Gentilly (€4.3 million uplift for €3.0 million acquisition cost)
- Valuations up £32 million since half year, £13 million from new stores and £19 million from like for like portfolio the majority of which is in France
- MLA reduction exercise is broadly valuation neutral (loss of circa £2 million overall)

<sup>1</sup> UK long leaseholds typically more than 50 years

<sup>2</sup> UK short leaseholds typically 25 years

<sup>3</sup> French short leaseholds typically 9 years but akin to freeholds because of security of tenure

\*For valuation purposes MLA includes offices



# Operational Review

Steve Williams, Chief Executive Officer



# Drivers for growth



- Quality portfolio and market leading position
- Relatively immature market
- Capacity to grow further
  - 2.94 million sq ft is currently occupied ; total of circa 5.2 million sq ft of storage space when fully fitted out
  - Average rate per sq ft up 1.2% year on year (up 1.9% before currency impact)
- Active management of portfolio
- Marketing initiatives
  - Strategic alliances
  - National accounts
  - Call centre



# Strategy for growth





# Illustrative operational gearing



- Currently 56.6% total occupancy against fully fitted out MLA (mature stores 67%)
- Significant scope for profit growth and value creation in portfolio through increasing overall occupancy and rates
- Incremental EBITDA based on year one EBITDA after occupancy has reached stability
- Model assumes costs will increase at 3% per annum; assuming no increase in space

## Incremental EBITDA (£m)

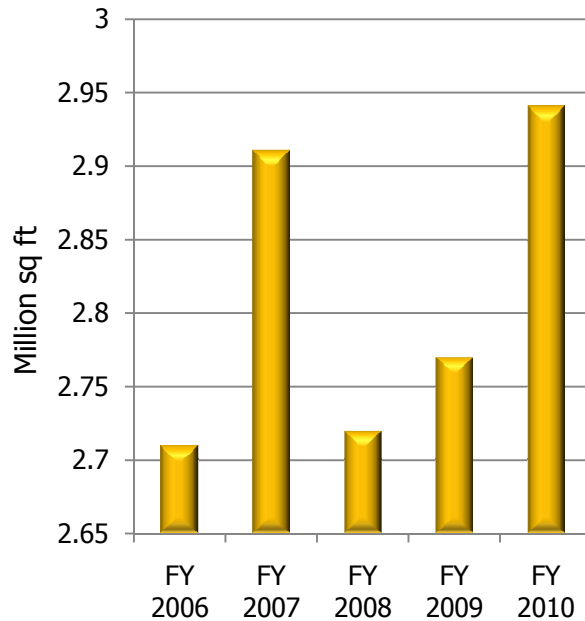
| Rate | Occupancy |        |        |       |       |       |       |       |
|------|-----------|--------|--------|-------|-------|-------|-------|-------|
|      | 50%       | 55%    | 60%    | 65%   | 70%   | 75%   | 80%   | 85%   |
| -5%  | (11.1)    | (11.6) | (10.3) | (9.5) | (3.9) | (3.8) | (4.1) | (4.8) |
| -4%  | (9.7)     | (9.4)  | (7.2)  | (5.6) | 0.4   | 1.5   | 2.1   | 2.5   |
| -3%  | (8.2)     | (7.1)  | (4.1)  | (1.4) | 4.9   | 7.0   | 8.8   | 10.3  |
| -2%  | (6.8)     | (4.8)  | (0.8)  | 2.9   | 9.5   | 12.8  | 15.9  | 18.6  |
| -1%  | (5.3)     | (2.4)  | 2.6    | 7.4   | 14.4  | 19.0  | 23.4  | 27.6  |
| 0%   | (3.7)     | 0.0    | 6.0    | 12.1  | 19.4  | 25.4  | 31.4  | 37.3  |
| 1%   | (2.2)     | 2.4    | 9.6    | 16.9  | 24.7  | 32.2  | 39.8  | 47.6  |
| 2%   | (0.7)     | 4.9    | 13.3   | 22.0  | 30.1  | 39.3  | 48.8  | 58.7  |
| 3%   | 0.9       | 7.5    | 17.1   | 27.3  | 35.8  | 46.8  | 58.4  | 70.6  |
| 4%   | 2.4       | 10.0   | 21.0   | 32.8  | 41.7  | 54.6  | 68.5  | 83.3  |
| 5%   | 4.0       | 12.7   | 25.0   | 38.4  | 47.8  | 62.9  | 79.2  | 96.9  |



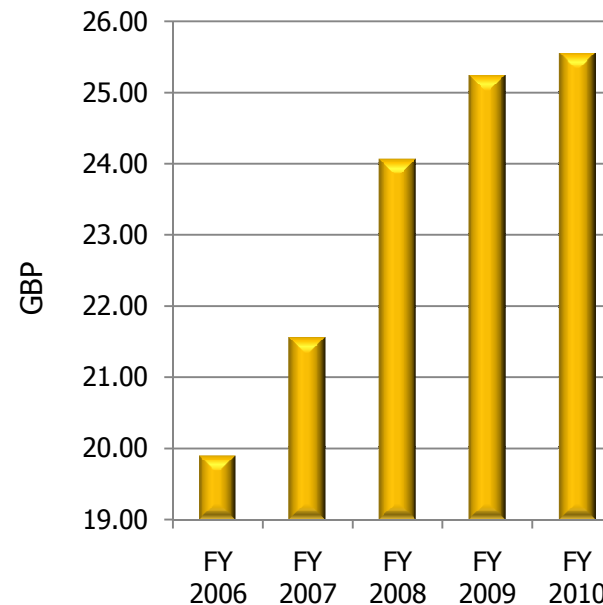
# Total occupancy, average rate and revenue growth



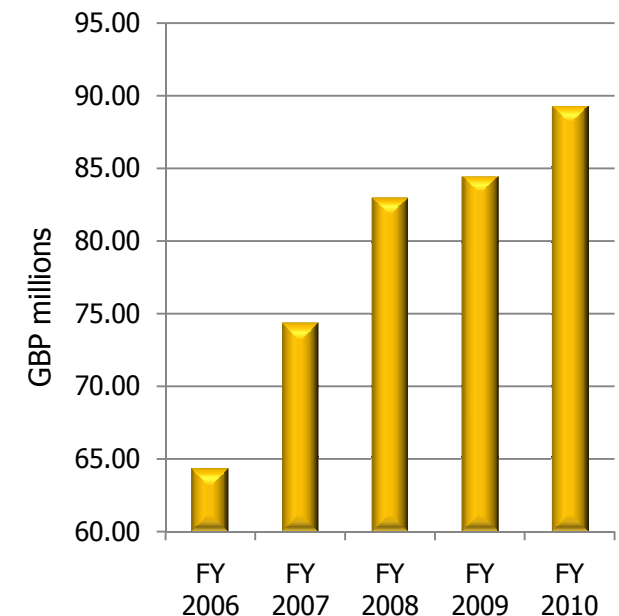
### Closing Occupancy



### Average rental rate per sq ft



### Revenue



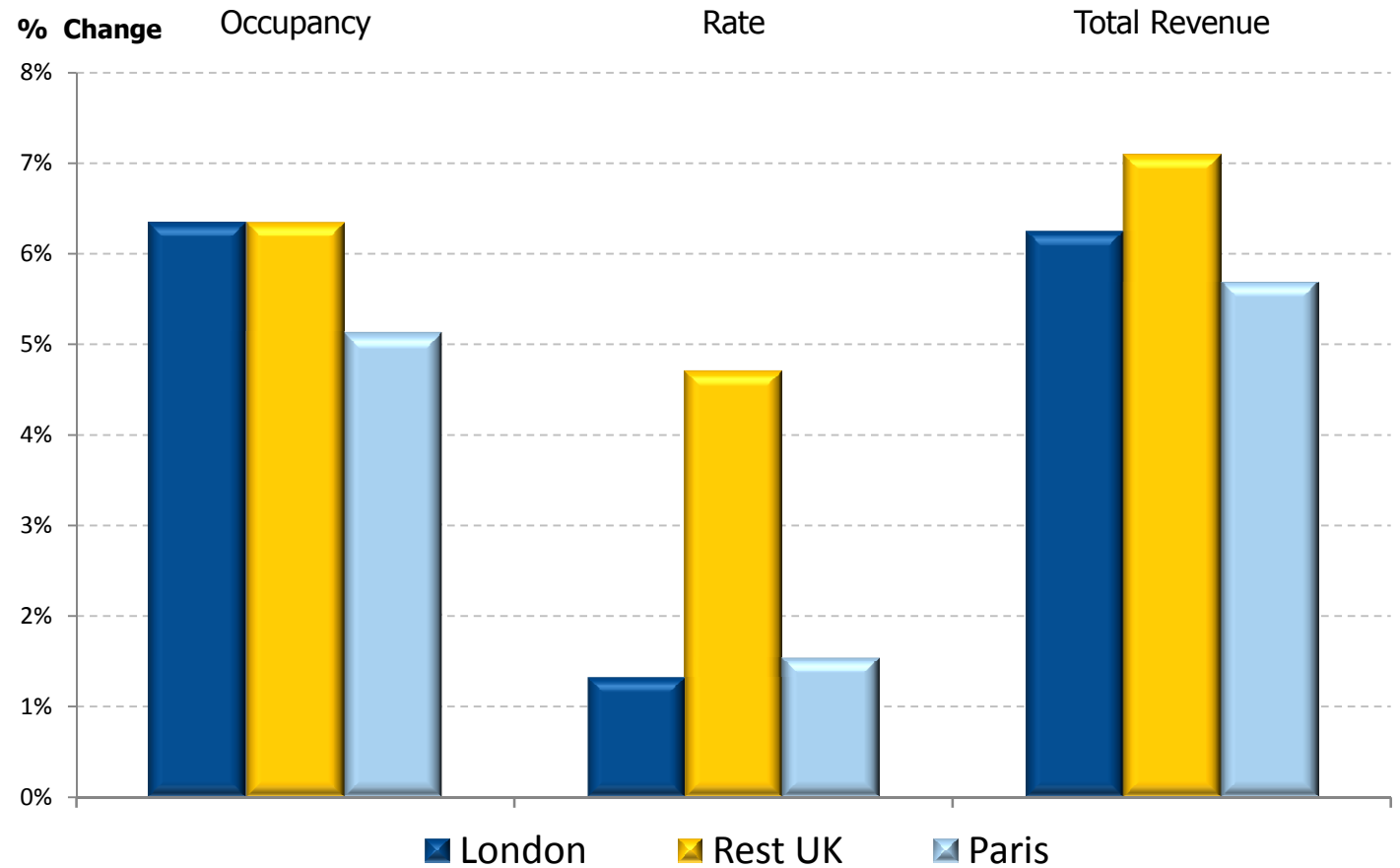
- Important to balance rate and occupancy
- Closing occupancy increased by 6% year on year
- Rental rate growth increased by 1.9% in constant currency
- Revenue up year on year



# Occupancy, rate, revenue performance change



- All regions contributing
- Paris performance
  - Occupancy at 79%
  - Figures on constant currency basis
  - Good performance despite closure of oldest store
- Good rental rates – London and Paris
- Good rental rate increase in rest of UK

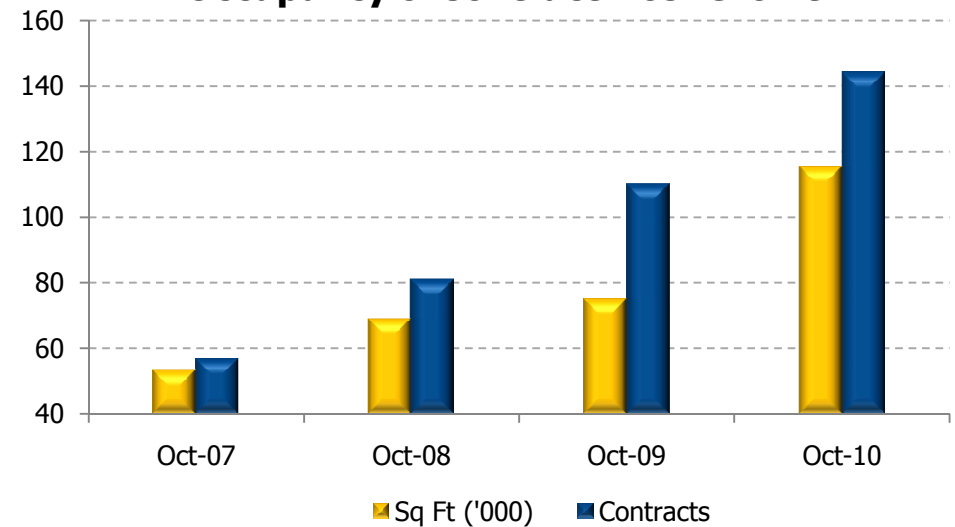


# National accounts



- Service provided from 103 store locations
- Currently 9% of business customers by occupancy
- 115,000 sq ft occupied
- Customer contracts increased by circa 30% year-on-year
- Occupancy increased by circa 50% year-on-year
- National Accounts provide comprehensive coverage
  - Dedicated account team to handle all clients' storage needs
  - Storage can be arranged at any location with a suitable sized unit at very short notice
  - Consolidated invoicing with standardised pricing

### Occupancy & Contract Nos. Growth



# Focus on brand and marketing



- Online remains a key focus to generate enquiries
  - Re-launch of Website
  - Search engine optimisation
  - Record level of enquiries
- Strong double digit enquiry growth
  - Online enquiries now 60%
  - Signage remains second highest channel of enquires
- Conversion of enquiries to new lets
  - Improved training techniques
  - Exceptional customer service & sales excellence
  - Lowest price guarantee
  - Convenience
  - Value added services
- Strategic alliances to strengthen market leading position



# Strategic alliances



Strengthening existing strategic alliances



Increase brand awareness

Drive enquiries

Improve search engine rankings



Resulted in increased new lettings in 2010





- Good momentum into 2011
- Further overall market growth
  - Immature market
  - Increased awareness
- Positioned to increase market share via
  - Increased marketing
  - Increased enquiry generation
  - Building brand awareness
  - Market leadership
  - Sales excellence
  - Value added services
- Selective new store development and estate improvements
- Strong management team



# Appendix





# Summary IFRS balance sheet



|                                  | 31 October<br>2010<br>£m | 31 October<br>2009<br>£m |
|----------------------------------|--------------------------|--------------------------|
| <b>Assets</b>                    |                          |                          |
| <b>Non-current assets</b>        |                          |                          |
| Investment properties            | 755.3                    | 718.7                    |
| Development properties           | 18.4                     | 12.6                     |
| Other non-current assets         | 10.5                     | 13.2                     |
| <b>Non-current assets</b>        | <b>784.2</b>             | <b>744.5</b>             |
| <b>Current assets</b>            | <b>32.1</b>              | <b>40.3</b>              |
| <b>Liabilities</b>               |                          |                          |
| <b>Current liabilities</b>       | <b>(49.2)</b>            | <b>(57.5)</b>            |
| <b>Non-current liabilities</b>   |                          |                          |
| Bank borrowings                  | (309.5)                  | (295.9)                  |
| Deferred tax liabilities         | (122.6)                  | (120.3)                  |
| Obligations under finance leases | (59.1)                   | (61.7)                   |
| Other non-current liabilities    | (5.7)                    | (1.0)                    |
| <b>Non-current liabilities</b>   | <b>(496.9)</b>           | <b>(478.9)</b>           |
| <b>Net assets</b>                | <b>270.2</b>             | <b>248.6</b>             |
| Adjusted EPRA NAV per share*     | 212.6p                   | 201.8p                   |

\* Adjusted NAV is after adding back the deferred tax on revaluation and excluding fair value adjustments for debt and related derivatives



# Net debt and facilities



| Net Debt Position                                 | Year ended 31 October 2010 | Year ended 31 October 2009 |
|---|----------------------------|----------------------------|
|   | £m                         | £m                         |
| Available facilities at the year end*             | 384.7                      | 347.8                      |
| Total bank borrowings (gross of FRS 4 Adjustment) | 316.0                      | 300.9                      |
| Cash  | (15.5)                     | (26.4)                     |
| <b>Net debt</b>                                   | <b>300.5</b>               | <b>274.5</b>               |

\* €40m facility translated at €1.1527:£1 (year end rate)

| New Covenants (consolidated level only) | Covenant             |
|---|----------------------|
| <b>Interest Cover Ratio</b>             |                      |
| Quarterly to Jan 2012                   | Not less than 1.60:1 |
| Quarterly to Jan 2013                   | Not less than 1.80:1 |
| Thereafter                              | Not less than 2.00:1 |
| <b>Loan to Value</b>                    |                      |
| Quarterly to July 2012                  | Not more than 0.65:1 |
| Thereafter                              | Not more than 0.60:1 |

N.B The value of the French property is limited to €70m



# Property portfolio valuation - movement in the period



|                                     |   | October 2010 | October 2009 | Movement  | Non-valuation movements | Investment Gain |
|-------------------------------------|---|--------------|--------------|-----------|-------------------------|-----------------|
|                                     |   | £m           | £m           | £m        | £m                      | £m              |
| UK Like for Like Assets             | 1 | 530          | 522          | 8         | 2                       | 6               |
| French Like for Like Assets         | 2 | 144          | 126          | 18        | (1)                     | 19              |
| Group Like for Like Assets          |   | 674          | 648          | 26        | 1                       | 25              |
| Development Properties              | 3 | 13           | -            | 13        | (14)                    | -               |
| UK rental charge to investment loss | 4 |              |              |           | (6)                     | (6)             |
| <b>Valuation</b>                    |   | <b>687</b>   | <b>648</b>   | <b>39</b> | <b>(19)</b>             | <b>19</b>       |

- UK like for like portfolio valuation up £8 million (1.7%)
- French like for like portfolio valuation up €25 million (17.9%) same currency although this includes the uplift from acquiring the freehold interest at Gentilly.
- Gentilly has seen a €4.9 million increase in value since October 2009 against a cost of €3.0 million to buy-in the freehold
- We have seen a £3.8 million FX loss in the year due to adverse movements in the Euro/Pound exchange rate

1 Includes the impact of capex spent in the period

2 Removing the impact of foreign exchange gains which don't get recognised in the income statement

3 Removing the impact of valuation changes in the development pipeline

4 £3m of UK rent is charged to the Investment loss (the balance being charged to interest payable and contingent rent)



# Customer Average Length of Stay in the UK



| Age of Store    |          | < 1year |        | 1-2 Years |        | 2-5 Years |        | > 5 Years |        | Portfolio at Oct 2010 |             | Portfolio at Oct 2009 |        |
|-----------------|----------|---------|--------|-----------|--------|-----------|--------|-----------|--------|-----------------------|-------------|-----------------------|--------|
| N° of Stores    |          | 2       |        | 4         |        | 15        |        | 73        |        | 94                    |             | 92                    |        |
|                 |          | (wks)   | (mths) | (wks)     | (mths) | (wks)     | (mths) | (wks)     | (mths) | (wks)                 | (mths)      | (wks)                 | (mths) |
| <b>Business</b> | Existing | 4       | 1.0    | 30        | 6.9    | 57        | 13.    | 129       | 29.8   | <b>116</b>            | <b>26.8</b> | 113                   | 26.1   |
|                 | Vacated  | 4       | 0.9    | 11        | 2.6    | 24        | 5.4    | 45        | 10.3   | <b>44</b>             | <b>10.1</b> | 42                    | 9.7    |
|                 | Total    | 4       | 1      | 20        | 4.5    | 35        | 8.1    | 53        | 12.3   | <b>52</b>             | <b>12.1</b> | 51                    | 11.7   |
| <b>Domestic</b> | Existing | 6       | 1.3    | 22        | 5.0    | 43        | 10.0   | 93        | 21.4   | <b>82</b>             | <b>18.9</b> | 82                    | 18.8   |
|                 | Vacated  | 3       | 0.6    | 12        | 2.7    | 19        | 4.3    | 30        | 6.9    | <b>29</b>             | <b>6.7</b>  | 29                    | 6.8    |
|                 | Total    | 5       | 1.2    | 14        | 3.3    | 24        | 5.4    | 34        | 7.9    | <b>33</b>             | <b>7.7</b>  | 34                    | 7.8    |
| <b>All</b>      | Existing | 6       | 1.3    | 23        | 5.4    | 47        | 10.9   | 104       | 24     | <b>92</b>             | <b>21.3</b> | 91                    | 21.1   |
|                 | Vacated  | 3       | 0.7    | 12        | 2.7    | 19        | 4.5    | 33        | 7.6    | <b>32</b>             | <b>7.4</b>  | 32                    | 7.4    |
|                 | Total    | 5       | 1.1    | 15        | 3.5    | 26        | 5.9    | 39        | 8.9    | <b>37</b>             | <b>8.7</b>  | 38                    | 8.7    |

#### Excluded:

BC Queens Dock

BC Battersea



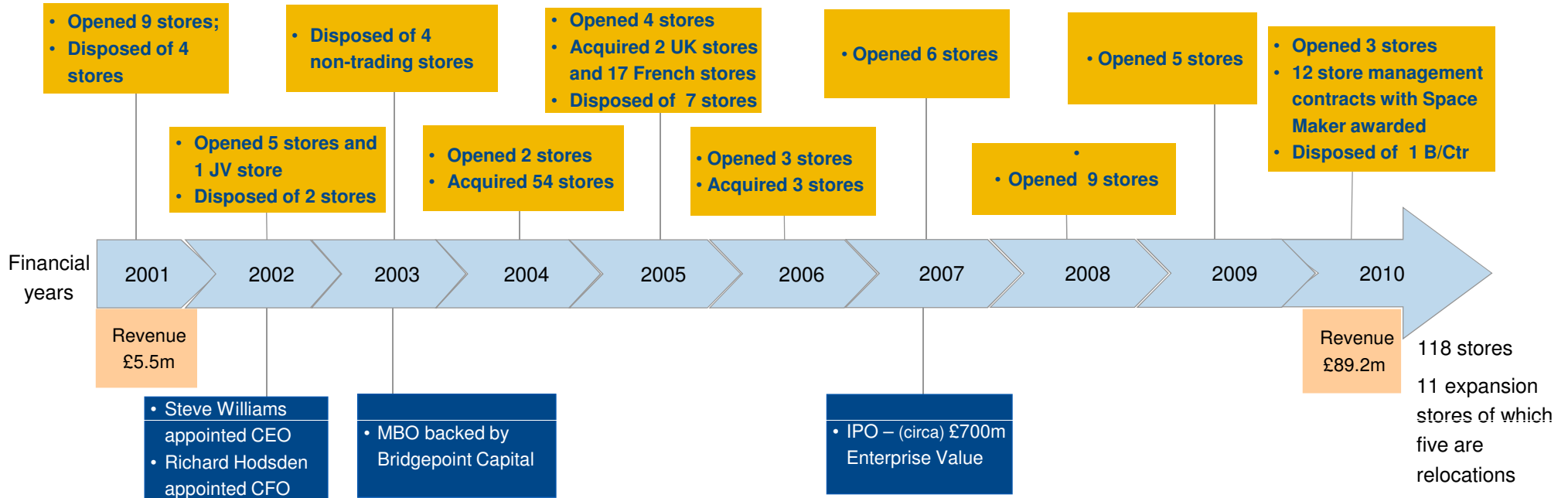
# Customer Average Length of Stay in France



| Age of Store    |          | < 1year |        | 1-2 Years |        | 2-5 Years |        | > 5 Years |        | Portfolio at Oct 2010 |             | Portfolio at Oct 2009 |        |
|-----------------|----------|---------|--------|-----------|--------|-----------|--------|-----------|--------|-----------------------|-------------|-----------------------|--------|
| N° of Stores    |          | 1       |        | 1         |        | 3         |        | 18        |        | 23                    |             | 22                    |        |
|                 |          | (wks)   | (mths) | (wks)     | (mths) | (wks)     | (mths) | (wks)     | (mths) | (wks)                 | (mths)      | (wks)                 | (mths) |
| <b>Business</b> | Existing | 6       | 1.4    | 29        | 6.6    | 59        | 13.7   | 131       | 30.1   | <b>120</b>            | <b>27.8</b> | 122                   | 28.1   |
|                 | Vacated  | 3       | 0.8    | 13        | 3.1    | 25        | 5.7    | 55        | 12.7   | <b>53</b>             | <b>12.3</b> | 51                    | 11.8   |
|                 | Total    | 5       | 1.2    | 23        | 5.2    | 37        | 8.5    | 66        | 15.2   | <b>64</b>             | <b>14.8</b> | 63                    | 14.5   |
| <b>Domestic</b> | Existing | 5       | 1.2    | 27        | 6.3    | 55        | 12.6   | 122       | 28.1   | <b>108</b>            | <b>24.9</b> | 111                   | 25.5   |
|                 | Vacated  | 5       | 1.1    | 16        | 3.7    | 24        | 5.6    | 50        | 11.5   | <b>48</b>             | <b>11.2</b> | 48                    | 11.0   |
|                 | Total    | 5       | 1.2    | 23        | 5.2    | 32        | 7.4    | 60        | 13.8   | <b>57</b>             | <b>13.3</b> | 58                    | 13.4   |
| <b>All</b>      | Existing | 5       | 1.3    | 27        | 6.3    | 51        | 11.7   | 124       | 28.6   | <b>111</b>            | <b>25.6</b> | 113                   | 26.1   |
|                 | Vacated  | 4       | 1.0    | 16        | 3.7    | 23        | 5.4    | 51        | 11.8   | <b>49</b>             | <b>11.4</b> | 48                    | 11.2   |
|                 | Total    | 5       | 1.2    | 23        | 5.2    | 32        | 7.3    | 61        | 14.1   | <b>59</b>             | <b>13.6</b> | 59                    | 13.7   |



# Safestore background



- | Milestones   | Turnaround   | Acquisitions   | No. Stores   |
|--|--|--|--|
| <ul style="list-style-type: none"> <li>Steve Williams CEO and Richard Hodsden CFO (2002)</li> <li>MBO with Bridgepoint (2003)</li> <li>IPO (2007)</li> </ul> | <ul style="list-style-type: none"> <li>Disposal of underperforming stores</li> <li>Strict cost control and training regimes introduced</li> <li>Retail best practices implemented</li> </ul> | <ul style="list-style-type: none"> <li>Mentmore/UPP (2004)</li> <li>Access France (2005)</li> <li>Storage World (2005)</li> <li>Selfstore.It (2006)</li> </ul> | <ul style="list-style-type: none"> <li>54</li> <li>10</li> <li>2</li> <li>3</li> </ul> |
|  |  | <ul style="list-style-type: none"> <li>46 new stores opened over the period</li> </ul>   |  |

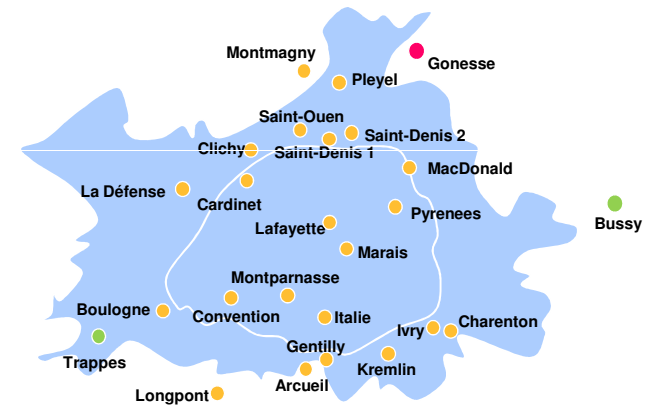


Source: Company information

# Store portfolio



- 116 Current stores
- 2 Current Business Centres
- 10 Expansion stores\*
- 1 Expansion signed since 31.10.10
- 12 Space Maker Stores



\* Includes 5 relocation stores

As at 31<sup>st</sup> October 2010



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