



# Full Year Results Presentation 21 Jan 2016





# Introduction

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# Highlights

## 1. Turnaround delivered since 2013:

- UK new lets up 43% on 2013
- UK rate decline reversed – Q4 2015 up 10% on Q4 2013
- Like for like (LFL) growth across all regions
- Loan to value ratio (LTV) from 47% to 32% & Interest cover ratio (ICR) from 2.1 to 4.2
- Cash tax Earnings per share (EPS) up 50%
- Dividend per share up 68%

## 2. Foundations for future growth in place

- UK enquiry growth of 21% since 2013 - growing market share and scale benefits
- National Accounts occupancy up 35% over two years
- Emphasis on store team coaching and development
- Central pricing and analytical capacity developed

## 3. Uniquely positioned for profitable growth

- Unique portfolio - 76% of revenue from London / SE & Paris
- Available capacity equal to 30 stores
- Barriers to entry and limited new market supply
- Flexible balance sheet allows selective development
- Progressive dividend policy



# Financials

Andy Jones

# Financial highlights


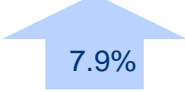
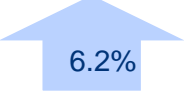
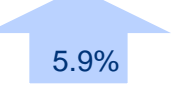
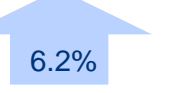

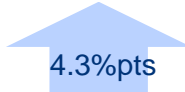
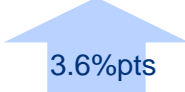


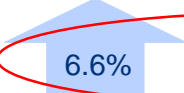
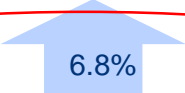
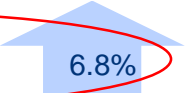

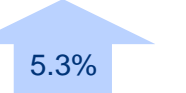



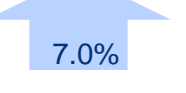
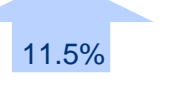
Income Statement & Cash flow	FY 2015	Change vs FY 2014	
		Absolute	CER**
Revenue (£'m) Like for Like*	103.0	8.9%	11.5%
Underlying EBITDA (£'m) Like for Like*	56.2	10.2%	11.8%
Revenue (£'m)	104.8	7.0%	9.7%
Underlying EBITDA (£'m)	57.1	7.7%	9.2%
Underlying EBITDA (post Leasehold costs) (£'m)	48.1	12.6%	13.6%
Cash Tax Adjusted EPS (pence)	16.6	23.0%	n/a
Dividend per share (pence)	9.65	29.5%	n/a
Free cash flow (£'m)	37.3	40.8%	n/a
<b>Balance Sheet</b>		<b>As at Oct 2015</b>	<b>Change vs Oct 2014</b>
Investment Properties Valuation (£'m)***		782	10.2%
EPRA Net Asset Value per Share (£)		2.56	17.7%
Group Loan To Value		32%	(5%pts)
Group Interest Cover Ratio		4.22x	+1.1x

\* LFL revenue is adjusted for the closure of New Malden and Whitechapel stores in the UK, and St Denis Landy in France

\*\* CER is Constant Exchange Rates (Euro denominated results for the current period have been retranslated at the exchange rate effective for the comparative period, and the impact of foreign exchange swaps has been reversed, in order to present the reported results on a more comparable basis).

\*\*\* includes investment properties under construction

# All regions performing strongly

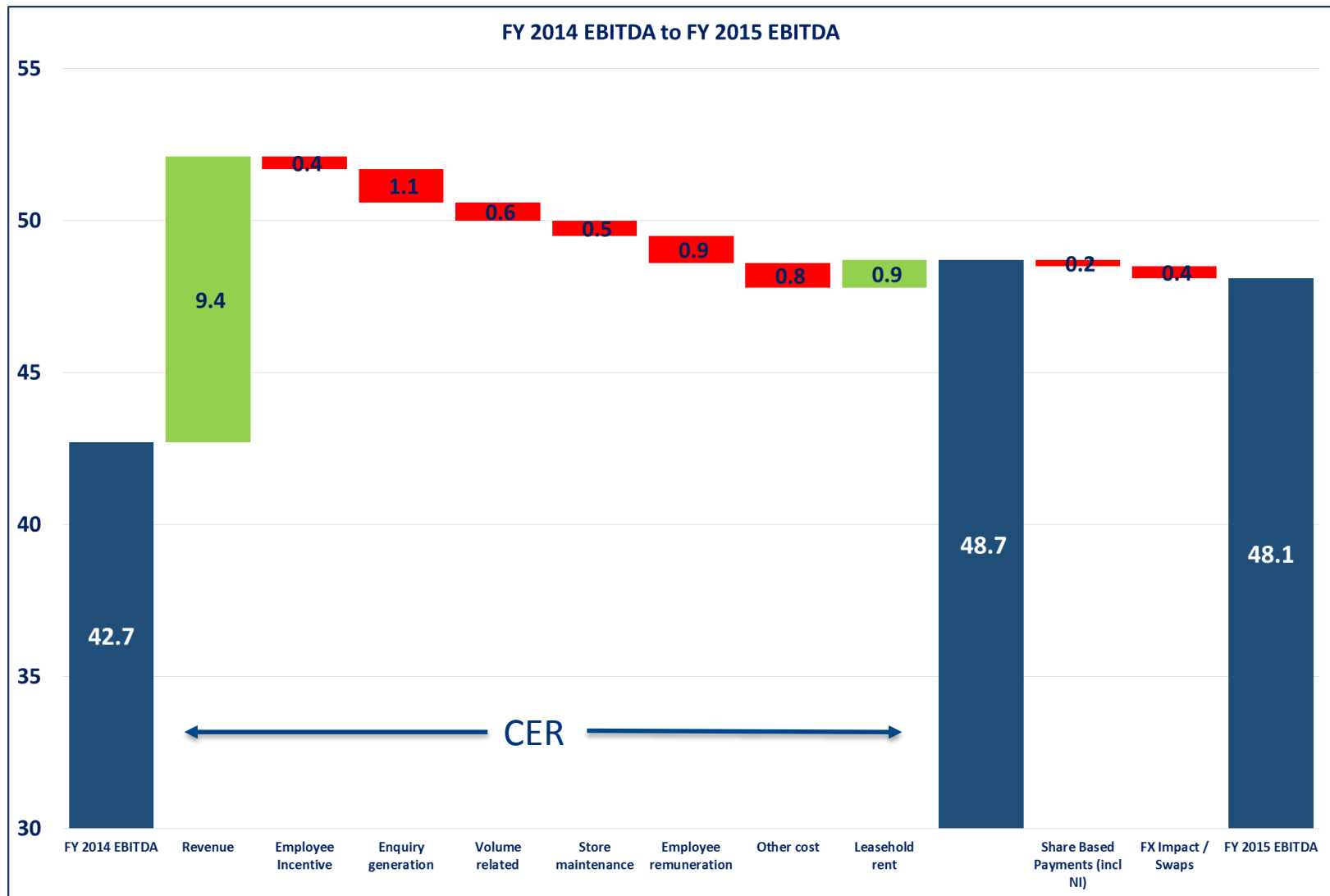
		London / SE	Rest of UK	UK Total	Paris	Group Total
Closing Occupancy LFL <sup>1</sup> (Sq Ft 'm)	Act	1.565	1.192	2.757	0.826	3.583
	YoY	 5.0%	 7.9%	 6.2%	 5.9%	 6.2%
Closing Occupancy %	Act	74.2%	65.7%	70.2%	81.8%	72.6%
	YoY	 3.4%pts	 4.3%pts	 3.6%pts	 4.6%pts	 3.8%pts
Average Rate LFL <sup>1</sup> (£ per Sq Ft) (in CER <sup>2</sup> )	Act	28.06	17.70	23.64	31.70	25.52
	YoY	 6.6%	 6.8%	 6.8%	 1.7%	 5.3%
Revenue £'m LFL <sup>1</sup> (in CER <sup>2</sup> )	Act	53.0	25.1	78.1	27.4	105.5
	YoY	 14.0%	 11.6%	 13.2%	 7.0%	 11.5%

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

# Summary Group P&L

	FY 2015			FY 2014		
	UK (£'m)	Paris (£'m)	Total (£'m)	UK (£'m)	Paris (£'m)	Total (£'m)
Revenue	79.9	24.9	104.8	71.8	26.1	97.9
Costs	(39.3)	(8.4)	(47.7)	(35.1)	(9.8)	(44.9)
Underlying EBITDA	40.6	16.5	57.1	36.7	16.3	53.0
<i>EBITDA Margin</i>	50.8%	66.3%	54.5%	51.1%	62.5%	54.1%
Leasehold Rent	(5.1)	(3.9)	(9.0)	(5.7)	(4.6)	(10.3)
EBITDA post Leasehold Rent	35.5	12.6	48.1	31.0	11.7	42.7
<i>EBITDA post Leasehold Rent Margin</i>	44.4%	50.6%	45.9%	43.2%	44.8%	43.6%
Depreciation	(0.3)	(0.1)	(0.4)	(0.4)	(0.1)	(0.5)
Finance Charges	(10.1)	(1.3)	(11.4)	(12.0)	(1.7)	(13.7)
Profit before Tax	25.1	11.2	36.3	18.6	9.9	28.5
Current Tax	(0.2)	(1.6)	(1.8)	-	(1.2)	(1.2)
Cash Tax Earnings	24.9	9.6	34.5	18.6	8.7	27.3
Average Shares In Issue (m)			207.5			202.1
<b>Underlying (Cash Tax Adjusted) EPS (p)</b>			<b>16.6</b>			<b>13.5</b>

# Strong revenue performance drives improved EBITDA





# Cash generation drives lower debt

	FY2015 (£'m)	FY2014 (£'m)	
Underlying EBITDA	57.1	53.0	
Working Capital/ Exceptionals/ Other	1.8	0.8	
<b>Operating cash inflow</b>	<b>58.9</b>	<b>53.8</b>	
Interest payments	(12.0)	(15.1)	
Leasehold rent payments	(9.0)	(10.3)	
Tax payments	(0.6)	(1.9)	
<b>Free cash flow (before investing and financing activities)</b>	<b>37.3</b>	<b>26.5</b>	
<i>EBITDA to free cash flow conversion %</i>	<i>65%</i>	<i>50%</i>	
Capital expenditure – Maintenance	(4.8)	(3.5)	
Capital expenditure – Development	(1.7)	38.7	
Capital Goods Scheme receipt	1.6	1.8	
<b>Net inflow after investing activities</b>	<b>32.4</b>	<b>63.5</b>	
Dividends paid	(17.2)	(12.5)	
Issue of Share Capital	-	31.8	
Hedge breakage payments	(2.0)	(4.9)	
<b>Cash flow before debt movements</b>	<b>13.2</b>	<b>77.9</b>	
	<b>Debt</b>	<b>Cash</b>	<b>Net Debt</b>
As at 31 Oct 2014	(264.6)	15.3	(249.3)
Cash generation	-	13.2	13.2
Debt repayments	13.0	(13.0)	-
Debt issuance costs	1.4	(1.4)	-
Foreign Exchange / Other	0.7	(0.3)	0.4
As at 31 Oct 2015	<b>(249.5)</b>	<b>13.8</b>	<b>(235.7)</b>

Free cash flow is defined as cash flow before investing and financing activities but after leasehold rent payments

# Strong and flexible Balance Sheet

Capital Structure	Oct 15	Oct 14	Variance
Property valuation (£'m) *	782	709	10.2%
UK (£'m) *	604	532	13.5%
FR (€'m)	249	225	10.7%
Gross Debt (£'m)	250	265	(£15m)
Net Debt (£'m)	236	249	(£13m)
Group LTV	32%	37%	(5%pts)
UK LTV	36%	42%	(6%pts)
Interest Cover Ratio (Underlying)	4.22x	3.12x	+1.10x
Effective interest rate	3.9%	4.3%	(0.4%pts)
Underlying Interest Charge (£'m)	11.4	13.7	(£2.3m)
Debt capacity (£'m)	138	67	£71m
Committed (£'m)	78	67	£11m
Uncommitted (£'m)	60	0	£60m

\* includes investment properties under construction

# Guidance – non trading and one-off items

Item	Guidance
Foreign exchange impact	Average exchange rate (excluding hedge) in 2015 was €1.3556 Hedge income was £0.9m No hedging of French profits from 2016 onwards
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. £10.5m in 2016
Shares in issue	Average shares in issue in 2015 - 207.5m Closing shares in issue at 31 Oct 2015 - 207.7m
Dividends	Dividend cover for 2015 = 1.72x Dividend growth anticipated to be at least in line with earnings growth for the medium term
Capex	Capex spend in 2016 to be c. £20m: 3 new stores c. £13m Other development c. £3m - £4m Maintenance c. £2m - £3m



# Operational Delivery

Frederic Vecchioli

# Operations overview

Foundations for future growth in place:

- Marketing
- Sales performance
- Rate management
- Development and asset management
- Market supply and barriers to entry

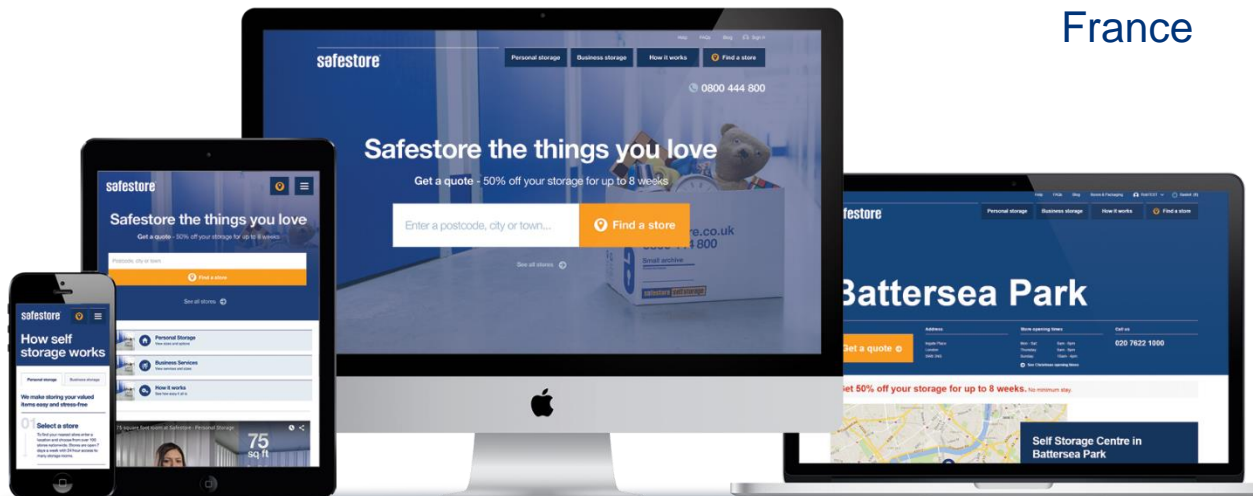
# Marketing: leveraging scale

## Safestore capturing growing market share:

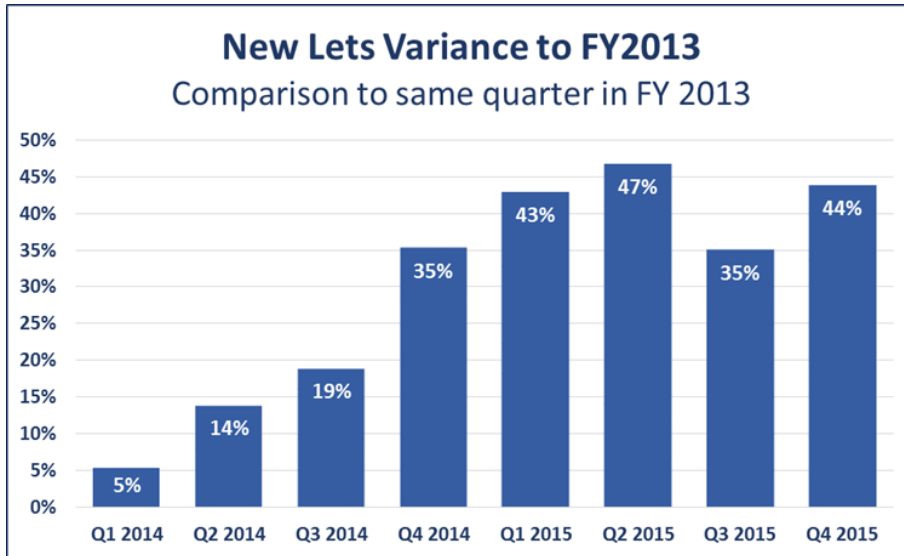
- Safestore UK outperformed the market with 8.0% enquiry growth
- Paris enquiry growth 9.2%
- Cost per enquiry flat during 2015 after 15% increase at the end of 2014
- Significant benefit to Space Maker from Safestore's platform

## New trading website launched to provide further benefits:

- Technical back-end rebuilt
- Optimised for mobile – now 51% of web enquiries
- Switch to mobile favouring leaders
- Web search efficiency
- 83% of UK enquiries now via email versus 60% for UK industry
- 63% of enquiries via email in France



# Sales performance

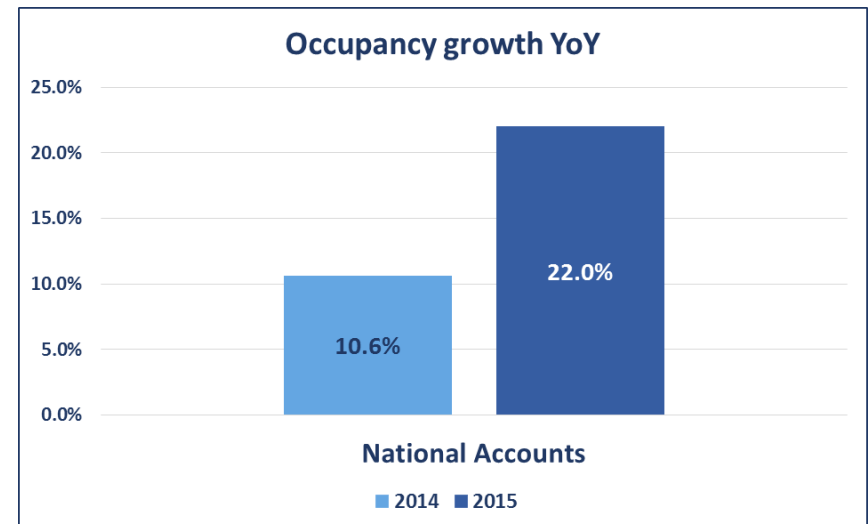


## Growing National Accounts platform:

- Leading position in the market
- Requires a national network
- Central team:
  - Bespoke solutions and service
  - Preferred supplier status

## Emphasis on Team

- Immature market – 70% first time users
- Customer service earns trust
- Key role in conversion and pricing
- Focused team performance management
- Coaching and training development

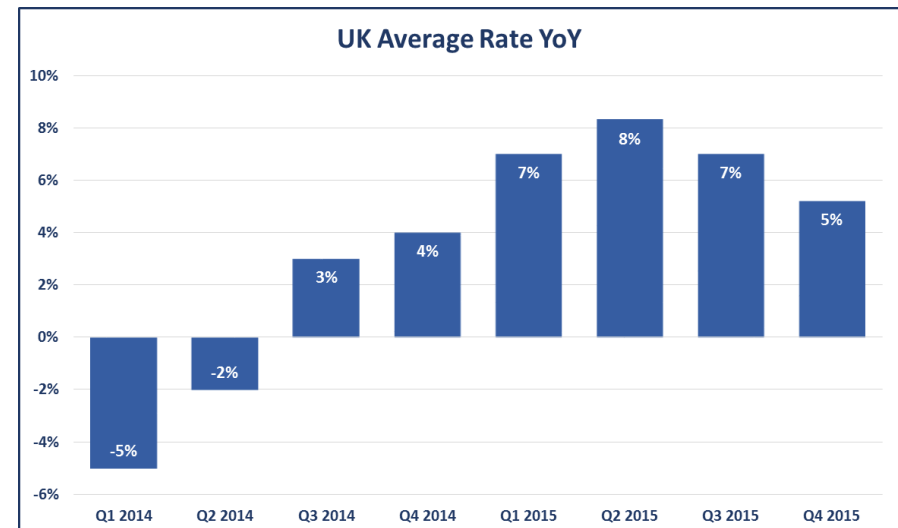
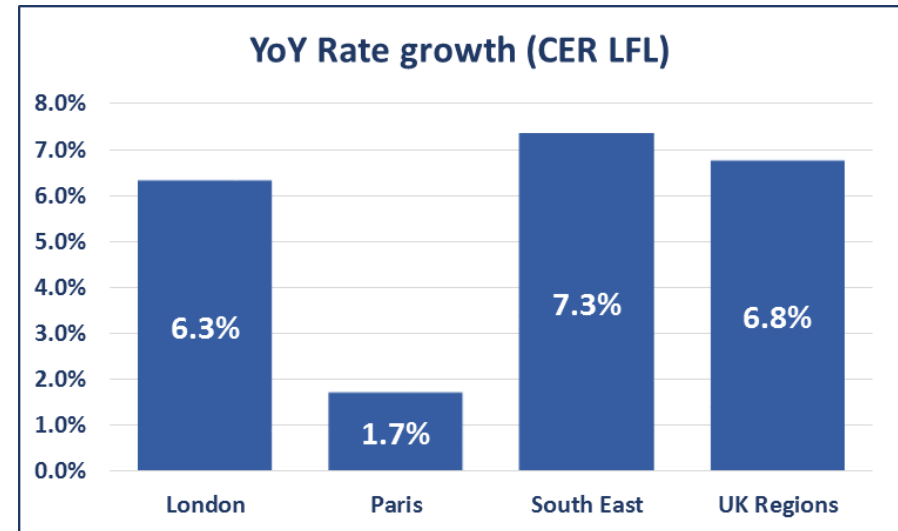


# Rate management

## Strategy of maximising revenue through balancing rate and occupancy

### Rate growth drivers:

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





# Development and Asset Management

## New store development of incremental 117k square feet:

- New stores: London Chiswick (Q4 2016), London Wandsworth (Q3 2016), Birmingham (Q4 2016)

## Existing store extension:

- Acton (Q4 2016)

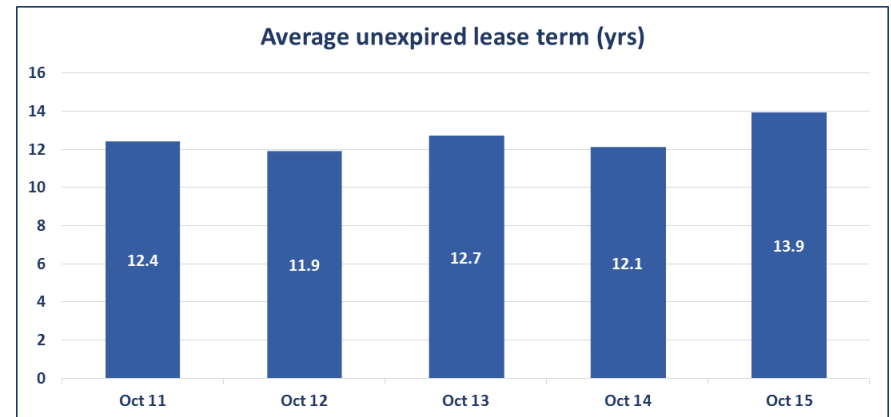
## Leasehold purchase:

- High Wycombe for £1.8m (£2.5m valuation uplift)

## Lease regears

- Camden, Guildford, Swanley, Harlow, Preston, Warrington
- Since 2012 we have regearred 53% of our leases

**Flexible balance sheet – ready for acquisitions/developments**



# Market Supply

	Barriers to Entry			
	Site Availability	Price of Land	Planning restrictions	Long Lead-time
London / SE	✓	✓	✓	✓
Regional City Centres	✓		✓	✓
Secondary towns	✓		✓	✓
Central Paris	✓	✓	✓	✓
Paris 2 <sup>nd</sup> belt	✓		✓	✓

- Six largest UK operators own just 28% of market
- SSA UK\* - Likely development of around 17 new stores in 2016 equivalent to 1.7% increase in supply
- Only two storage centres opened inside Paris since 2005

**Fully invested portfolio of 4.9m square feet**

**1.35m available – equivalent of 30 new stores**

# Robust trading in November and December

- November and December is our traditional low season - expecting occupancy outflow
- Occupancy c. 3% up on same time last year
- Group rate CER growing c. 4% ahead of prior year
- Group like for like CER revenue up c. 7%

# Well positioned for growth

## Attractive market

- Young and growing industry
- Secure and diversified income stream on 49,000 customers
- Customers staying on average 9.8 months (existing customers 24.4 months)
- Resilient during downturn

## Unique portfolio

- Leading presence in key markets
- 76% of revenue from London / SE and Paris
- Unlet invested space equivalent to 30 stores

## High operating leverage with growing demand

- Growing occupancy, rate and revenue across all regions in LFL
- 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

	<b>Group</b>	
	<b>FY 2015</b>	<b>FY 2014</b>
	<b>£'m</b>	<b>£'m</b>
<b>Revenue</b>	<b>104.8</b>	<b>97.9</b>
Cost of sales	(32.2)	(32.3)
<b>Gross profit</b>	<b>72.6</b>	<b>65.6</b>
Administrative expenses	(17.3)	(14.1)
<b>EBITDA (operating profit before exceptional items, change in fair value of derivatives, gain/loss on investment properties, contingent rent and depreciation)</b>	<b>57.1</b>	<b>53.0</b>
Exceptional items	-	(1.0)
Change in fair value of derivatives	(0.3)	1.2
Depreciation and contingent rent	(1.5)	(1.7)
<b>Operating profit before gain on investment properties</b>	<b>55.3</b>	<b>51.5</b>
Gain on investment properties	78.9	24.1
<b>Operating profit</b>	<b>134.2</b>	<b>75.6</b>
Finance income	3.2	4.7
Finance expense	(19.2)	(27.9)
<b>Profit before income tax</b>	<b>118.2</b>	<b>52.4</b>
Income tax charge	(9.5)	(5.6)
<b>Profit for the period</b>	<b>108.7</b>	<b>46.8</b>
Earnings per share for profit attributable to the equity holders		
– basic (pence)	52.4	23.2
– diluted (pence)	52.0	23.0



# Non-underlying items

	FY 2015 (£'m)	FY 2014 (£'m)
Underlying EBITDA	57.1	53.0
Gain on investment properties	78.9	24.1
Depreciation	(0.4)	(0.5)
Contingent rent	(1.1)	(1.2)
Change in fair value of derivatives	(0.3)	1.2
Exceptional Items	-	(1.0)
Statutory Operating Profit	134.2	75.6



# Detailed Balance Sheet

	Group	
	FY 2015	FY 2014
	£'m	£'m
<hr/>		
<u>Assets</u>		
Non-current assets		
Investment properties	775.5	704.0
Investment properties under construction	6.0	5.3
Other non-current assets	52.8	59.3
<b>Non-current assets</b>	<b>834.3</b>	<b>768.6</b>
<b>Current assets</b>	<b>33.4</b>	<b>36.2</b>
<u>Liabilities</u>		
<b>Current liabilities</b>	<b>(44.4)</b>	<b>(49.7)</b>
Non-current liabilities		
Bank borrowings	(249.5)	(259.6)
Deferred tax liabilities	(41.9)	(39.7)
Obligations under finance leases	(39.9)	(43.0)
Other non-current liabilities	(1.4)	(4.8)
<b>Non-current liabilities</b>	<b>(332.7)</b>	<b>(347.1)</b>
<b><u>Net assets</u></b>	<b><u>490.6</u></b>	<b><u>408.0</u></b>

# FY 2015 Underlying to Statutory adjustments

Underlying Headings	Underlying P&L	Exceptionals	Derivative Movements	Contingent Rent / Dep'n	Valuation Movement	Finance Lease Int	Dep'n LH properties	Tax / CGS / FX	Statutory P&L	Statutory Headings
Sales	104.8								104.8	Revenue
Costs	(47.7)	0.0	(0.3)	(1.5)					(47.7)	Cost of Sales / Administrative Expenses
<b>Underlying EBITDA</b>	<b>57.1</b>	<b>0.0</b>	<b>(0.3)</b>	<b>(1.5)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>55.3</b>	<b>Operating Profit before IP's</b>
Rents	(9.0)			1.1	83.0	3.8	4.1		0.0	Property Valuation
<b>EBITDA after leasehold rent</b>	<b>48.1</b>	<b>0.0</b>	<b>(0.3)</b>	<b>(0.4)</b>	<b>83.0</b>	<b>3.8</b>	<b>0.0</b>	<b>0.0</b>	<b>134.2</b>	<b>Operating profit</b>
Depreciation	(0.4)			0.4					0.0	Net Finance Expenses
Interest	(11.4)	0.0	1.9			(3.8)		(2.7)	(16.0)	Exceptional finance costs
<b>Profit before Tax</b>	<b>36.3</b>	<b>0.0</b>	<b>1.6</b>	<b>0.0</b>	<b>83.0</b>	<b>0.0</b>	<b>0.0</b>	<b>(2.7)</b>	<b>118.2</b>	<b>Profit before Tax</b>
Tax	(1.8)							(7.7)	(9.5)	Income Tax Charge
<b>PAT/ Earnings</b>	<b>34.5</b>	<b>0.0</b>	<b>1.6</b>	<b>0.0</b>	<b>83.0</b>	<b>0.0</b>	<b>0.0</b>	<b>(10.4)</b>	<b>108.7</b>	<b>Profit for the Year</b>
Shares (m)	207.5								207.5	Shares (m)
Cash Tax EPS (p)	16.6								52.4	Basic EPS (p)

# FY 2014 Underlying to Statutory adjustments

Underlying Headings	Underlying P&L	Exceptionals	Derivative Movements	Contingent Rent / Dep'n	Valuation Movement	Finance Lease Int	Dep'n LH properties	Tax / CGS / FX	Statutory P&L	Statutory Headings
Sales	97.9								97.9	Revenue
Costs	(44.9)	(1.0)	1.2	(1.7)					(44.9)	Cost of Sales / Administrative Expenses
									(1.0)	Exceptional Items
									1.2	Derivative Movements
									(1.7)	Depreciation and Contingent Rent
<b>Underlying EBITDA</b>	<b>53.0</b>	<b>(1.0)</b>	<b>1.2</b>	<b>(1.7)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>51.5</b>	<b>Operating Profit before IP's</b>
Rents	(10.3)			1.2		4.2	4.9		0.0	Property Valuation
					29.0		(4.9)		24.1	
<b>EBITDA after leasehold rent</b>	<b>42.7</b>	<b>(1.0)</b>	<b>1.2</b>	<b>(0.5)</b>	<b>29.0</b>	<b>4.2</b>	<b>0.0</b>	<b>0.0</b>	<b>75.6</b>	<b>Operating profit</b>
Depreciation	(0.5)			0.5					0.0	Net Finance Expenses
Interest	(13.7)	(2.1)	0.3			(4.2)		(3.5)	(21.1)	Exceptional finance costs
									(2.1)	
<b>Profit before Tax</b>	<b>28.5</b>	<b>(3.1)</b>	<b>1.5</b>	<b>0.0</b>	<b>29.0</b>	<b>0.0</b>	<b>0.0</b>	<b>(3.5)</b>	<b>52.4</b>	<b>Profit before Tax</b>
Tax	(1.2)							(4.4)	(5.6)	Income Tax Charge
<b>PAT/ Earnings</b>	<b>27.3</b>	<b>(3.1)</b>	<b>1.5</b>	<b>0.0</b>	<b>29.0</b>	<b>0.0</b>	<b>0.0</b>	<b>(7.9)</b>	<b>46.8</b>	<b>Profit for the Year</b>
Shares (m)	202.1								202.1	Shares (m)
Cash Tax EPS (p)	13.5								23.2	Basic EPS (p)

# Movement in cost base

## Cost of Sales

	FY 2015	FY 2014
	(£'m)	(£'m)
Reported cost of sales	(32.2)	(32.3)
Adjusted for:		
Depreciation	0.4	0.5
Contingent rent	1.1	1.2
<b>Underlying Cost of Sales</b>	<b>(30.7)</b>	<b>(30.6)</b>
Underlying cost of sales for FY 2014		(30.6)
Foreign exchange net of swap income		1.4
Store maintenance		(0.5)
Store employee incentives		(0.4)
Other volume related cost of sales		(0.6)
<b>Underlying Cost of Sales for FY 2015</b>		<b>(30.7)</b>

## Administrative Expenses

	FY 2015	FY 2014
	(£'m)	(£'m)
Reported administrative expenses	(17.3)	(14.1)
Adjusted for:		
Exceptional expense	-	1.0
Changes in fair value of derivatives	0.3	(1.2)
<b>Underlying administrative expenses</b>	<b>(17.0)</b>	<b>(14.3)</b>
Underlying administrative expenses for FY 2014		(14.3)
Foreign exchange		0.3
Employee remuneration		(0.9)
Share-based payments (incl NI)		(0.2)
Enquiry generation		(1.1)
Other		(0.8)
<b>Underlying administrative expenses for FY 2015</b>		<b>(17.0)</b>

# Group banking covenants – Oct 2015 reported

## New Facility 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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# Hedging of French profit exposure ends in 2015

Actual	€ cover	Swapped Rate	Actual Rate	Gain/(loss)
	€'000	€	€	£'000
H1 FY13	6,000	1.1392	1.1921	233
H2 FY13	4,500	1.2393	1.1700	(216)
H1 FY14	5,250	1.2364	1.2086	(98)
H2 FY14	5,250	1.2350	1.2577	77
H1 FY15	6,000	1.2346	1.3350	365
H2 FY 15	6,000	1.2341	1.3916	540

- The Group has hedged approximately two-thirds of its French profit exposure in 2015, partially mitigating the negative currency impact.
- Hedging was in place to October 2015 through average rate forward contracts
- Approximately two-thirds of expected French profits have been hedged
- Currency hedging cost positive for FY 2015
- **Current hedging has expired and no further hedging in place**

# Group Debt position at 31 Oct 2015

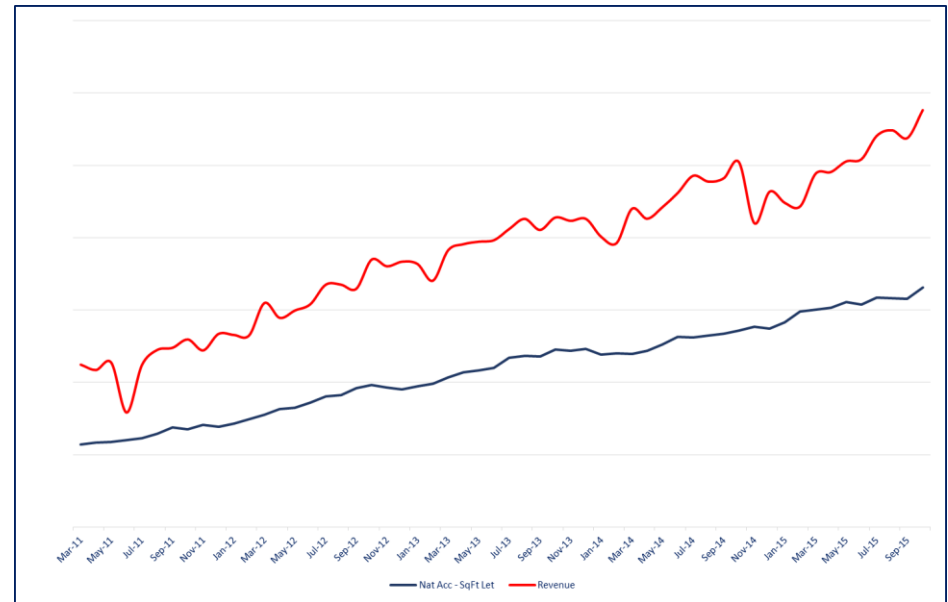
	Term	Facility £/€/\$/m	Drawn £'m	Hedged £'m	Hedged %	Bank Margin	Hedged Rate	Floating Rate	Total Rate
UK Term Loan	Jun 20	£ 126.0	126.0	90.0	71%	1.50%	1.45%	0.59%	2.70%
UK Revolver	Jun 20	£ 80.0	20.0	-	-	1.50%	-	0.51%	2.01%
UK Revolver - non-utilisation		£ 60.0	-	-	-	0.60%	-	-	0.60%
Euro Revolver	Jun 20	€ 70.0	32.1	21.4	67%	1.50%	0.31%	(0.03%)	1.70%
Euro Revolver - non-utilisation		€ 25.0	-	-	-	0.60%	-	-	0.60%
US Private Placement 2019	May 19	\$ 65.6	42.5	42.5	100%	5.52%	-	-	5.83%
US Private Placement 2024	May 24	\$ 47.3	30.7	30.7	100%	6.29%	-	-	6.74%
Unamortised Finance Costs		-	(1.8)	-	-	-	-	-	-
<b>Total</b>		£ <b>329.1</b>	<b>249.5</b>	<b>184.6</b>	<b>74%</b>				<b>3.90%</b>





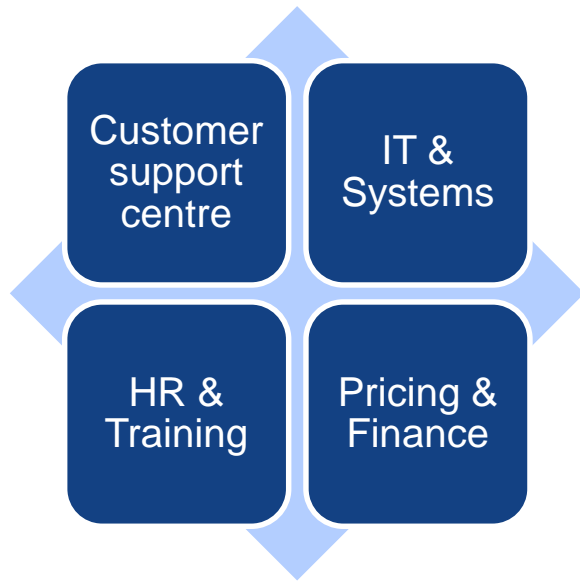
# Operational Delivery

# Growing National Accounts platform



- National Accounts leverage UK platform further and now accounts for 12% of all occupancy in the UK
- 65% of occupancy outside London
- Square feet let up 22% over prior year
- Storage revenue up 28% on prior year

# Head Office functions supporting revenue growth:

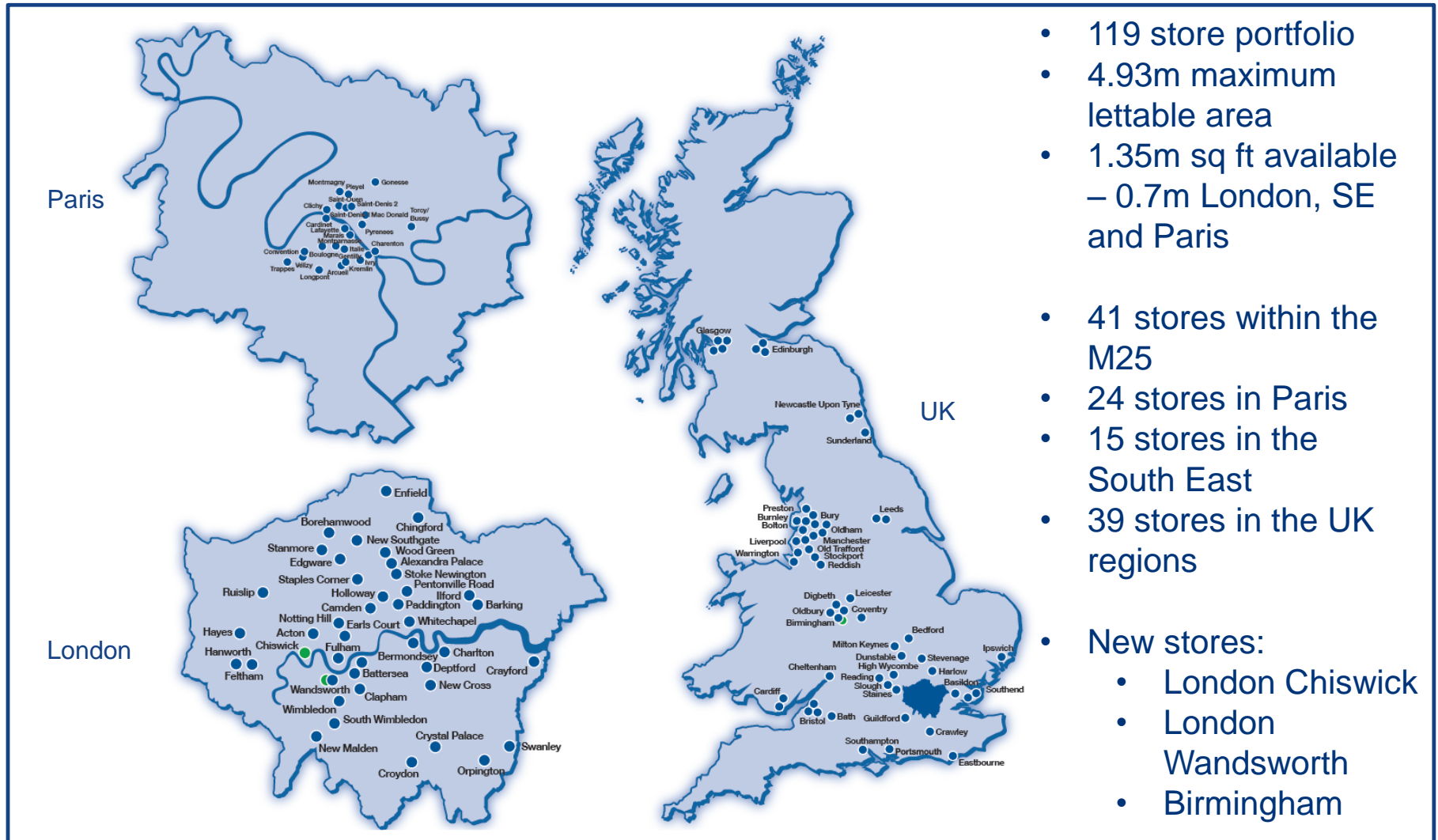


- Customer Support Centre:
  - CSC handled 16% of all enquiries
  - Supports the sales teams in store
- Industry leading IT solutions:
  - Automated contracts for seamless customer experience
  - Provides database for business analyses
- Human Resources supporting store teams:
  - Online Learning Management System
- Pricing team:
  - Centralised customer rate management

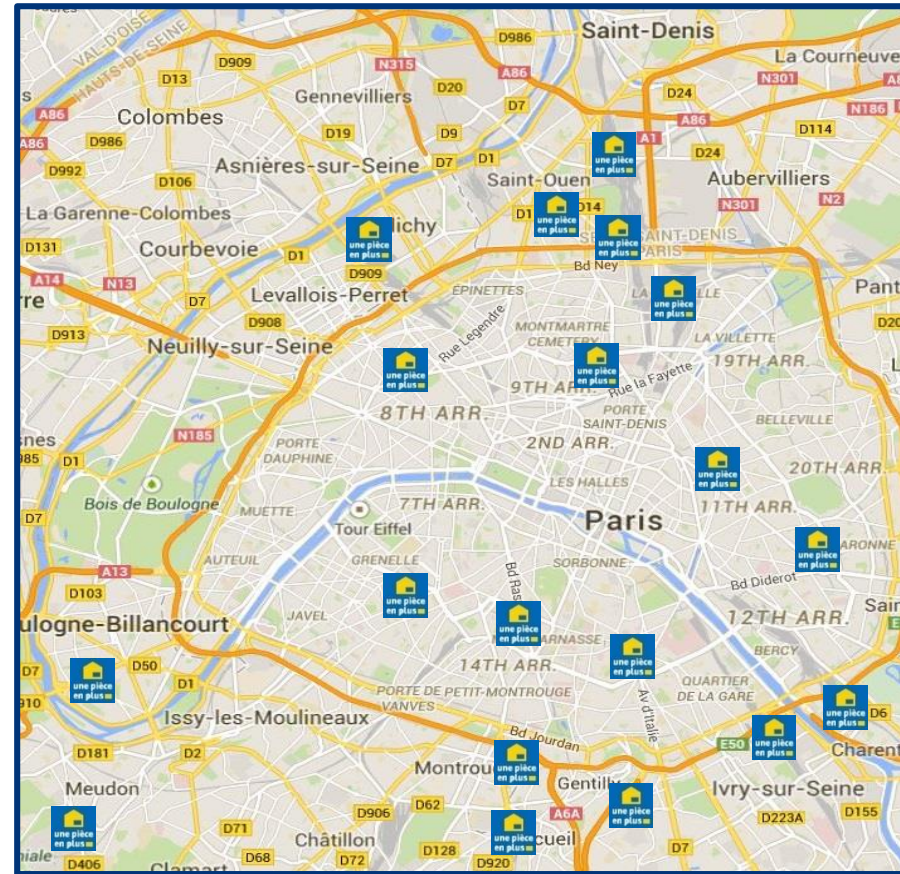
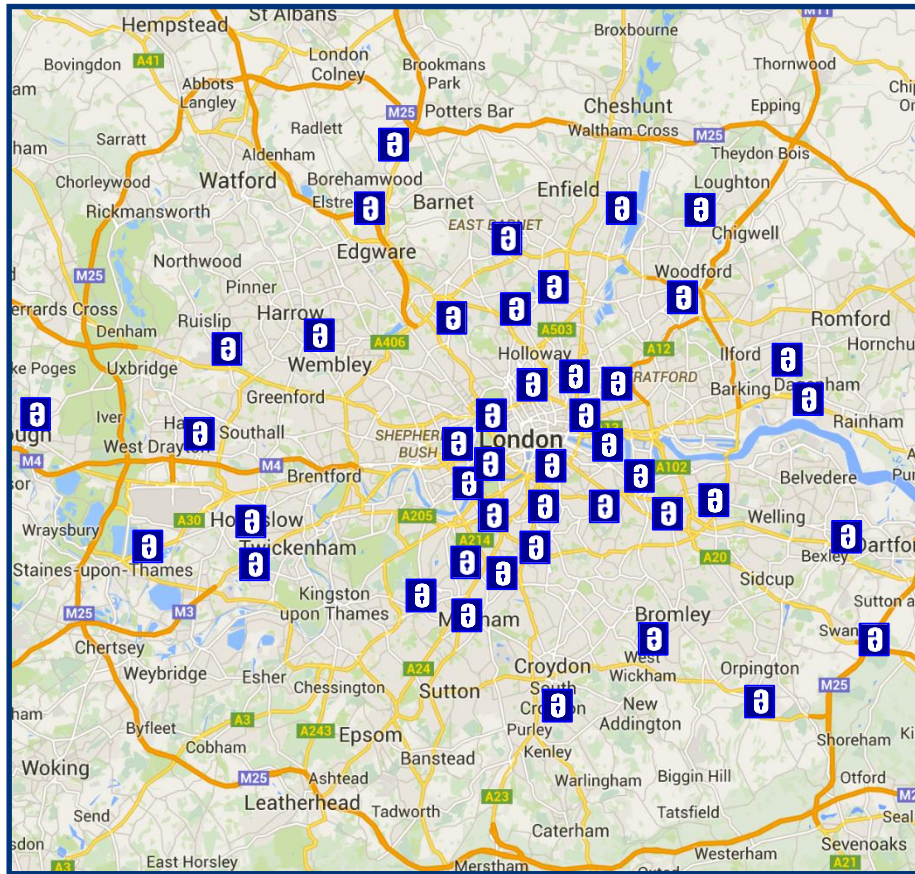


# Portfolio Management

# Portfolio strength with further potential

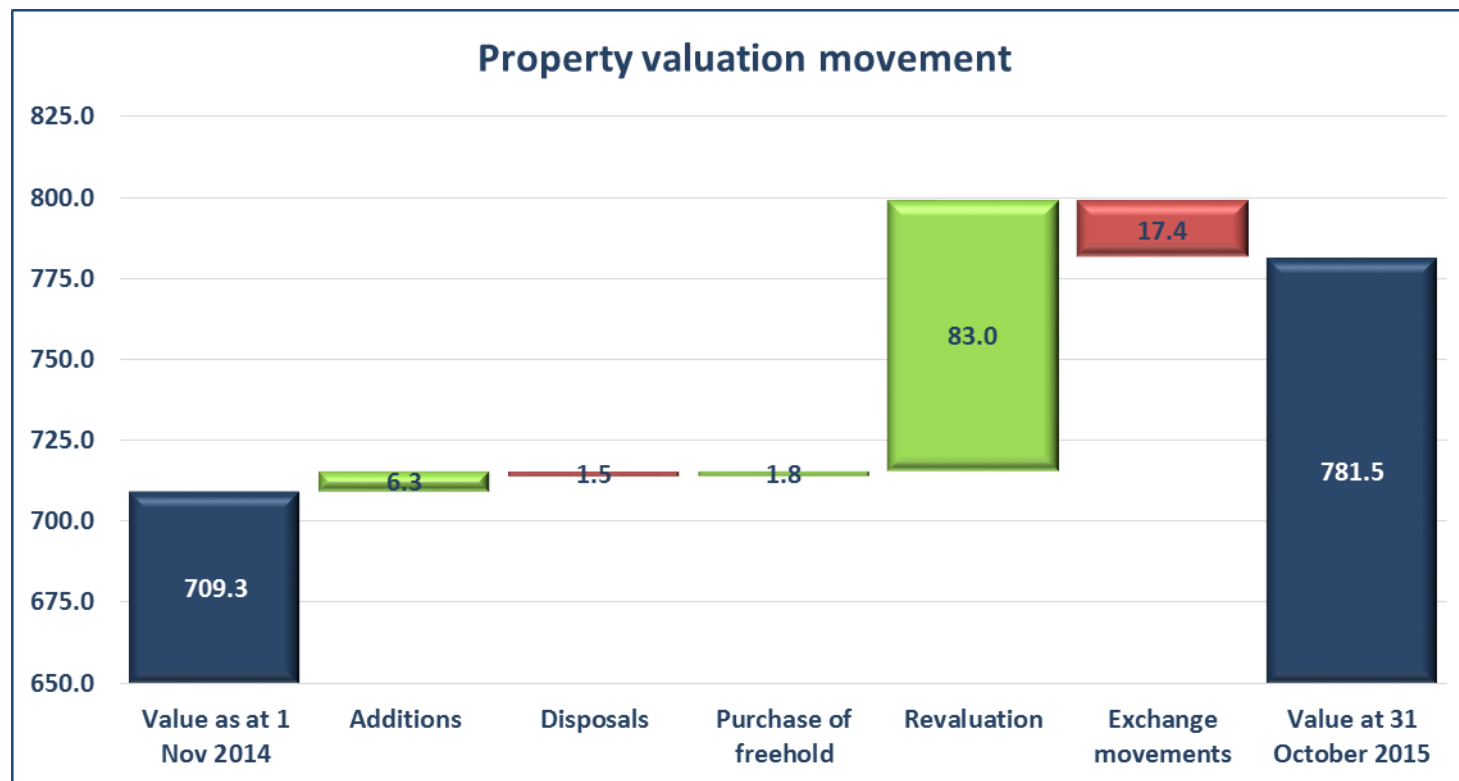


# Densest network of stores in London and Paris



Paris and London combined represent 65 stores – 65% of Revenue, 70% of EBITDA and 38% of currently unoccupied square feet

# Property valuation movement (including investment properties under construction)



## Key assumptions

	Oct 2015	Apr 2015*	Oct 2014
Average Self Storage Rate per sq ft	£24.85	£24.86	£24.24
Exit Cap Rate (Freehold only)	7.18%	7.37%	7.73%
Weighted average stabilised occupancy	77.87%	77.66%	77.81%
Stabilised occupancy in sq ft	3.94m**	3.99m	3.99m
Average number of months to stabilised occupancy	23.9	31.6	29.7

\* Apr 15 was not a full valuation

\*\* Impacted by the closure of Whitechapel and New Malden stores, without these closures stabilised occupancy would have been 4.02m sq ft

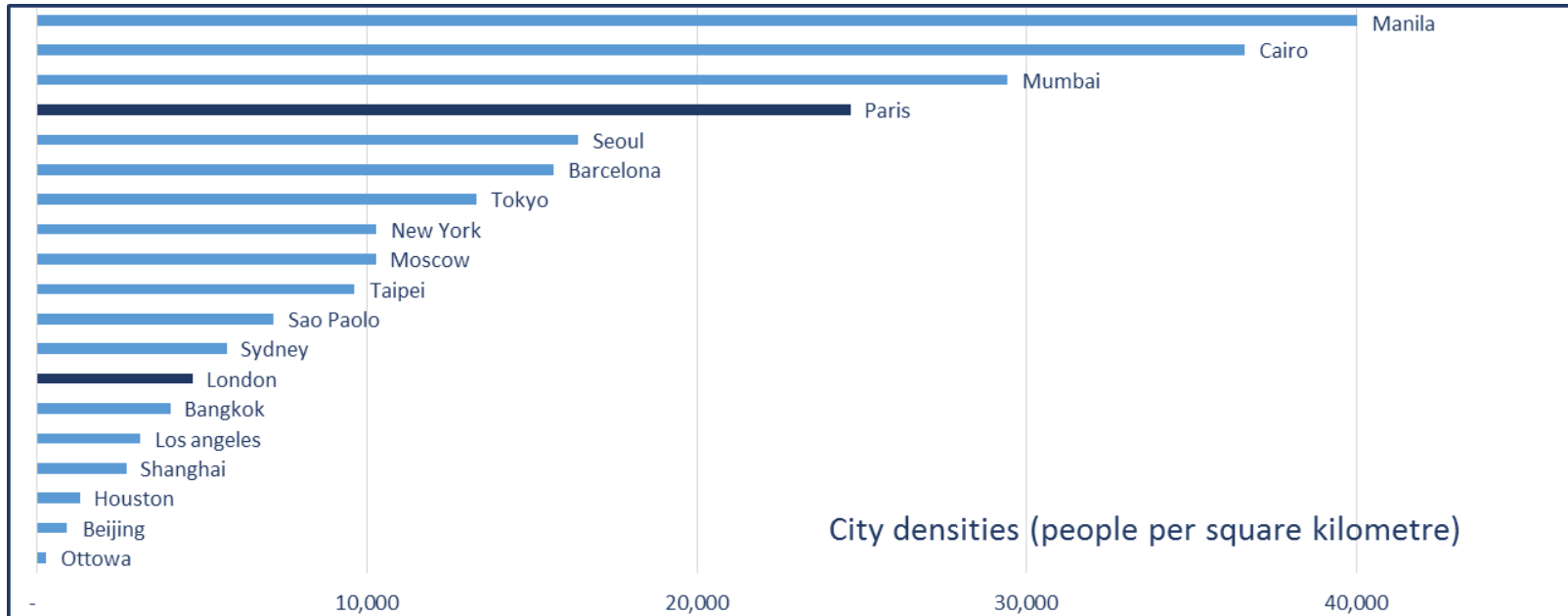
# Pipeline stores

Pipeline store / site	Full planning	MLA sq ft	Estimated opening
Stores opened in FY 2015			
No openings			
Total sq ft added in FY		<b>0</b>	
Development stores acquired / under contract			
London Chiswick	✓	42,500	2016
London Wandsworth	✓	33,200	2016
Birmingham	✓	51,000	2016
Total sq ft in pipeline		<b>126,700</b>	

- No new stores opened in FY 2015
- Pipeline unchanged. Three UK expansion stores totalling 126,700 sq ft of MLA. Of these:
  - Two are freehold, one (Birmingham) is long leasehold
  - All three pipeline sites have been acquired
- Number of trading stores at 31 Oct 2015 was 95 in the UK and 24 in Paris

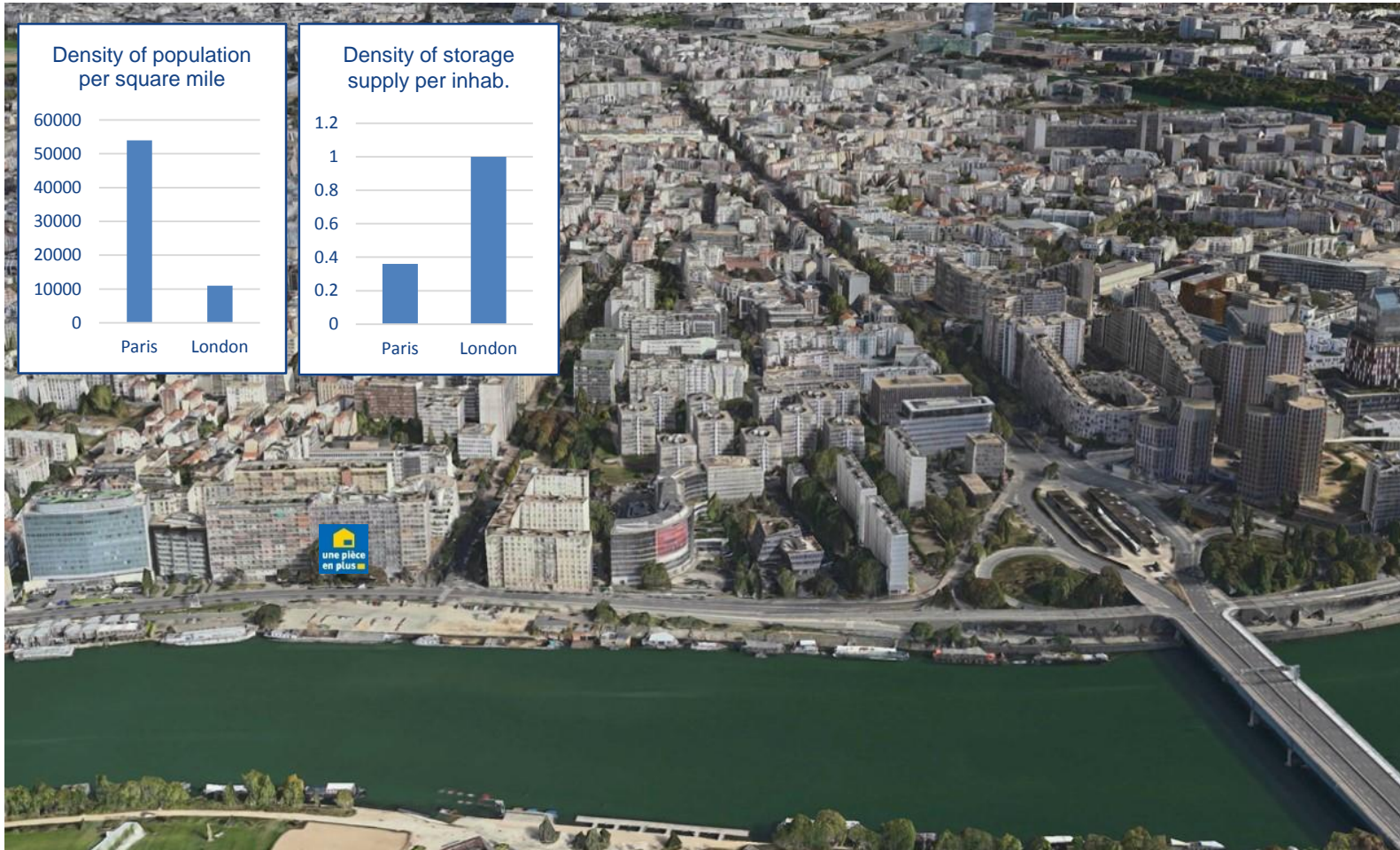


# Very strong position in the two best European markets for storage

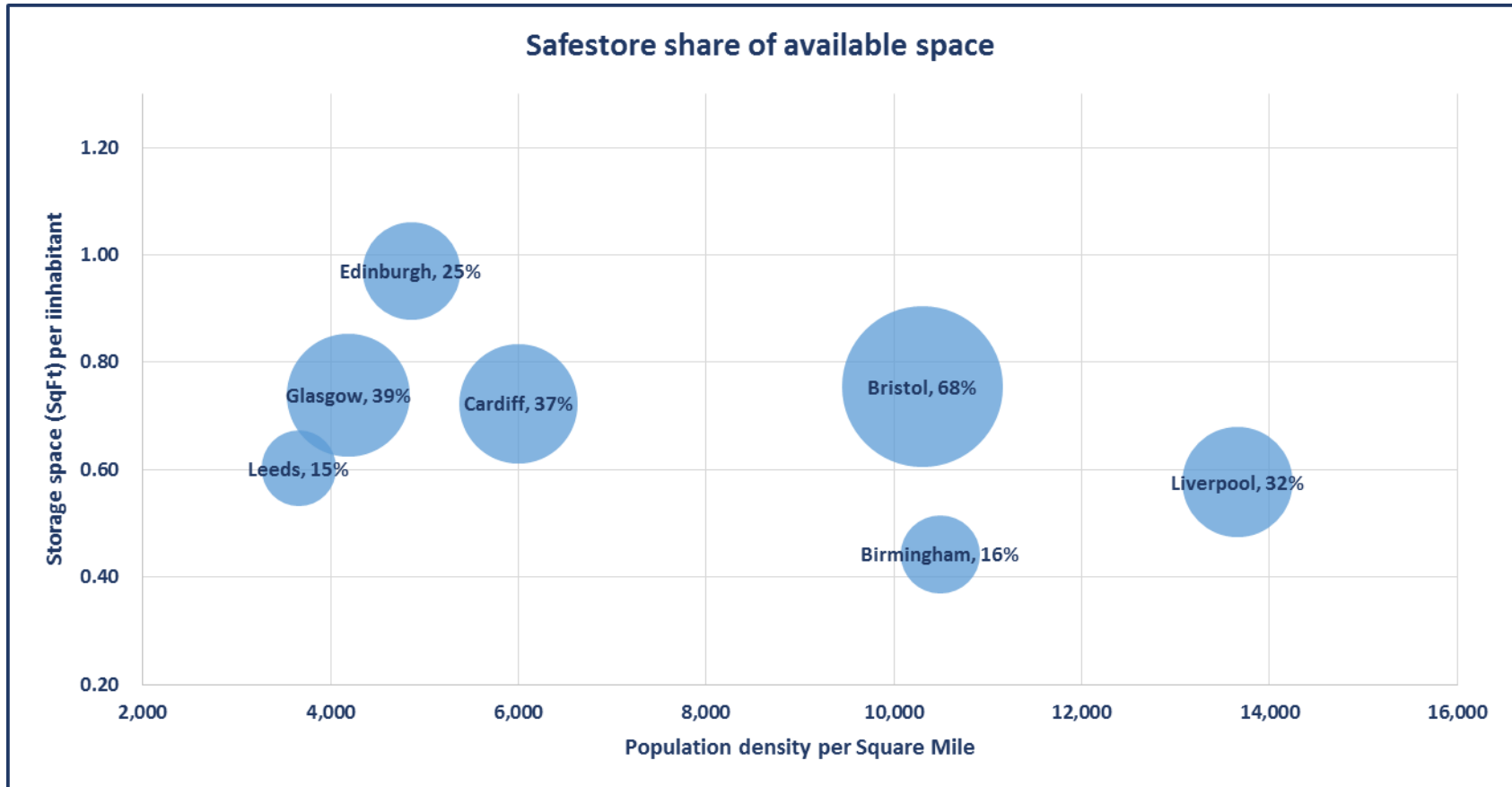


	GDP (£'bil)	Population (mil)		GDP (£'bil)	Population (mil)		GDP (£'bil)	Population (mil)
<b>London</b>	<b>372</b>	<b>7.7</b>	Vienna	66	1.7	Lyon	45	2.1
<b>Paris</b>	<b>371</b>	<b>9.9</b>	Berlin	63	3.3	Turin	45	0.9
Madrid	151	5.2	Birmingham	59	2.3	Warsaw	45	1.7
Barcelona	116	4.9	Manchester	56	2.2	Munich	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 – high potential demand and limited supply



# 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)

# High Barriers to entry in major markets




## 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
<b>Let Square Feet (m SqFt)</b>	<b>1.57</b>	<b>1.19</b>	<b>2.76</b>	<b>0.83</b>	<b>3.58*</b>
<b>Maximum Lettable Area (m SqFt)</b>	<b>2.11</b>	<b>1.81</b>	<b>3.92</b>	<b>1.01</b>	<b>4.93</b>
Let Square Feet per store (k SqFt)	28	31	29	34	30
Average Store Capacity (k SqFt)	38	47	41	42	41
<b>Closing Occupancy %</b>	<b>74.2%</b>	<b>65.7%</b>	<b>70.2%</b>	<b>81.8%</b>	<b>72.6%</b>
Average Rate (£ per SqFt)	28.00	17.70	23.70	28.73	24.85
Revenue (£'m)	54.8	25.1	79.9	24.9	104.8
Revenue per Store (£'m)	0.98	0.64	0.84	1.04	0.88

- Leading positions in the high density capital city markets of London and Paris (55% of store portfolio and 65% of revenue)
- Strong national presence in regional UK focused on key metropolitan conurbations such as Manchester, Birmingham, Bristol, Glasgow, Edinburgh

\* Total occupancy to 3 decimal places is 3.583m sqft, the reported totals have not been adjusted for the impact of rounding

# Portfolio summary split by store maturity

	2015					2014				
	Developing (sq ft '000)	Established (sq ft '000)	Mature (sq ft '000)	Large (sq ft '000)	Total (sq ft '000)	Developing (sq ft '000)	Established (sq ft '000)	Mature (sq ft '000)	Large (sq ft '000)	Total (sq ft '000)
Number of stores	8	18	85	8	119	8	18	87	8	121
MLA (self storage only)	0.403	0.843	3.053	0.635	4.935	0.403	0.843	3.149	0.639	5.034
Closing Occupancy	0.308	0.563	2.204	0.443	3.519	0.267	0.507	2.157	0.446	3.377
Occupancy (%)	76.5%	66.8%	72.2%	69.8%	71.3%	66.3%	60.1%	68.5%	69.8%	67.1%
<b>For twelve months</b>										
Average rate (per sq ft)	19.36	22.81	27.41	18.31	24.85	19.62	21.77	26.90	16.77	24.24
	£'m	£'m	£'m	£'m	£'m	£'m	£'m	£'m	£'m	£'m
Self storage income	5.5	12.0	59.6	8.1	85.2	4.9	10.5	57.0	7.5	79.9
Ancillary income	0.9	2.5	11.7	1.1	16.2	0.8	2.1	10.5	1.0	14.5
Other income	0.1	0.3	2.6	0.4	3.4	0.1	0.3	2.7	0.4	3.5
<b>Total Income</b>	<b>6.5</b>	<b>14.8</b>	<b>73.8</b>	<b>9.7</b>	<b>104.8</b>	<b>5.8</b>	<b>12.9</b>	<b>70.2</b>	<b>8.9</b>	<b>97.9</b>
<b>Store EBITDA</b>	<b>4.3</b>	<b>9.2</b>	<b>47.4</b>	<b>6.6</b>	<b>67.5</b>	<b>3.8</b>	<b>7.8</b>	<b>45.1</b>	<b>6.0</b>	<b>62.7</b>
<i>Store EBITDA margin (%)</i>	66.2%	62.5%	64.3%	67.6%	64.5%	64.8%	60.1%	64.3%	67.2%	64.1%
Central Costs *	0.7	1.4	7.3	1.0	10.4	0.6	1.2	7.0	0.9	9.7
<b>Underlying EBITDA</b>	<b>3.6</b>	<b>7.8</b>	<b>40.2</b>	<b>5.6</b>	<b>57.1</b>	<b>3.2</b>	<b>6.6</b>	<b>38.2</b>	<b>5.0</b>	<b>53.0</b>
<i>Underlying EBITDA margin (%)</i>	56.1%	53.0%	54.4%	57.2%	54.5%	54.8%	50.8%	54.3%	56.8%	54.1%
Rent Charge	0.0	0.9	7.8	0.3	9.0	0.0	0.9	9.1	0.3	10.3
<b>Underlying EBITDA after leasehold costs</b>	<b>3.6</b>	<b>6.9</b>	<b>32.4</b>	<b>5.3</b>	<b>48.1</b>	<b>3.2</b>	<b>5.6</b>	<b>29.1</b>	<b>4.8</b>	<b>42.7</b>

\* IT and sales and marketing costs are included in store costs in the above analysis and administrative expenses in the statutory profit and loss statement  
Classification of store categories have 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 0.06 (m sq ft)  
Above table has not been fully adjusted for the impact of rounding

# Portfolio summary split by store maturity (CER)

	2015					2014				
	Developing (sq ft '000)	Established (sq ft '000)	Mature (sq ft '000)	Large (sq ft '000)	Total (sq ft '000)	Developing (sq ft '000)	Established (sq ft '000)	Mature (sq ft '000)	Large (sq ft '000)	Total (sq ft '000)
Number of stores	8	18	85	8	119	8	18	87	8	121
MLA (self storage only)	0.403	0.843	3.053	0.635	4.935	0.403	0.843	3.149	0.639	5.034
Closing Occupancy	0.308	0.563	2.204	0.443	3.519	0.267	0.507	2.157	0.446	3.377
Occupancy (%)	76.5%	66.8%	72.2%	69.8%	71.3%	66.3%	60.1%	68.5%	69.8%	67.1%
<b>For twelve months</b>										
Average rate (per sq ft)	20.46	23.28	28.23	18.31	25.54	19.62	21.77	26.90	16.77	24.24
	£'m	£'m	£'m	£'m	£'m	£'m	£'m	£'m	£'m	£'m
Self storage income	5.8	12.2	61.3	8.1	87.5	4.9	10.5	57.0	7.5	79.9
Ancillary income	0.9	2.5	11.8	1.1	16.4	0.8	2.1	10.5	1.0	14.5
Other income	0.1	0.3	2.6	0.4	3.4	0.1	0.3	2.7	0.4	3.5
<b>Total Income</b>	<b>6.8</b>	<b>15.0</b>	<b>75.8</b>	<b>9.7</b>	<b>107.3</b>	<b>5.8</b>	<b>12.9</b>	<b>70.2</b>	<b>8.9</b>	<b>97.9</b>
<b>Store EBITDA</b>	<b>4.5</b>	<b>9.4</b>	<b>48.9</b>	<b>6.6</b>	<b>69.4</b>	<b>3.8</b>	<b>7.8</b>	<b>45.1</b>	<b>6.0</b>	<b>62.7</b>
<i>Store EBITDA margin (%)</i>	66.5%	62.7%	64.5%	67.6%	64.7%	64.8%	60.1%	64.3%	67.2%	64.1%
Central Costs *	0.7	1.6	8.1	1.1	11.5	0.6	1.2	7.0	0.9	9.7
<b>Underlying EBITDA</b>	<b>3.8</b>	<b>7.9</b>	<b>40.7</b>	<b>5.5</b>	<b>57.9</b>	<b>3.2</b>	<b>6.6</b>	<b>38.2</b>	<b>5.0</b>	<b>53.0</b>
<i>Underlying EBITDA margin (%)</i>	55.6%	52.4%	53.9%	56.5%	54.0%	54.8%	50.8%	54.3%	56.8%	54.1%
Rent Charge	0.0	0.9	8.2	0.3	9.4	0.0	0.9	9.1	0.3	10.3
<b>Underlying EBITDA after leasehold costs</b>	<b>3.8</b>	<b>7.0</b>	<b>32.5</b>	<b>5.2</b>	<b>48.5</b>	<b>3.2</b>	<b>5.6</b>	<b>29.1</b>	<b>4.8</b>	<b>42.7</b>

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Classification of store categories have 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 0.06 (m sq ft)  
Above table has not been fully adjusted for the impact of rounding



# Portfolio summary split between freehold & leasehold

	2015						2014					
	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	<b>78</b>	<b>41</b>	64	33	13	11	<b>77</b>	<b>44</b>
Self storage income £m	41.1	21.4	11.1	11.6	<b>52.2</b>	<b>33.0</b>	35.8	20.4	11.4	12.3	<b>47.2</b>	<b>32.7</b>
Ancillary income £m	9.8	4.3	1.1	1.0	<b>10.9</b>	<b>5.3</b>	8.3	3.9	1.1	1.1	<b>9.5</b>	<b>5.0</b>
Other income £m	2.4	0.9	0.0	0.1	<b>2.5</b>	<b>1.0</b>	2.5	0.9	0.1	0.1	<b>2.6</b>	<b>1.0</b>
<b>Total Income</b>	<b>53.3</b>	<b>26.6</b>	<b>12.2</b>	<b>12.7</b>	<b>65.5</b>	<b>39.3</b>	<b>46.6</b>	<b>25.2</b>	<b>12.6</b>	<b>13.5</b>	<b>59.2</b>	<b>38.7</b>
<b>Store EBITDA (IFRS)</b>	<b>32.9</b>	<b>16.6</b>	<b>8.2</b>	<b>9.9</b>	<b>41.1</b>	<b>26.5</b>	<b>28.6</b>	<b>15.7</b>	<b>8.3</b>	<b>10.2</b>	<b>36.8</b>	<b>25.8</b>
Central Costs *	5.9	3.0	0.8	0.7	<b>6.7</b>	<b>3.7</b>	5.0	2.7	1.1	1.1	<b>6.1</b>	<b>3.7</b>
<b>Underlying EBITDA</b>	<b>27.0</b>	<b>13.6</b>	<b>7.4</b>	<b>9.1</b>	<b>34.4</b>	<b>22.7</b>	<b>23.7</b>	<b>13.0</b>	<b>7.2</b>	<b>9.1</b>	<b>30.9</b>	<b>22.1</b>
<i>NOI margin (%)</i>	50.6%	51.1%	61.0%	72.2%	<b>52.6%</b>	<b>57.9%</b>	50.6%	51.7%	57.8%	67.2%	<b>52.1%</b>	<b>57.1%</b>
Rent Charge		5.1		3.9		<b>9.0</b>		5.7		4.6		<b>10.3</b>
<b>Underlying EBITDA after leasehold costs</b>	<b>27.0</b>	<b>8.5</b>	<b>7.4</b>	<b>5.2</b>	<b>34.4</b>	<b>13.7</b>	<b>23.7</b>	<b>7.3</b>	<b>7.2</b>	<b>4.5</b>	<b>30.9</b>	<b>11.8</b>

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Above table has not been adjusted for the impact of rounding

# Portfolio summary split between freehold & leasehold (CER)

	2015						2014					
	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	<b>78</b>	<b>41</b>	64	33	13	11	<b>77</b>	<b>44</b>
Self storage income £m	41.1	21.4	12.2	12.8	<b>53.3</b>	<b>34.2</b>	35.8	20.4	11.4	12.3	<b>47.2</b>	<b>32.7</b>
Ancillary income £m	9.8	4.3	1.2	1.1	<b>11.0</b>	<b>5.4</b>	8.3	3.9	1.1	1.1	<b>9.5</b>	<b>5.0</b>
Other income £m	2.4	0.9	0.0	0.1	<b>2.5</b>	<b>1.0</b>	2.5	0.9	0.1	0.1	<b>2.6</b>	<b>1.0</b>
<b>Total Income</b>	<b>53.3</b>	<b>26.6</b>	<b>13.4</b>	<b>14.0</b>	<b>66.7</b>	<b>40.6</b>	<b>46.6</b>	<b>25.2</b>	<b>12.6</b>	<b>13.5</b>	<b>59.2</b>	<b>38.7</b>
<b>Store EBITDA (IFRS)</b>	<b>32.9</b>	<b>16.6</b>	<b>9.0</b>	<b>10.9</b>	<b>41.9</b>	<b>27.5</b>	<b>28.6</b>	<b>15.7</b>	<b>8.3</b>	<b>10.2</b>	<b>36.8</b>	<b>25.8</b>
Central Costs *	5.9	3.0	1.3	1.3	<b>7.2</b>	<b>4.3</b>	5.0	2.7	1.1	1.1	<b>6.1</b>	<b>3.7</b>
<b>Underlying EBITDA</b>	<b>27.0</b>	<b>13.6</b>	<b>7.7</b>	<b>9.6</b>	<b>34.7</b>	<b>23.2</b>	<b>23.7</b>	<b>13.0</b>	<b>7.2</b>	<b>9.1</b>	<b>30.9</b>	<b>22.1</b>
<i>NOI margin (%age)</i>	50.6%	51.1%	57.7%	68.9%	<b>52.1%</b>	<b>57.2%</b>	50.6%	51.7%	57.8%	67.2%	<b>52.1%</b>	<b>57.1%</b>
Rent Charge		5.1		4.3		<b>9.4</b>		5.7		4.6		<b>10.3</b>
<b>Underlying EBITDA after leasehold costs</b>	<b>27.0</b>	<b>8.5</b>	<b>7.7</b>	<b>5.3</b>	<b>34.7</b>	<b>13.8</b>	<b>23.7</b>	<b>7.3</b>	<b>7.2</b>	<b>4.5</b>	<b>30.9</b>	<b>11.8</b>

\* IT and sales and marketing costs are included in store costs in the above analysis and administrative expenses in the statutory profit and loss statement  
Above table has not been 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

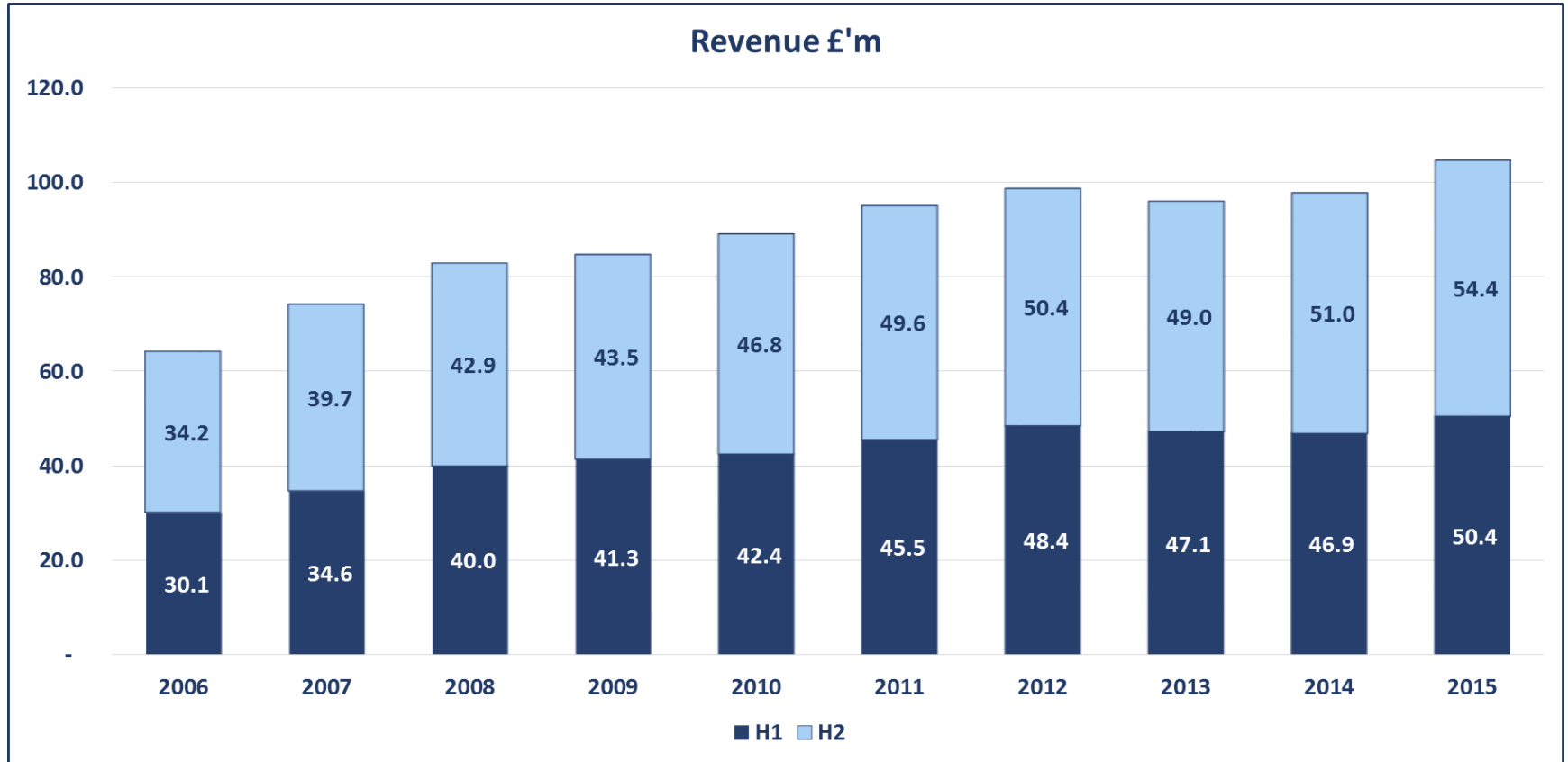
Bay 4

Loading bay

Loading bay

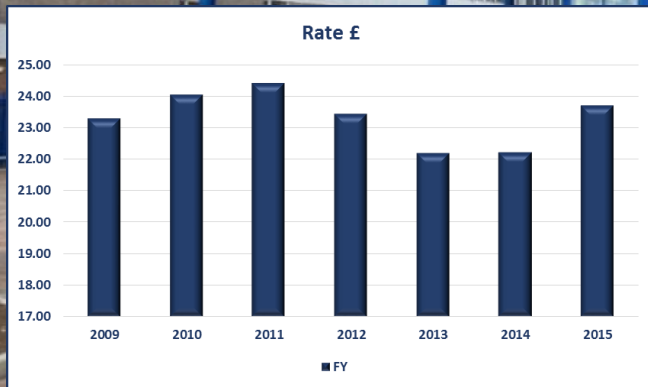
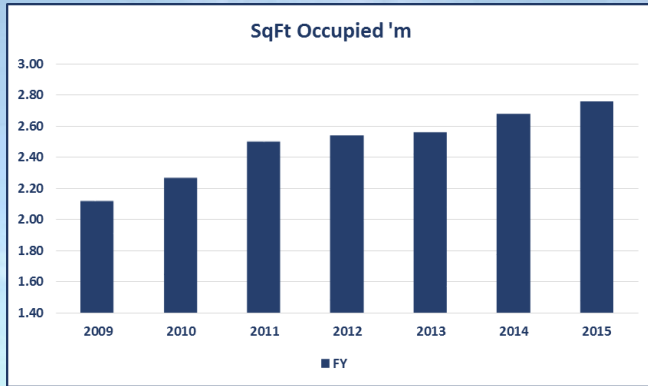
**Resilient business model**

# Robust business

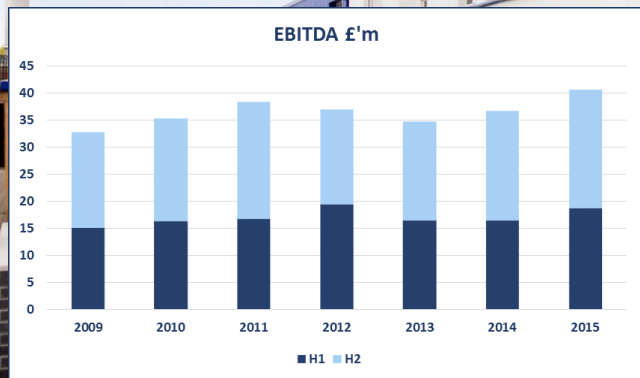
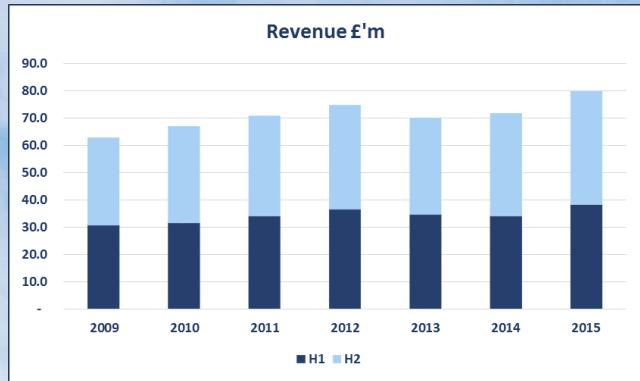


- Group Revenue has been growing steadily
- The self storage model is attractive as a result of:
  - Longevity of customers (average stay of existing customer is 106 weeks)
  - Value of individual customer is small (largest customer only 0.2% of revenue)
  - Demand drivers are varied

# Safestore UK historical performance



# Safestore UK historical performance





**Customers**

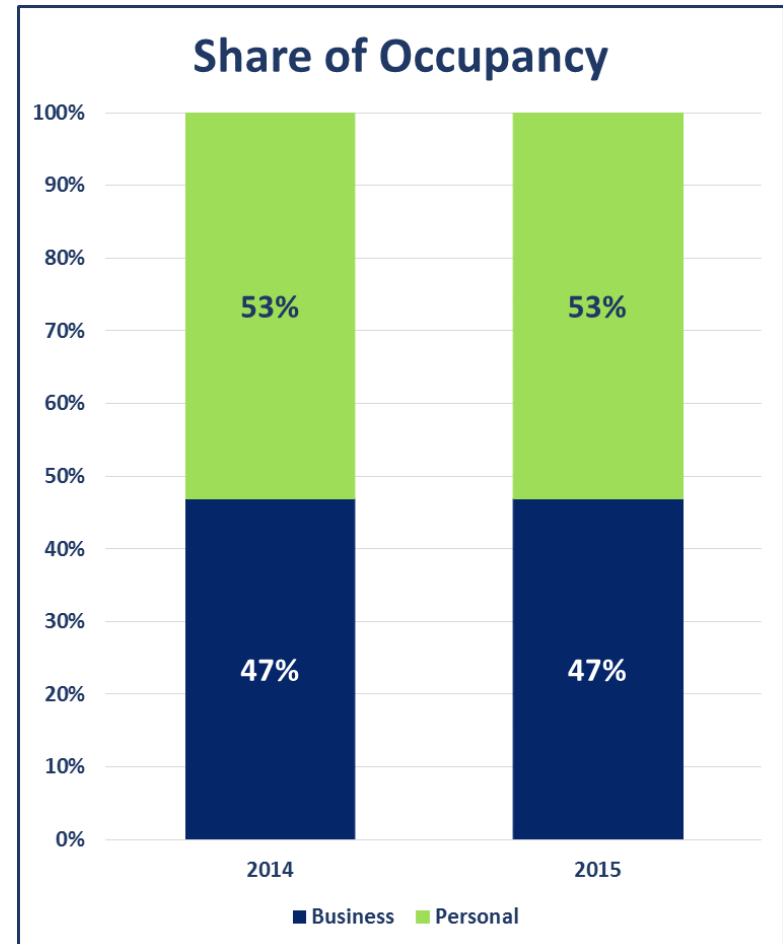
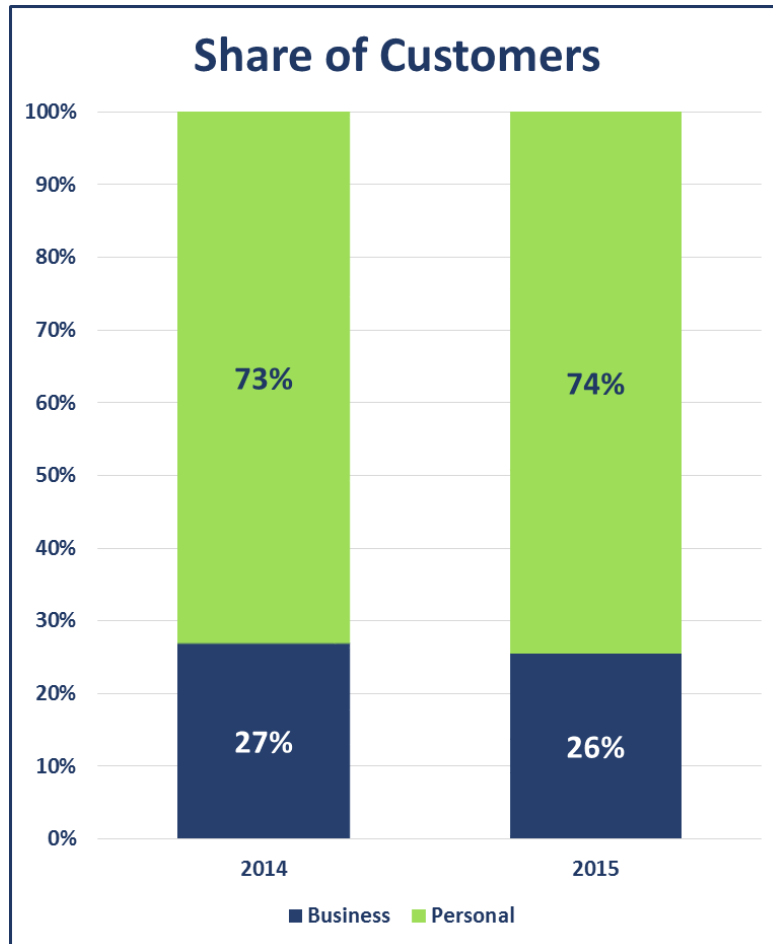
# Customer length of stay

		UK				FR				Group			
		2015		2014		2015		2014		2015		2014	
		(wks)	(mths)	(wks)	(mths)	(wks)	(mths)	(wks)	(mths)	(wks)	(mths)	(wks)	(mths)
Business	Existing	132	30.4	134	30.9	130	30.0	136	31.5	132	30.3	136	31.4
	Vacated	42	9.6	47	10.8	53	12.3	53	12.2	43	9.9	49	11.4
	<b>Total</b>	<b>48</b>	<b>11.1</b>	<b>54</b>	<b>12.5</b>	<b>66</b>	<b>15.1</b>	<b>63</b>	<b>14.6</b>	<b>50</b>	<b>11.5</b>	<b>58</b>	<b>13.4</b>
Personal	Existing	88	20.3	90	20.8	115	26.5	113	26.1	97	22.3	97	22.4
	Vacated	30	6.9	30	6.9	51	11.7	47	10.9	35	8.1	33	7.5
	<b>Total</b>	<b>34</b>	<b>7.8</b>	<b>33</b>	<b>7.7</b>	<b>57</b>	<b>13.2</b>	<b>55</b>	<b>12.7</b>	<b>40</b>	<b>9.1</b>	<b>37</b>	<b>8.6</b>
All	Existing	101	23.3	103	23.7	118	27.1	118	27.3	106	24.4	107	24.8
	Vacated	34	7.7	33	7.7	51	11.8	49	11.3	37	8.5	36	8.3
	<b>Total</b>	<b>38</b>	<b>8.8</b>	<b>38</b>	<b>8.7</b>	<b>59</b>	<b>13.5</b>	<b>57</b>	<b>13.2</b>	<b>42</b>	<b>9.8</b>	<b>41</b>	<b>9.6</b>

Storage customers only  
Excluding: Queens Dock BC & Battersea BC



# Group customer split as at 31 Oct 2015



# Business and domestic numbers

<b>Business and Personal Customers</b>	<b>UK</b>	<b>Paris</b>
Personal Customers		
Numbers (% of total)	72%	81%
Square feet occupied (% of total)	50%	64%
Average length of stay (months)	20.3	26.5
Business Customers		
Numbers (% of total)	28%	19%
Square feet occupied (% of total)	50%	36%
Average length of stay (months)	30.4	30.0