

September 17, 2024



SHURGARD INVESTMENT STRATEGY IN GERMANY

AGENDA

1. History
2. Acceleration of growth
3. Operational efficiency
4. Conclusion
5. Q&A

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HISTORY



KEY CRITERIA FOR SELF STORAGE INDUSTRY

What is self storage for our customers?

"My attic or basement in a remote location"

- Short distance catchment
- Low frequency of visits
- Exit barrier = sticky customer
- Average length of stay = c. 41 months
- 65% of customer base stay +5 years

Why do they need self storage?

- **Life events** (birth, death, divorce, mobility) combined with
- **Density of population** (lack of space) and level of income
- Looking for **convenience, price and security**

Where are they?

Close property catchment areas

- 10min drive: 50%
- 20min drive: 80% (5 to 10 km radius)

Need to be close to residential

Urbanization & Density

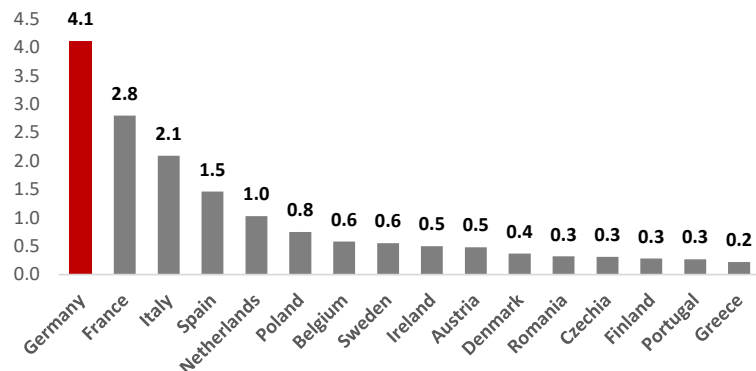
Long-term secular growth drivers:

Increasing urbanization due to growing population
 Capital cities and Tier 1 cities protected with high barriers to entry
 Residential customers base has proven its cycle-resilience



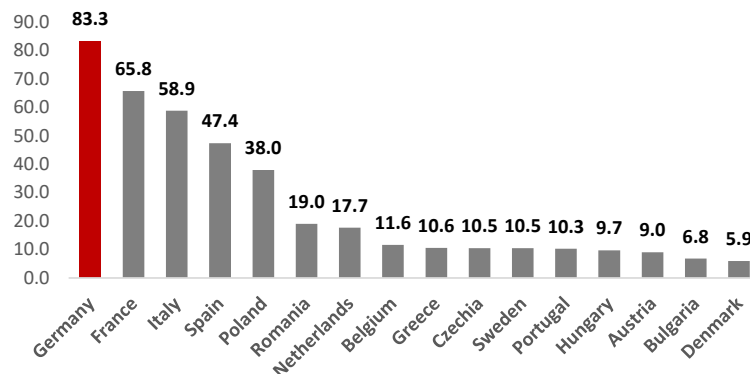
GERMANY

GDP of EU states in 2023 (in trillion €)



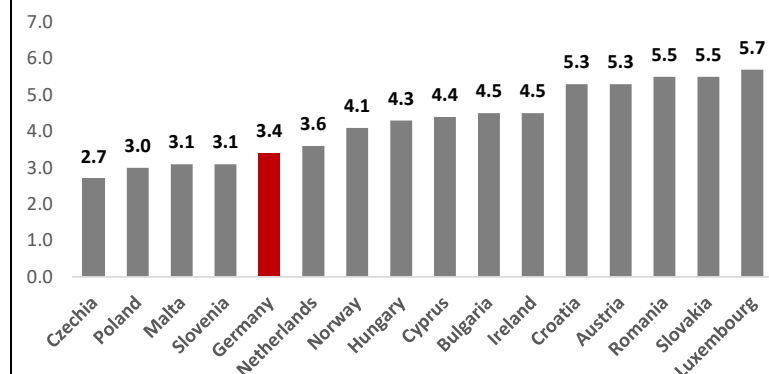
Strong Economic Performance – Largest economy in European Union, GDP of approximately €4.1 trillion in 2023

Total population in EU states in 2022 (in m)



Population – Most populated country in European Union as of 2022, expected to remain so by 2050

Unemployment rate in the EU 2024 (in %)

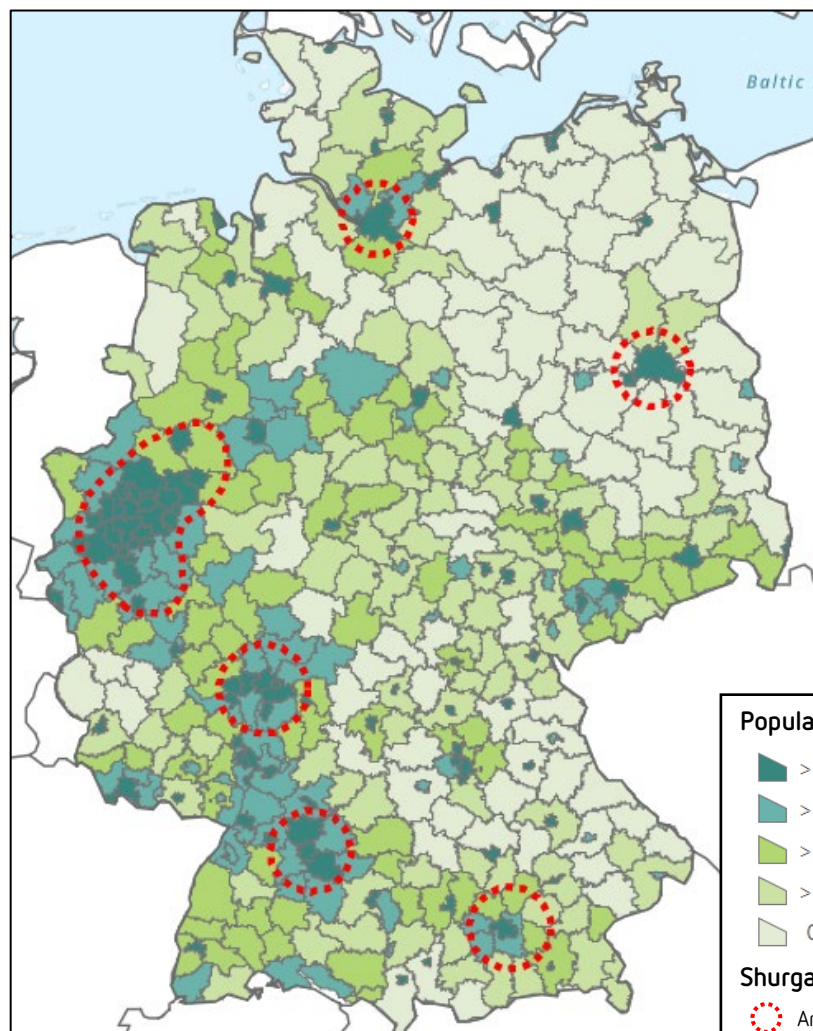


Low Unemployment – One of the lowest unemployment rates in Europe

c. 80% of German population living in urban areas

Source: Eurostat, Population Reference Bureau, World Development Indicators

IMPORTANCE OF THE "BIG 7" CITIES



Area	Population (millions of inhabitants)	Density (number of inhabitants per square kilometer)	Purchase Power (euros per year per inhabitant on average)
Cologne & Dusseldorf (incl. other cities in NRW)	11.1m	900	26,700€
Berlin	4.7m	1,550	25,700€
Frankfurt	3.9m	830	29,600€
Stuttgart	3.2m	800	30,300€
Hamburg	2.8m	1,100	29,700€
Munich	2.8m	680	35,000€

- Areas are defined by the circles and shapes on the map on the left, covering main cities and surrounding areas.
- The density of population (number of people per square kilometer) is specific to each circle, based on data from 2020.

SHURGARD HISTORY IN GERMANY



Mönchengladbach Neuwerk

11 stores added via
development, c.
53,800 sqm, located
in NRW

5 stores acquired,
€69m, c. 30,000
sqm, in Berlin (2) and
Hamburg (3)

4 stores acquired for
€33m, c. 12,500 sqm,
in Munich

5 stores opened
organically in Berlin,
Dusseldorf, Cologne
for €63m, c. 27,200
sqm

€434m assets value
(C&W valuation),
c. 130,100 sqm

COMPETITION LANDSCAPE IN 2022: A FRAGMENTED INDUSTRY

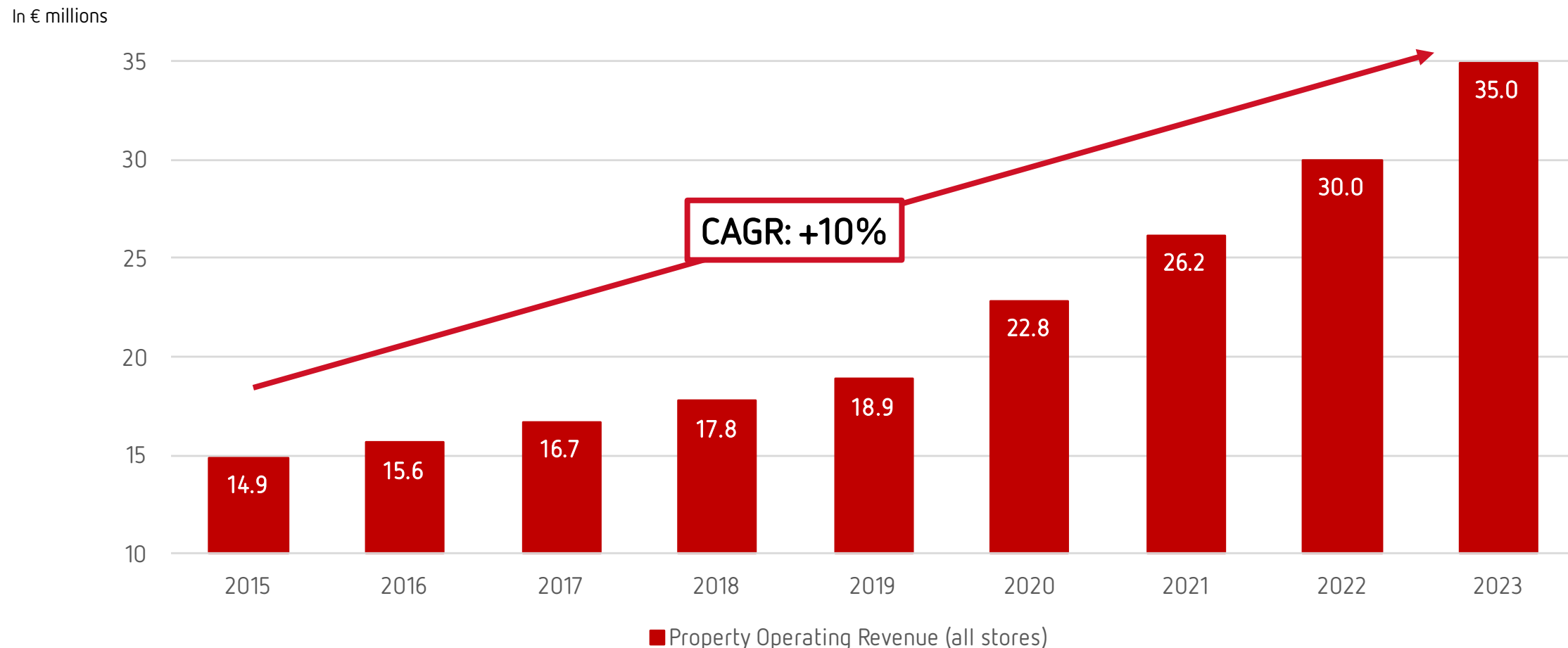
Region	Shurgard	Lagerbox	MyPlace	Other competitors
Berlin	6	5	18	28
Munich	3	0	8	6
Hamburg	3	0	5	19
Cologne & Dusseldorf	6	6	1	11
Frankfurt	0	0	5	5
Stuttgart	0	1	2	0
Cities outside the big 7	7	21	3	361
Total Germany (operating stores)	25	33	42	430

Note: Big 7 cities include Berlin, Munich, Hamburg, Frankfurt, Stuttgart, Cologne and Dusseldorf.

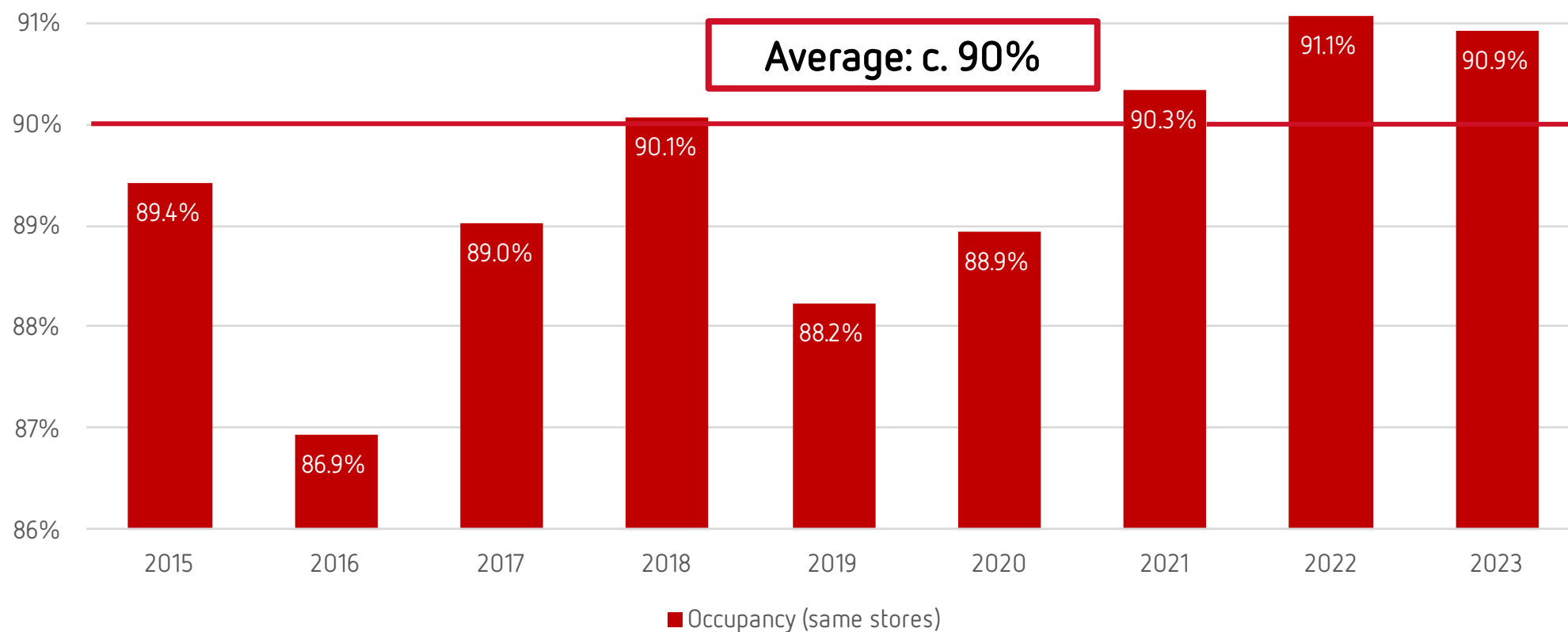
Source: Shurgard data

SHURGARD WAS THE THIRD LARGEST OPERATOR WITHIN THE INDUSTRY (530 PROPERTIES)

SHURGARD GERMANY – ALL STORE REVENUES



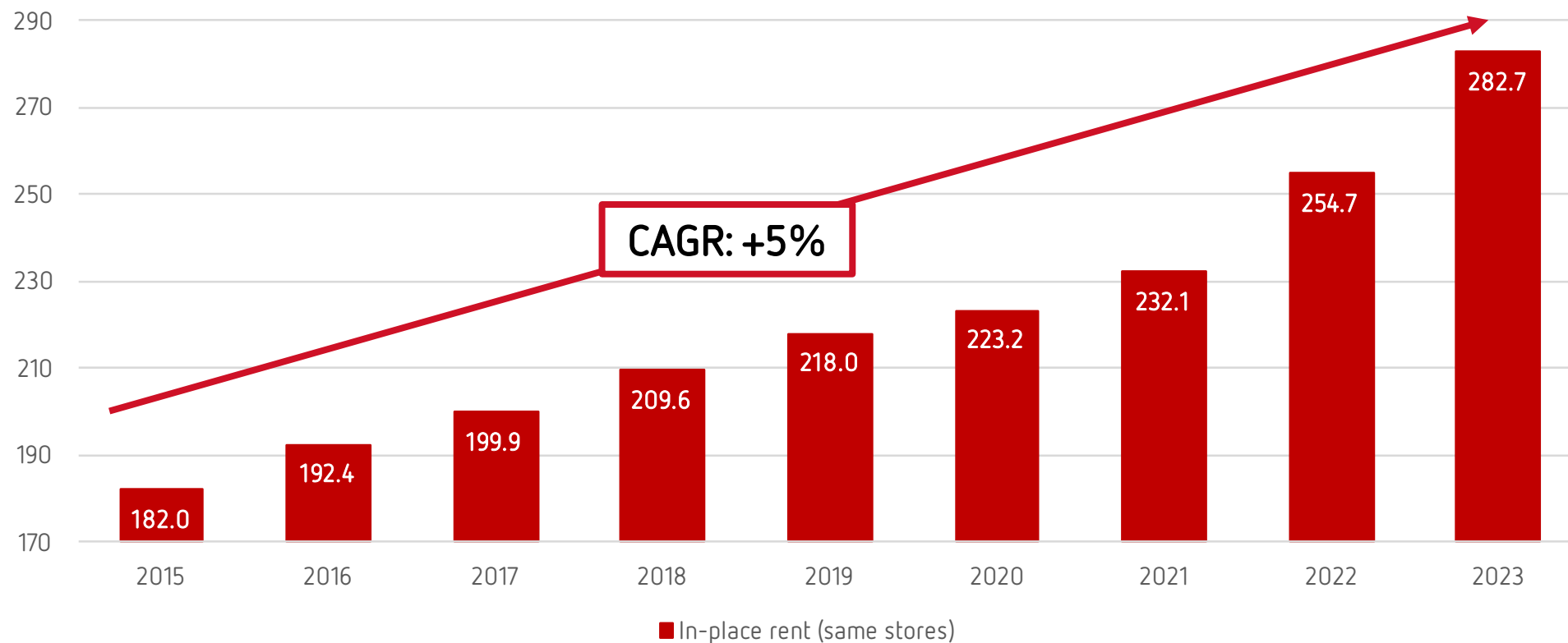
SHURGARD GERMANY – SAME STORE OCCUPANCY



Note: occupancy 2016 impacted by a redevelopment in one of our stores in Hamburg

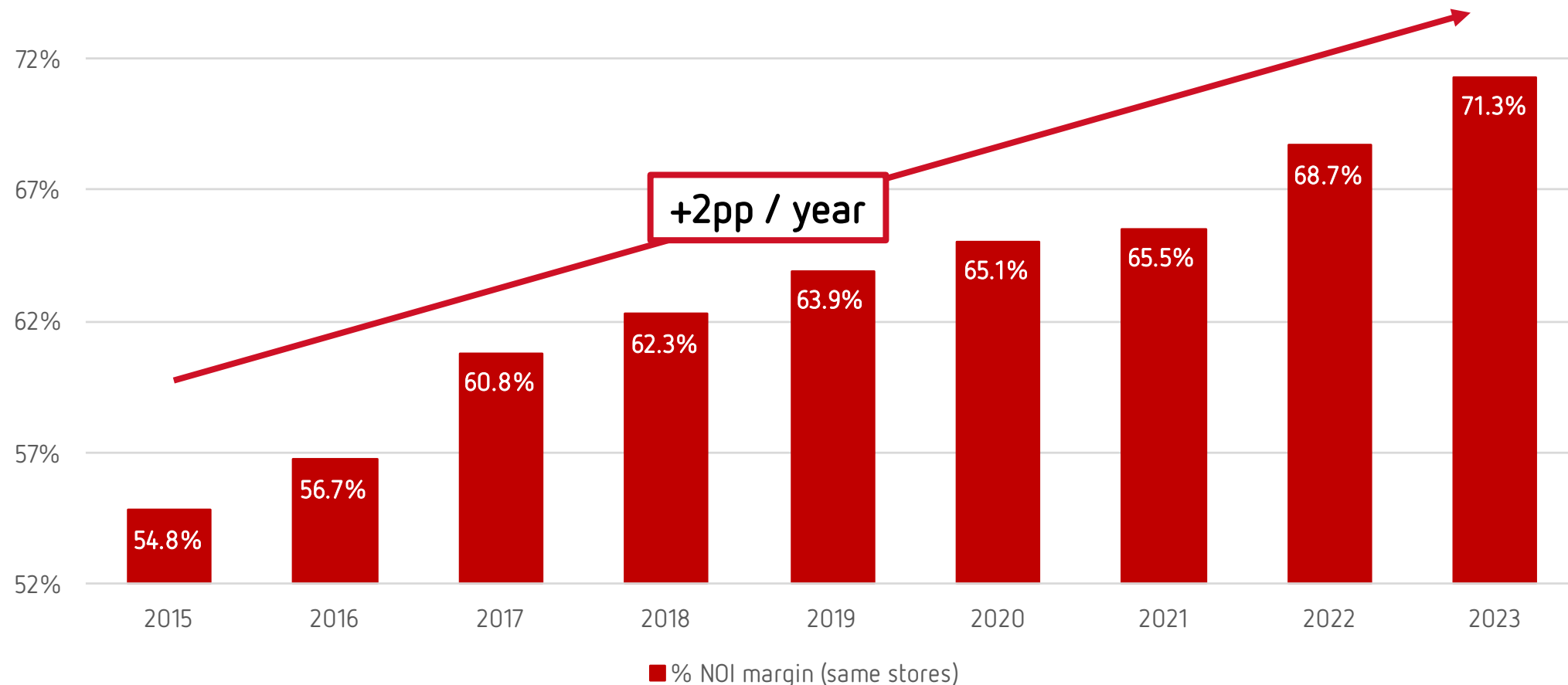
SHURGARD GERMANY – SAME STORE IN-PLACE RENT

In € per sqm per year



STRONG PRICING POWER AS THE GERMAN SELF STORAGE MARKET IS MATURING

SHURGARD GERMANY – SAME STORE NOI MARGIN



Excluding leasehold expense
Changing SS pool

Note: 2021 excluding €0.5m exceptional repair and maintenance costs in store Wuppertal

SIGNIFICANT UP LIFT OF THE MARGIN AS WE GET SCALE

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ACCELERATION OF GROWTH



3 LEVERS TO ACCELERATE OUR PORTFOLIO EXPANSION

LEVER 1

Re-developments
(expand existing buildings)

LEVER 2

New Developments
(purpose built and conversion)

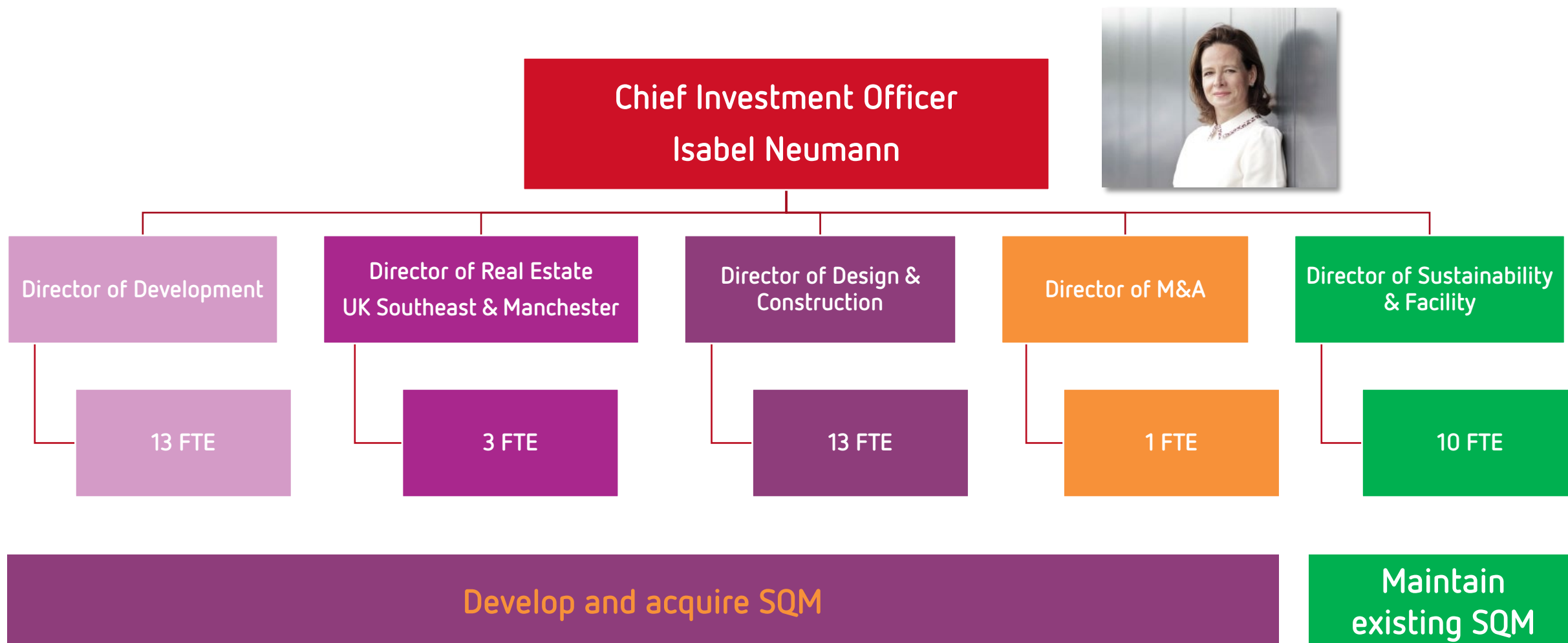
LEVER 3

Market Consolidation
(bolt-on acquisitions)



Increase our footprint by 90,000 sqm p.a.

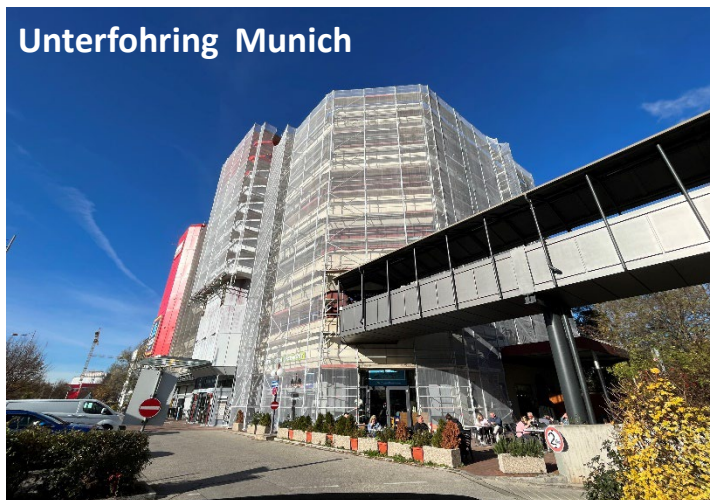
REAL ESTATE ORGANIGRAM



FTE = Full Time Equivalent
SQM = Square meter

TEAM IN PLACE TO IMPLEMENT OUR GROWTH STRATEGY

LEVER 1 – REDEVELOPMENTS



From 2018 to 2026

- 6 projects
- c. 14,500 sqm
- Total investment: c. €16.1 million
- Yield at maturity above 10%

LEVER 2 - NEW DEVELOPMENTS

Düsseldorf Rath



From 2018 to 2022

- 6 projects
- c. 34,300 sqm
- Total investment: c. €72.4m
- Yield at maturity c. 8%

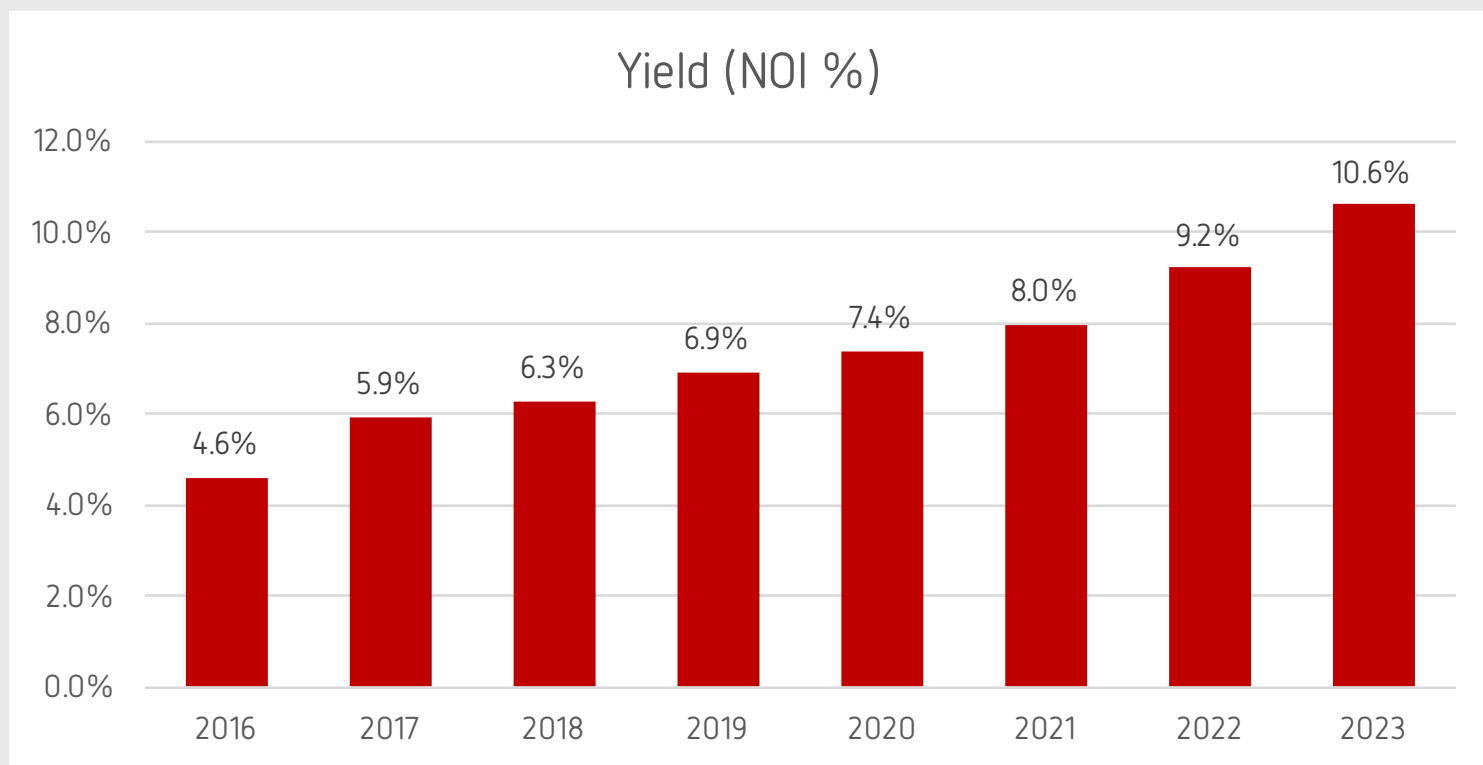
Berlin Oberschöneeweide



From 2023 to 2026

- 13 projects
- c. 83,700sqm
- Total investment: c. €222.2m
- Yield at maturity c. 8%

LEVER 3 - "SECUR" ACQUISITION



- Acquisition in 2015
- 5 stores
- 30,000 sqm
- Total investment: c. €68.7m

LEVER 3 - M&A: 19 STORES, C. 90,000 SQM ADDED FOR C. €342M



Top Box Oct-2023

Pickens Mar-2024

Mietlager Jul-2024

Prime Sep-2024

LEVER 3 - M&A: TOPBOX, A NRW PORTFOLIO IN RENT-UP



Acquisition October 2023

- 5 operating stores
- 2 developments to be open in 2025
- c. 32,800 sqm
- Total investment: c. €97.6m
- Yield at maturity c. 8%

LEVER 3 – M&A: PICKENS, A MATURE PORTFOLIO IN BERLIN & HAMBURG



Acquisition February 2024

- 6 operating stores
- c. 31,300 sqm
- Total investment: c. €131.8m
- Yield at maturity c. 7%

LEVER 3 - M&A: PRIME, A MATURE PORTFOLIO IN HAMBURG & FRANKFURT



Acquisition September 2024

- 5 operating stores
- c. 25,000 sqm
- Total investment: c. €108.6m
- Yield at maturity c. 7%

DOUBLING OUR SIZE STRATEGICALLY IN GERMANY

Region	2022 Existing	Organic development	Topbox M&A	Pickens M&A	Prime M&A	Mietlager M&A	Total 2026
Berlin	6	3	0	3	0	0	12
Munich	3	0	0	0	0	0	3
Hamburg	3	0	0	2	2	0	7
Cologne & Dusseldorf	6	2	2	0	0	0	10
Frankfurt	0	2	3	0	3	0	8
Stuttgart	0	3	0	0	0	0	3
Cities outside the Big 7	7	1	2	0	0	1	11
Total Germany	25	11	7	5	5	1	54

GERMAN GROWTH STRATEGY: DOUBLE OUR SIZE



Footnote: stores situation end-2022 to stores situation by end 2026. Organic development pipeline includes two development from Topbox

From 25 stores (or c. 130,000 sqm) end-2022 to 54 stores (or c. 295,000 sqm) by end 2026

Growth Acceleration in Germany

- c. 80% in “Big Seven” cities, with strong demographics and urban density
- Significant market share in each of the “Big Seven”
- Our four recent acquisitions fast forward gains in scale
- Accretive deals as from year one
- 13 projects (c. 84,000 sqm) in our organic development pipeline

Purpose built with consistent building standards

- c. 100% freehold portfolio
- c. 70% of portfolio purpose built

EVOLUTION VERSUS COMPETITION

Region	Shurgard	Lagerbox *	MyPlace *
Berlin	12	5	26
Munich	3	0	11
Hamburg	7	0	10
Cologne & Dusseldorf	10	6	1
Frankfurt	8	2	7
Stuttgart	3	1	3
Cities outside the big 7	11	23	9
Total Germany	54	37	67

Note: Big 7 cities include Berlin, Munich, Hamburg, Frankfurt, Stuttgart, Cologne and Dusseldorf.

*Disclosed pipeline for MyPlace and Lagerbox

Source: Shurgard data

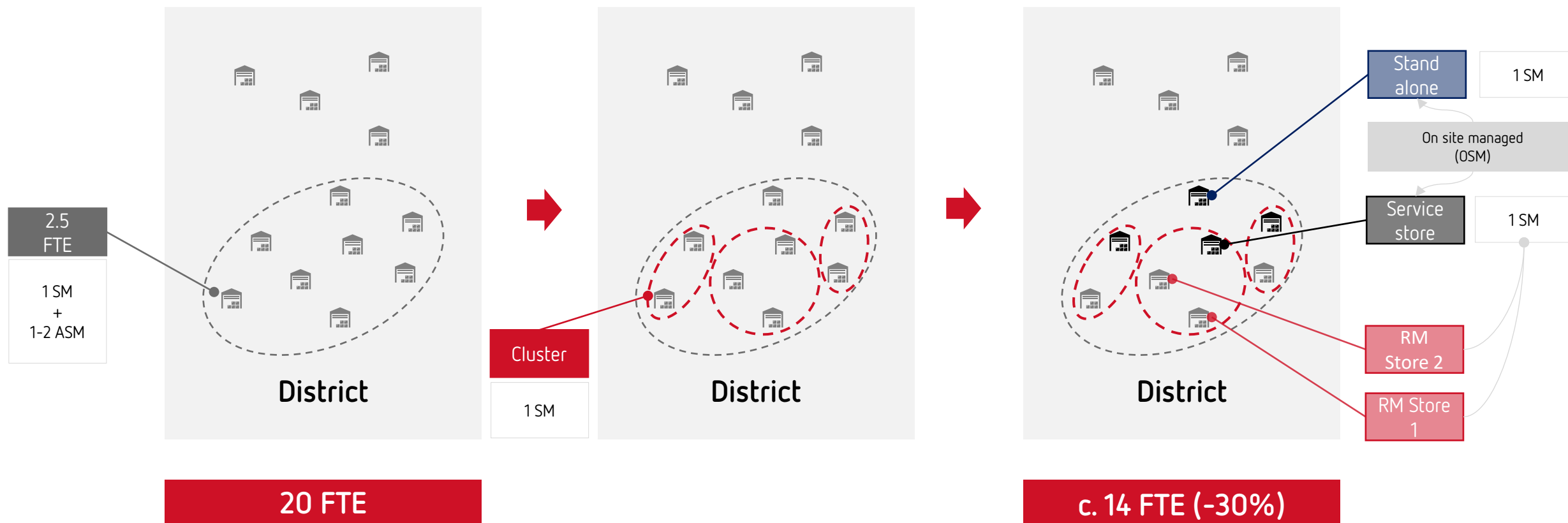


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OPERATIONAL EFFICIENCY

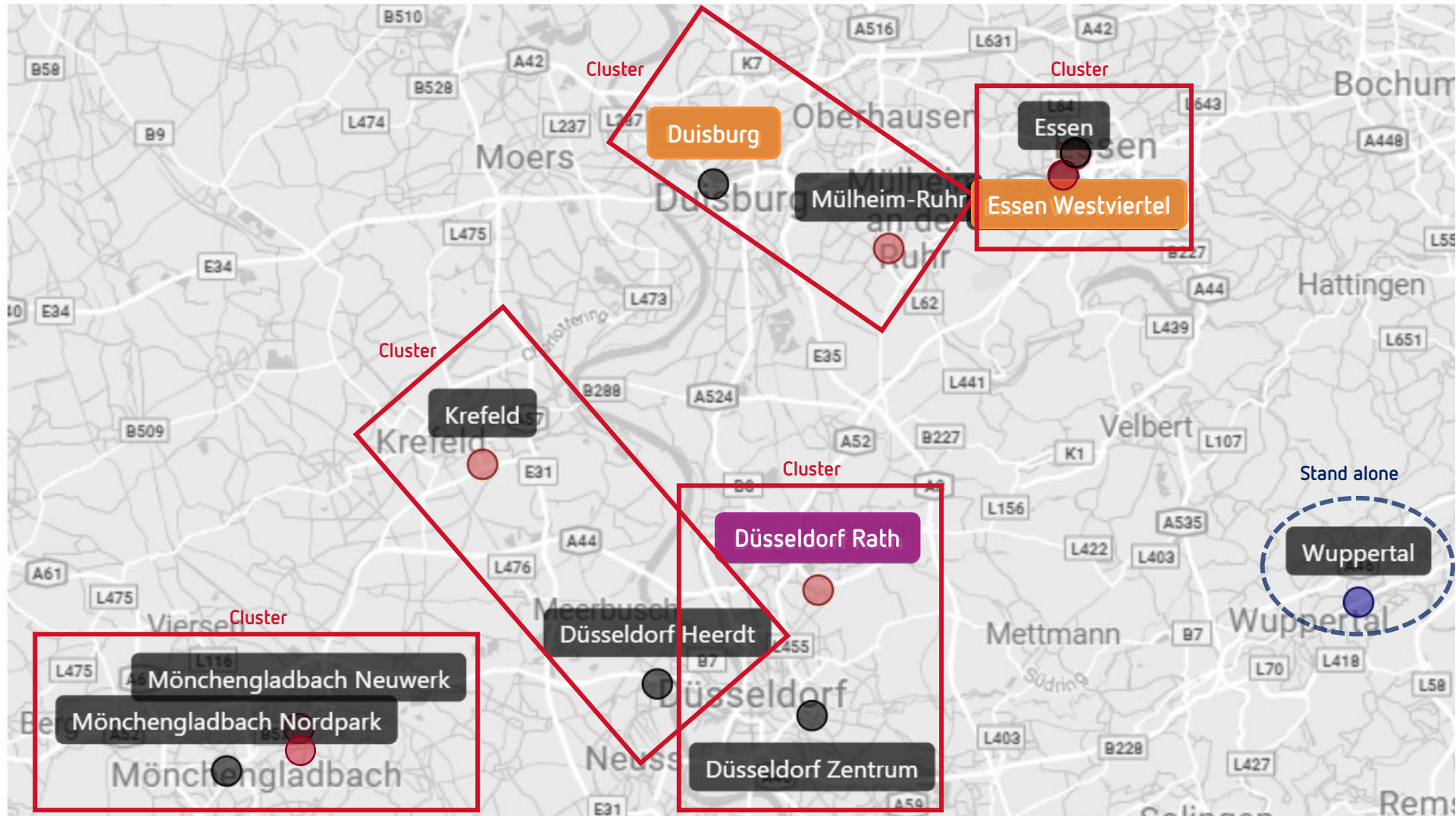


OPERATIONAL EFFICIENCY: EVOLUTION OF OUR NETWORK MANAGEMENT



DUSSELDORF REGION DEMONSTRATES THE EFFICIENCY OF OUR COMMERCIAL AND REAL ESTATE STRATEGY

- Remotely managed store
- Service store
- Stand alone store
- TOPBOX Acquisition
- Opening 2022

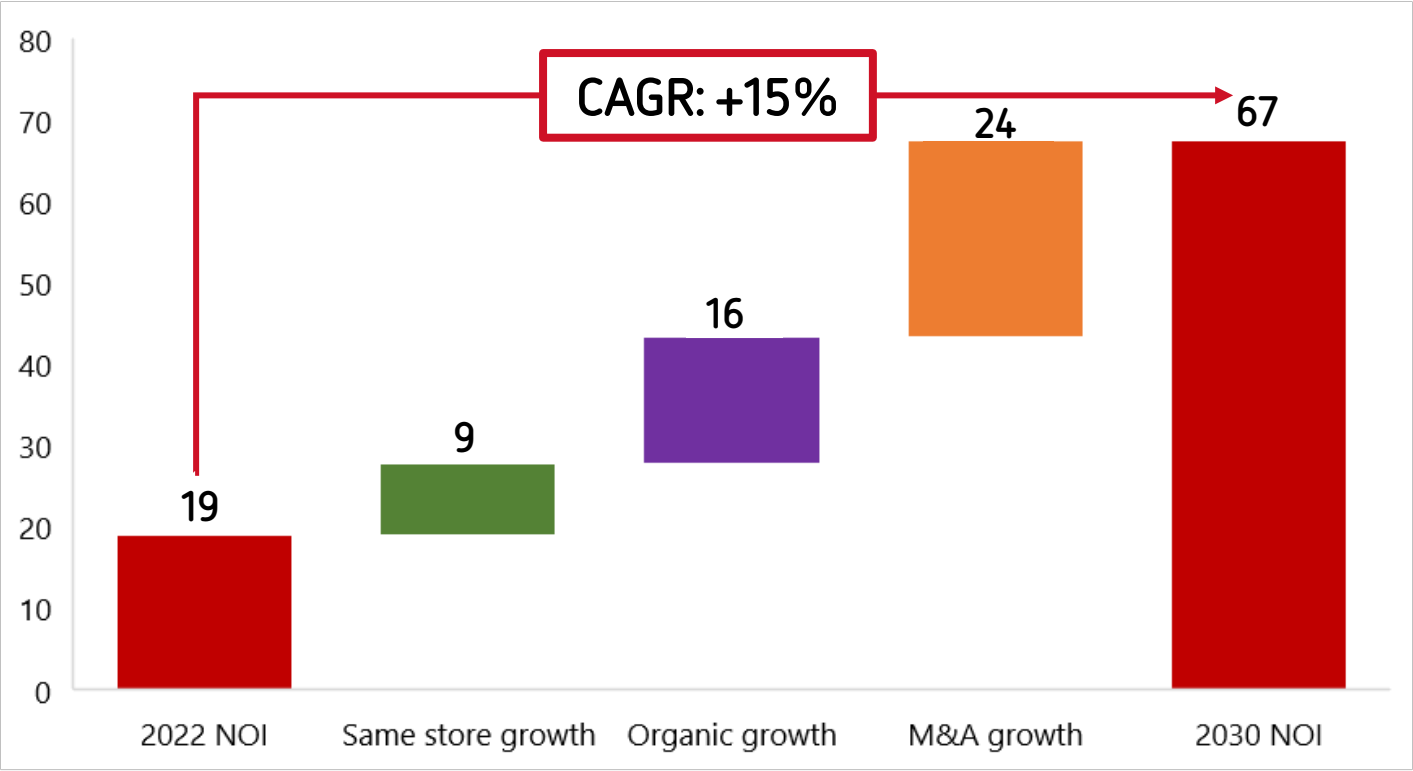


E-RENTAL PENETRATION (50%), TOPBOX ACQUISITION, DUSSELDORF RATH OPENING CREATE SYNERGIES

WINNING STRATEGY

In € millions

More than triple the NOI
from **€19m** in 2022 to
€67m in 2030



€564M INVESTED GENERATED €40M OF ADDITIONAL NOI WITH A NOI YIELD OF C. 8%

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CONCLUSION



CONCLUSION

- Germany is a clear example of our strategy
- Significant value creation
- Strong balance sheet, with a modest level of gearing and significant liquidity
 - First European self-storage operator awarded a BBB+ (stable outlook)
 - Optional scrip dividend offered to shareholders



5 | Q&A



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All statements in this presentation, other than statements of historical facts, are forward-looking statements. These statements are based on the current expectations and views of future events and developments of the management of Shurgard and are naturally subject to uncertainty and changes in circumstances. All forward-looking statements speak only as of the date of this presentation.

Forward-looking statements include statements typically containing words such as “will”, “may”, “should”, “believe”, “intends”, “expects”, “anticipates”, “targets”, “estimates”, “likely”, “foresees” and words of similar import. You should not place undue reliance on these forward-looking statements, which reflect the current views of the management of Shurgard. These statements are subject to risks and uncertainties about Shurgard and are dependent on many factors, some of which are out of Shurgard’s control. Other unknown or unpredictable factors could cause actual results to differ materially from those in the forward-looking statements.

Use of alternative performance measures

The information contained in this presentation includes alternative performance measures (also known as non-GAAP measures). The descriptions of the alternative performance measures are available on <https://corporate.shurgard.eu/resources/alternative-performance-measures>

Thank you
for your attention

