



Safestore Holdings plc

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THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. If you are in any doubt as to the action you should take, you should seek your own advice from a stockbroker, bank manager, solicitor, accountant or other independent professional adviser duly authorised under the Financial Services and Markets Act 2000.

If you have sold or otherwise transferred all of your ordinary shares in Safestore Holdings plc, please pass this document to the purchaser or transferee, or to the person who arranged the sale or transfer so they can pass this document to the purchaser or transferee who now holds the shares.

17 February 2016

Dear shareholder

Safestore Holdings plc (the "Company") – Important information regarding the Company's communications with its shareholders

During January 2007, new provisions within the Companies Act 2006 came into force regarding the ways that a company is permitted to communicate with its shareholders. At the Company's Annual General Meeting held in 2008, shareholders passed a resolution to allow the Company to use its website to publish statutory documents and communications to shareholders such as the Annual Report and Accounts ("Shareholder Communications") as its default method of publication. Therefore, Shareholder Communications are now published on the Company's website at www.safestore.com.

Reducing the number of communications sent by post not only results in cost savings to the Company but also reduces the impact that the unnecessary printing and distribution of reports has on the environment.

Company law requires that shareholders are individually asked to consent to website communication. Shareholders who have been previously asked (and who have stated that they wish to receive Shareholder Communications by post) may be asked again after at least twelve months have elapsed from the previous request; this is the purpose of this letter.

Please note that, if you consent to website publication, you will continue to be notified each time that the Company places any Shareholder Communications on its website. This notification will be sent to you by post unless you elect to receive notifications by email.

Actions to be taken in response to this letter

- If you wish to consent to website publication, you do not need to take any action in response to this letter.
- As referred to above, if you consent to website publication you will be notified each time that the Company places any Shareholder Communications on its website. If you would prefer to receive these notifications via email (instead of post) then please register your email address via the share portal: <https://www.capitashareportal.com> or complete Part A of the reply slip overleaf and return it to Capita Asset Services.
- If you wish to continue to receive hard copies of all Shareholder Communications, you must complete Part B of the reply slip overleaf and return it to Capita Asset Services. If you do not return the reply slip within 28 days from the date of this letter, we will assume that you have consented to website publication of all Shareholder Communications and you will no longer receive hard copies in the post.

Finally, may I take this opportunity to remind you of the services that are available to shareholders via the Company's website; these include online voting, access to your shareholding and dividend history and the ability to amend your dividend mandate details and address online.

Yours faithfully,

Sam Ahmed
Company Secretary
Safestore Holdings plc



Safestore Holdings plc

Please complete either A or B below:

A) You can be notified when new documents are available on the website via email or post.

1. Email notifications

If you would like to receive an email notification when new documents are available on the web, please register for electronic communication:

- a. at <https://www.capitashareportal.com>; or
- b. by completing the details below:

Email address:

Name:

Investor code*:

Address:

Signed/date:

2. Postal notifications

If you would like to receive notifications via post then you need take no further action and you do not need to return this reply slip.

B) If you would prefer to continue receiving all documents in paper form rather than via the website, please complete the details below:

Name:

Investor code*:

Address:

Signed/date:

* Available on your share certificate or recent dividend tax voucher.

Return to:

FREEPOST CAPITA SAS (this is all you need to write on the envelope, no other address details required)