



Safestore Holdings plc

Brittanic House
Stirling Way
Borehamwood
Hertfordshire
WD6 2BT

Tel: 020 8732 1500
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www.safestore.com

4 July 2017

Dear Shareholder

Safestore Holdings plc (the "Company"): General Meeting on 25 July 2017

Thank you for registering to receive Safestore Holdings plc shareholder communications in electronic form via the internet.

Please note that the Company's Notice of General Meeting is now available on the Company's website (www.safestore.com).

The General Meeting will be held at 2.00pm on 25 July 2017 at the Company's registered office, Brittanic House, Stirling Way, Borehamwood, Hertfordshire WD6 2BT.

Proxy voting

Whether or not you are able to attend the General Meeting, please send us your vote by completing and submitting your proxy form online through the website of our registrar, Capita Asset Services, at www.signalshares.com to be received at least 48 hours before the time of the relevant meeting.

To vote online you will need to log in to your share portal account or register for the share portal if you have not already done so. To register for the Signal Shares you will need your investor code, which can be located on your share certificate/dividend tax voucher. Once registered you will immediately be able to vote.

Voting by proxy prior to the meeting does not affect your right to attend the meeting and vote in person, should you so wish.

If you are unable to locate any of the documents on the web page or need help with voting online, please telephone the Capita Asset Services shareholder helpline on 0871 664 0391 (calls cost 12pence per minute plus your phone company's access charge). If you are outside of the United Kingdom please call +44 (0)371 664 0300 (calls outside the United Kingdom will be charged at the applicable international rate). Lines are open between 9.00am and 5.30pm Monday to Friday, excluding public holidays in England and Wales.

We would like to take this opportunity to thank you for having consented to receive these documents via the Company's website rather than in hard copy form, as this will contribute to cost savings for the Company and will minimise unnecessary paper usage.

Yours faithfully

S Ahmed
Company Secretary

Registered office:

Brittanic House
Stirling Way
Borehamwood
Hertfordshire
WD6 2BT

Registered in England No:

4726380

This communication has been sent to certain beneficial owners of shares who have been nominated by their registered holders of shares to enjoy information rights in accordance with Section 146 of the Companies Act 2006. Such persons are advised that, in order to vote at the forthcoming General Meeting, they must issue an instruction to the registered holder of their shares. The Company can only accept instructions from registered holders of its shares and it would therefore be unable to act upon any instructions received from nominated persons.

Note: this letter introduces the resolutions contained in the Company's Notice of General Meeting, which should each be read before taking a decision. This letter is not a summary of the resolutions and should not be regarded as a substitute for reading the Company's Notice of General Meeting.