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**8 February 2007**

**SAFESTORE HOLDINGS LIMITED  
("Safestore" or the "Group" or the "Company")**

**Initial Public Offering and Intention to Float and to List on the London Stock Exchange**

Safestore announces its intention to proceed with an initial public offering of its shares (the "Offer") and on application to be admitted to the Official List of the Financial Services Authority and to trading on the London Stock Exchange ("Admission").

**Safestore**

- Safestore is the largest self storage provider in the UK and the central Paris region and the second largest in the EU, in terms of number of stores, providing individual, secure self storage space and related services.
- The UK is the largest and most established self storage market in Europe, followed by France. Both markets show far lower penetration rates than the US or Australia and, according to the UK Self Storage Association, are expected to grow significantly. This growth is supported by a number of market trends including: increased workforce mobility, social factors such as high divorce rates and an ageing population, housing stock pressure in the UK and lifestyle trends such as the growth in the home improvement market.
- Since 2002, Safestore has undergone a transformation under the current management team. Expanding rapidly, primarily through acquisition, Safestore now has 98 sites. The Group operates 79 stores, three of which are business centres, under the "Safestore" brand in the UK and 19 stores under "Une Pièce en Plus" in France. Over the last two years, all of the stores have been rebranded with Safestore's distinctive signage – to improve brand awareness.
- Safestore currently has approximately 30,000 domestic and business customers with an historic average length of stay of 40 weeks or 73 weeks for current users. The Group's business model is supported by a substantial asset base, strong cashflow and a solid record of earnings which are continuing to grow.
- For the year to 31 October 2006, Safestore recorded a 22% increase in revenues to £64.3 million (2005: £52.9 million) with EBITDA before exceptional items growing 24% to £33.5 million (2005: £27.0 million), all under IFRS. As at 31 October 2006, the Group's property portfolio had an estimated value of £475.2 million.
- The majority of Safestore's revenue is generated through the provision of self storage space. However, ancillary revenues are derived from the sale of contents insurance and storage accessories.

- In addition to the Group's 98 sites, as at 31 January 2007, Safestore had exchanged or completed contracts on 12 expansion stores, nine of which have planning permission, and in addition has one further property in the final stages of the contract process.
- The Group has a maximum lettable area of approximately 4 million square feet and a current lettable area of approximately 3.6 million square feet. The 12 expansion stores will add approximately 0.7 million square feet of which the majority will be available to let by the end of the second quarter of 2008.

### The Self Storage Market

Name	UK Ranking	Number of UK Stores	European Ranking	Number of Continental European Stores	Total Number of Stores	Regions
<b>Safestore</b>	<b>1</b>	<b>79</b>	<b>2</b>	<b>19</b>	<b>98</b>	<b>UK, France</b>
Access	2	45	3	-	45	London, North England
Big Yellow	3	42	4	-	42	UK Southeast
Lok'n Store	4	21	5	-	21	UK Southeast
Shurgard	5	19	1	150	169	UK Southeast, Belgium, Sweden, France, Netherlands, Denmark, Germany

Source: Company information, websites of Access, Big Yellow, Lok'n Store and Shurgard.

### Growth Strategy

- The Directors believe there is significant scope to consolidate further Safestore's existing leading market position, through expanding the existing store portfolio in the UK and Continental Europe, continuing to improve operational performance and building greater awareness of self storage and Safestore's brand within the sector.
- Over the next five years the Group intends to add between 7-10 stores per annum, which based on current average store maximum lettable area, should equate to an additional 300,000 to 500,000 square feet of maximum lettable area per annum. In addition, the management team has a proven acquisition track record and will continue to consider acquisitions as an additional route to growth.
- Safestore will pursue its ongoing focus on optimising the profit from its existing stores by maximizing yields per square foot and increasing occupancy whilst maintaining control of costs.
- The Group is actively involved in promoting the self storage industry with the objective of Safestore becoming synonymous with self storage. As part of this aim the Group will continue to develop its distinctive brands, new stores will be located in prominent locations thereby maximising visibility to the local target market. In addition, continuous re-enforcement of Safestore's brand is achieved through marketing via the internet, local directories, national and local press, leaflets and radio advertising - increasing awareness among key audiences.

### Summary of the Global Offer

- The Offer is expected to be completed in early March 2007.
- It is expected that Bridgepoint will retain a significant shareholding in Safestore post-IPO and will commit not to sell any of its remaining holdings for at least 180 days from Admission.

- Citigroup and Merrill Lynch have been appointed Joint Global Co-ordinators and Joint Bookrunners of the Offer.
- Citigroup has been appointed sole Sponsor of the Offer.

**Steve Williams, Chief Executive of Safestore, said:**

“Safestore has undergone a transformation that has resulted in the Group becoming the UK’s largest and Europe’s second largest self storage provider in terms of number of stores. Our store portfolio has trebled over the past three years, both through successful acquisitions and continued organic growth.

“We believe that Safestore’s distinctive brand, market leading positions and strong operational expertise provide us with an excellent platform to benefit in the fast growing market for self storage in the UK and Europe.”

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**Board**

**John von Spreckelsen, Non-Executive Chairman**

John von Spreckelsen joined the Board in October 2004 as Chairman and a Non-Executive Director. Mr Spreckelsen also currently holds the chairmanships at Thorntons Plc, Forstinger and Handel and Service GmbH and is a non-executive director of Mayflower Holdings Limited. Previously, Mr von Spreckelsen was the chief executive officer of Budgens plc and served as the chairman of Somerfield plc, Gartmore European Investment Trust plc and Cellec AG (Switzerland). Mr Spreckelsen began his career at Commerzbank Germany and Bank of America International, before becoming the European finance director of Bowater Corporation.

**Stephen Williams, Chief Executive Officer**

Stephen Williams joined the Board in June 2001 as Chief Operating Officer, following a period as an external consultant for the company. Mr Williams was appointed to the position of Chief Executive Officer in January 2002. He has over 30 years' experience in the retail industry and management. Mr Williams was operations director at Pet City between 1993 and 2000 and operations controller at Wickes from 1991 to 1993. Prior to this he had an eighteen-year tenure at Payless DIY, becoming its operations director.

**Richard Hodsdon, Chief Financial Officer**

Richard Hodsdon joined the Board in August 2002 as Chief Financial Officer. He previously held the position of finance director at Globalvault plc, Security Printing & Systems Limited and Lifestyle Upholstery Limited. He was also financial controller of Flextronics International Limited and financial controller of Parliamentary and Secure Services, The Stationery Office. Mr. Hodsdon started his career at KPMG, where he qualified as a chartered accountant in 1991. Mr Hodsdon is a Fellow of the Institute of Chartered Accountants in England and Wales.

**Vincent Gwilliam, Non-Executive Director**

Vince Gwilliam joined the Board as a Non-Executive Director in August 2003. Mr. Gwilliam is a partner at Bridgepoint Capital Limited, a private equity provider, where he is responsible for Bridgepoint's investments in the retail sector. Prior to joining Bridgepoint in 1987, Mr. Gwilliam worked at Coopers & Lybrand in the UK Business Services Group. Mr. Gwilliam is a graduate of Durham University and is a Fellow of the Institute of Chartered Accountants in England and Wales.

**Richard Grainger, Non-Executive Director**

Richard Grainger joined the Board on 1 February 2007 as a Non-Executive Director. After graduating from Oxford University, Mr Grainger qualified as a chartered accountant at Pricewaterhouse. He started at Hill Samuel Bank Limited in 1987 and subsequently joined Close Brothers Corporate Finance Limited ("CBCF") in 1996. In 2001, Mr Grainger was appointed Chief Executive of CBCF having previously run the Leisure and Retail team and founded Close Brothers Corporate Finance's Corporate Restructuring Group. Mr Grainger is a member of the Management Board of Close Brothers Group plc. Mr Grainger is a Fellow of the Institute of Chartered Accountants in England and Wales.

**Roger Carey, Non-Executive Director**

Roger Carey has recently been appointed a Non-Executive Director. He was a director of Slough Estates plc from 1983-1996 and was chief executive of Saville Gordon Estates plc from 1997, leading a management buyout in 2002. The company, renamed Industrious, was subsequently sold to Brixton plc in 2005. Mr Carey was a non-executive director of TR Property Unit Trust from 1993-2002, and is currently a non-executive chairman of Ibis Project Services Ltd and Protego Industrial Guernsey Ltd and a non-executive director of Bassett Trust Ltd and of residual Industrious companies. He is a past President of the British Property Federation. Mr Carey is a Fellow of the Institute of Chartered Accountants in England and Wales.

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**Company and the selling security holders do not intend to register the securities or conduct a public offering in the United States.**

**Securities in Safestore Holdings Limited have not been and will not be registered under the applicable Securities Laws of Australia, Canada, or Japan and may not be offered or sold within Australia, Canada, or Japan or to, or for the account or benefit of, citizens or residents of Australia, Canada, or Japan.**

**The Offer is being made in the United Kingdom by means of an offer to institutional investors. The Offer and the distribution of this announcement and other information in connection with the Offer in certain jurisdictions may be restricted by law and persons into whose possession any document or other information referred to herein comes should inform themselves about and observe any such restriction. Any failure to comply with these restrictions may constitute a violation of the securities laws of any such jurisdiction.**

**This announcement does not constitute or form part of any offer or invitation to sell or issue, or any solicitation of any offer to purchase or subscribe for, any securities and any purchase of or application for securities of the Company pursuant to the Offer should only be made on the basis of the information contained in the prospectus to be issued in connection with the Offer (the "Prospectus"). The price and value of securities may go up as well as down. Persons needing advice should contact a professional adviser.**

**This announcement includes statements that are, or may be deemed to be, "forward-looking statements". These forward-looking statements can be identified by the use of forward-looking terminology, including the terms "believes", "estimates", "plans", "projects", "anticipates", "expects", "intends", "may", "will", or "should" or, in each case, their negative or other variations or comparable terminology. These forward-looking statements include matters that are not historical facts and include statements regarding the Company's intentions, beliefs or current expectations concerning, among other things, the Company's results of operations, financial condition, liquidity, prospects, growth, strategies and the self storage industry.**

**By their nature, forward-looking statements involve risk and uncertainty because they relate to future events and circumstances. A number of factors could cause actual results and developments to differ materially from those expressed or implied by the forward-looking statements including, without limitation, the factors to be described in the risk factors section of the Prospectus and the factors to be described in the operating and financial review section of the Prospectus.**

**Forward-looking statements may and often do differ materially from actual results. Any forward-looking statements in this announcement reflect the Company's view with respect to future events as at the date of this announcement and are subject to risks relating to future events and other risks, uncertainties and assumptions relating to the Company's operations, results of operations, growth strategy and liquidity. Save as required by law or by the Listing Rules, Disclosure and Transparency Rules or Prospectus Rules of the Financial Services Authority, the Company undertakes no obligation publicly to release the results of any revisions to any forward-looking statements in this announcement that may occur due to any change in its expectations or to reflect events or circumstances after the date of this announcement.**

**In connection with the Offer, Citigroup Global Markets U.K. Equity Limited, as stabilising manager, or any of its agents, may (but will be under no obligation to), to the extent permitted by law, over allot or effect other transactions intended to enable it to satisfy any over allotments or which stabilise, maintain or otherwise affect the market price of shares in Safestore Holdings Limited (the "Shares") or any options, warrants or rights with respect to, or interest in, the Shares or other securities of Safestore Holdings Limited, in each case at levels which might not otherwise prevail in the open market. The stabilising manager is not required to enter into such transactions and such transactions may be effected on the London Stock Exchange and any other securities market, over the counter market or otherwise. Such transactions, if commenced, may be discontinued at any time and may only be entered into between commencement of conditional trading of the Shares on the London Stock Exchange and 30 days thereafter. In connection with the Offer; the stabilising manager**

*may, for stabilisation purposes, over allot Shares up to a maximum of 15% of the total number of Shares comprised in the Offer. For the purposes for allowing it to cover short positions resulting from any such over-allotments and/or from sales of Shares effected by it during the stabilisation period, the stabilising manager will enter into an over-allotment option with certain of the selling shareholders pursuant to which the stabilisation manager may purchase or procure purchasers for additional Shares up to a maximum of 15% of the total number of Shares comprised in the Offer at the Offer price. The over-allotment option will be exercisable in whole or in part, upon notice by the stabilisation manager, at any time on or before the thirtieth day after the commencement of conditional trading of the Shares on the London Stock Exchange.*

*Information in this announcement or any of the documents relating to the Offer cannot be relied upon as a guide to future performance.*