



FOR IMMEDIATE RELEASE

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**Safestore Holdings plc  
("Safestore" or the "Company")**

**Appointment of Company Secretary**

Safestore Holdings plc, the largest self storage retailer in the UK and Paris and No. 2 in Europe, is pleased to announce that Sam Ahmed has been appointed Company Secretary with immediate effect.

Sam, who qualified as a chartered accountant in 1986, joined Safestore in 2004 after serving as head of Corporate Compliance for Mentmore plc for eight years. He was appointed Director of Finance for Safestore's UK operations in June 2006.

Steve Williams, Chief Executive Officer of Safestore, said:

"We are delighted to appoint Sam as Company Secretary. His extensive knowledge of the Company along with his background in compliance related issues makes him ideal for the position."

The position of Company Secretary was previously combined with Richard Hodsden's role as Chief Financial Officer.

**Ends**

**For further information, please contact:**

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**Notes to editors:**

- 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. Over the past four years, the number of stores increased from 24 to 104 - 84 of which operate under the 'Safestore' brand in the UK and 20 of which operate under the 'Une Pièce en Plus' brand in France
- The UK is the largest and most established self storage market in Europe. The UK and French markets show lower penetration rates than the US or Australia and, according to the UK Self Storage Association the UK market is expected to grow with a CAGR of 10 to 15 per cent.

- 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.
- 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.