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SAFESTORE WELCOMES TESCO PARTNERSHIP FOR SECOND YEAR

Safestore, the UK's leading self storage provider, is delighted to announce its exclusive partnership with Tesco is entering its second year. The partnership - which sees Safestore being the only self storage company working with Tesco - offers customers the option to exchange their Clubcard vouchers for Tokens to spend at Safestore.

Launched as part of a business and brand development programme, this partnership provides storage services to a much larger potential customer base at a time when pressure on the housing market is high and homes are short on space.

Safestore's Chief Executive, Steve Williams, said: "We are delighted to extend our partnership with Tesco. Our partnership reaches a far greater customer base in a fast growing market where self storage is the perfect solution for any temporary or permanent need for space. Safestore has very strong retail credentials and we look forward to extending our excellent customer service and competitive offers to all Tesco Clubcard holders."

Tesco's 15 million active Clubcard users can exchange their Clubcard vouchers for Tokens - which are four times their initial face value – and can be used as payment at any of Tesco's Clubcard partners.

This is one of a number of strategic partnerships Safestore has with retailers, including eBay, O2, Countrywide and Europcar.

Information on this partnership and Tesco's Clubcard Rewards scheme can be found at www.safestore.co.uk/tesco or www.tesco.com/clubcard/deals and in Tesco's stores.

Ends

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Notes to editors:

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. Over the past four years, the number of stores increased from 24 to 113 - 89 of these plus 3 Business Centres operate under the 'Safestore' brand in the UK and 21 stores operate under the 'Une Pièce en Plus' brand in France.

Safestore has a strong track record in managing and developing its assets. With over 37,000 customers and a national network Safestore has a thorough understanding of the evolving needs of its customers and a robust operation platform from which to continue to deliver sustained growth.

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.

Safestore Holdings plc is a FTSE All-Share self storage company.

www.safestore.com