

July 22, 2021

**Shurgard Self Storage SA
("Shurgard")**

Already more than 10,000 customers for Shurgard's latest e-RENTAL solution

LUXEMBOURG – Shurgard, the largest developer, owner and operator of self-storage centers across Europe – is pleased to share insights on its latest innovative and customer-driven e-RENTAL solution.

It was first launched in The Netherlands in 2020 and successfully rolled out to other Shurgard's European markets during the course of 2021.

Shurgard recently celebrated its 10,000th e-RENTAL customer in June 2021.

Marc Oursin, Shurgard's CEO, commented "We are thrilled to have launched this new technological initiative allowing us to meet customers' growing expectation of more digitalization of the sales process and increased safety through contactless move-in."

100% fully digital customer experience (CX) – from searching till moving in

Shurgard's e-RENTAL completely digitizes and automates the self-storage rental process. Customers can visit Shurgard websites to see all available storage units and prices (without an enquiry), reserve them, sign the contract and pay the first rent online. Prior to move-in, customers receive their access codes to the storage building and can start using their storage units.

Shurgard's customer-centric and innovative approach

Shurgard has always invested in systems and innovative processes, which allow the Company to offer a consistent and optimized experience across all its seven countries. The digitalization started back in 2012 with the full price transparency on its website. This is still unique today considering most other self-storage providers still using an enquiry-based service without any pricing information.

While the pandemic accelerated recent digital developments, Shurgard has continued to put the customers first and to leverage available technologies to provide them what they need, from a seamless end-to-end digital experience (e-RENTAL) to a hybrid or personal store-only service.

Key facts about e-RENTAL

- Launched in The Netherlands in December 2020, then France in February 2021
- Activated in UK, Sweden and Belgium end of March 2021, and Germany & Denmark in April 2021
- More than 10,000 e-rental customers at end of June 2021 across all markets
- Make up between 20% and 25% of all move-ins
- 25% of e-RENTAL contracts made outside business opening hours
- Currently same retention as other channels
- No significant change in storage unit sizes or prices versus classic Web reservations
- Higher share of GenZ and Millenials for e-RENTAL versus walk-in customers (56% vs. 40%)

Customer feedback

Customer acceptance has been very good, proving e-RENTAL a prescient and popular option, both for its convenience and for its safety

"The good thing about Shurgard is that you are able to book the unit online without having to visit during the office hours"

"The whole process has been very easy"

"Great automated service"

"Smooth & easy to book a unit and move in"

"Renting a new storage space was easy. I could do everything online"

"Very easy to set up online, clear overview of fees, secure site with easy access for customers"

About Shurgard

Shurgard is the largest provider of self storage in Europe. The company owns and/or operates 244 self-storage centers and approximately 1.2 million net rentable square meters in seven countries: France, the Netherlands, Sweden, the United Kingdom, Germany, Belgium and Denmark.

Shurgard's European network currently serves 170,000 customers and employs approximately 700 people. Shurgard is listed on Euronext Brussels under the symbol "SHUR".

For additional information: <https://corporate.shurgard.eu/>

For high resolution images: <https://shurgard.prezly.com/media>

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