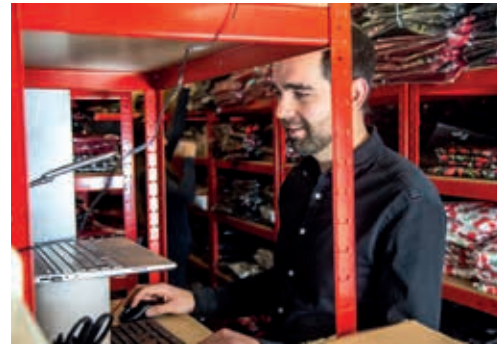
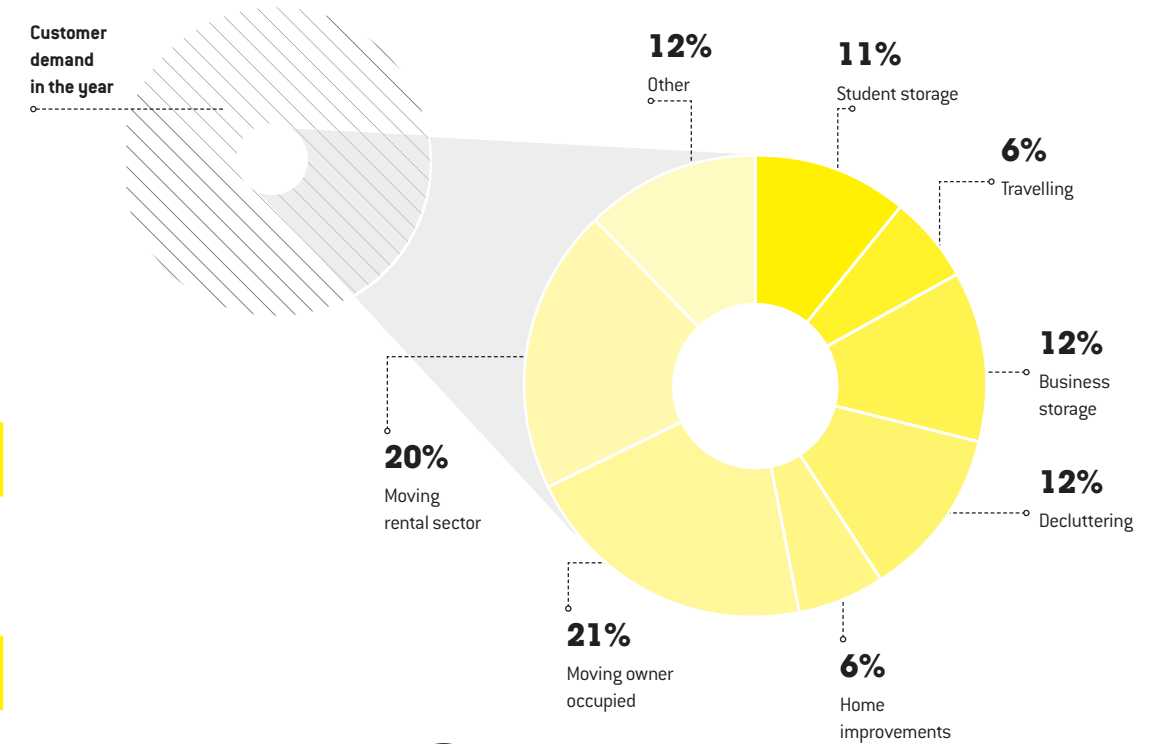


**BUILDING  
FUTURES  
BY...**



**Growing with our business customers**  
Big Yellow helps UK businesses store smarter with our flexible storage space and range of useful business services. There are no complicated leases to sign and no business rates to pay.

**Demand for self storage comes from a number of different areas**  
People use storage for many different reasons. They choose Big Yellow for our unrivalled customer service, our security, our convenient locations and our modern stores.



# DEVELOPING OUR UNIQUE OFFERING

**People need storage for many different reasons.**

House movers and renters need us to help things go smoothly when they are in between properties. As possessions fill space-constrained homes, people use us as a spare room to help them declutter. Life itself often creates a need for more space; student life, marriage, starting a family, home improvements, divorce and dealing with death and inheritance are all key reasons why people choose us.

Businesses use us too, for stock, archiving or as a distribution hub. E-tailers, retailers, hospitality companies, engineering firms (to name a few) enjoy the flexibility of increasing or decreasing their storage space as required, our extended hours access and our service of accepting business deliveries for our customers when they are not around. With no business rates to pay, no long term lease commitments and with our range of business services we are the smarter choice for Britain's businesses.

**Understanding our customers**

We understand people are often going through stressful times when they need storage. We empathise and go out of our way to make the process as smooth and as hassle free as possible.



**The things that set us apart**

- ❖ The UK's most recognisable brand in self storage
- ❖ Prominent stores along main roads, with high visibility and bright yellow frontages, meaning we can't be missed
- ❖ Continuous innovation and investment into our mobile and desktop digital channels
- ❖ Excellent customer service reflected by our strong customer satisfaction and NPS scores
- ❖ Primarily freehold sites, concentrated in London, the South East and other large metropolitan cities
- ❖ Largest Maximum Lettable Area ("MLA") capacity of any UK self storage company (Big Yellow and Armadillo combined)
- ❖ Larger average store capacity - economies of scale and high operating margins
- ❖ Secure financing structure with strong balance sheet