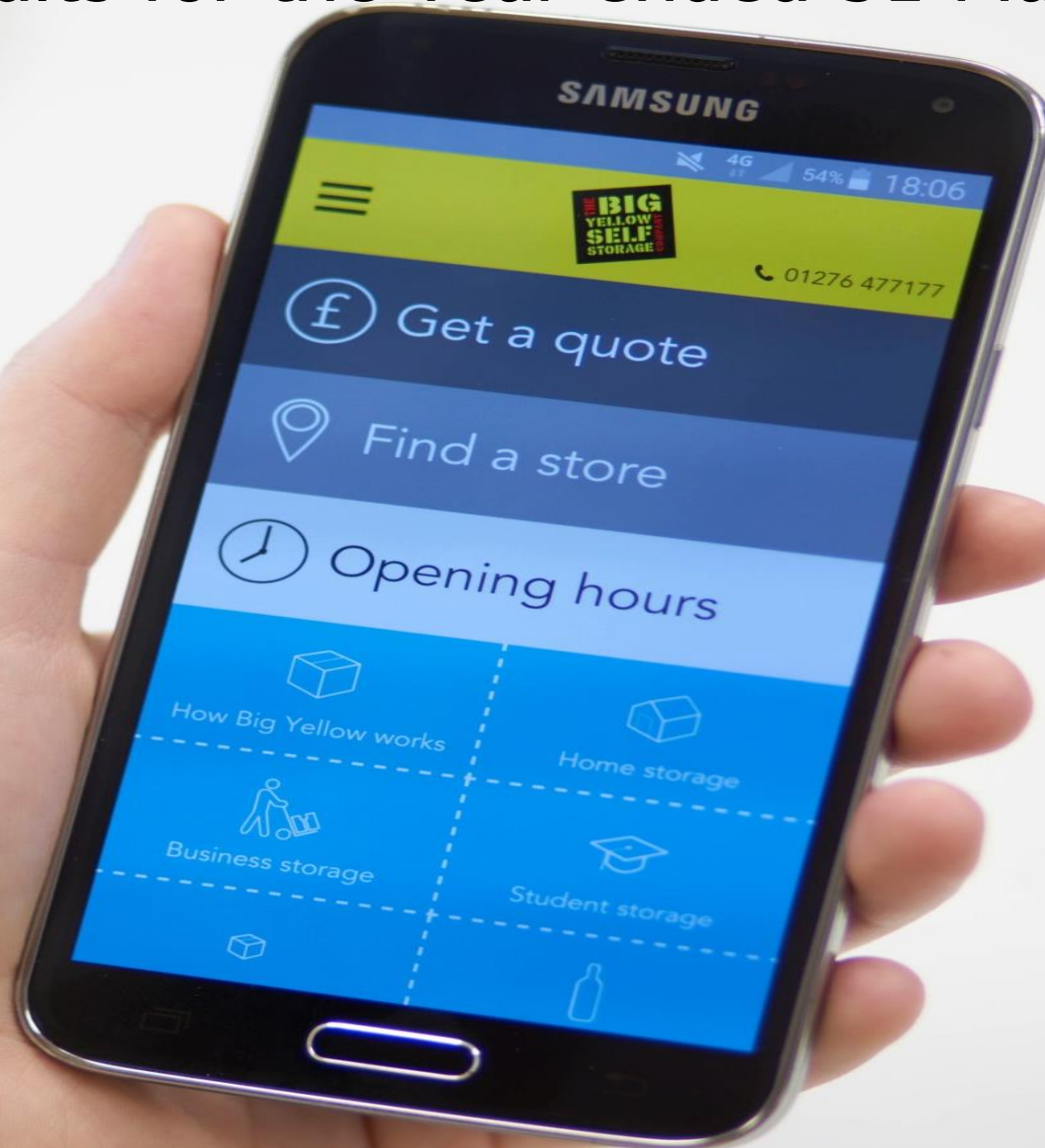


# Big Yellow Group PLC

Results for the Year ended 31 March 2017



# Proven Model

## Attractive Market Dynamics

- UK self storage penetration in key urban conurbations remains relatively low
- Very limited new supply coming onto the market
- Resilient through the downturn
- Sector growth is positive, with increasing domestic demand

## Our Competitive Advantage

- UK industry's most recognised brand
- Prominent stores on arterial or main roads, with extensive frontage & high visibility
- Largest share of web traffic from mobile and desktop platforms
- Strong customer satisfaction and NPS scores reflecting excellent customer service
- Largest UK footprint by MLA capacity (Big Yellow and Armadillo combined)
- Primarily freehold estate, concentrated in London and South East and other large metropolitan cities
- Larger average store capacity – economies of scale, higher operating margins
- Secure financing structure with strong balance sheet

## Evergreen Income Streams

- 52,500 customers from diverse base – individuals, SMEs and National Accounts
- Average length of stay for existing customers of 24 months
- 30% of customers in portfolio greater than 2 year length of stay
- Low bad debt expense (0.1% of revenue in the year)

## Strong Growth Opportunities

- Opportunities to drive further occupancy growth
- Yield management as occupancy increases
- Densification of living and scarcity of flexible business space drives demand
- Growth in National Accounts and business customer base
- Increasing the platform financed from internal resources
- Growth in our Armadillo joint venture platform

## Conversion Into Quality Returns

- Freehold assets for high operating margins and operational advantage
- Low technology and obsolescence product, maintenance capex fully expensed
- Annual compound adjusted eps growth of 17% since 2004/05
- Annual compound cash flow growth of 16% since 2004/05
- Dividend payout ratio of 80% of adjusted eps



# Key Metrics

|  | <b>2017</b>           | 2016           |         |
|--|-----------------------|----------------|---------|
| Like-For-Like Closing Occupancy                        | <b>78.1%</b>          | 75.3%          | 2.8 pts |
| Average Achieved Net Rent Per Sq Ft                    | <b>£26.16</b>         | £25.73         | 2%      |
| Revenue  | <b>£109.1 million</b> | £101.4 million | 8%      |
| Like-For-Like Revenue                                  | <b>£107.3 million</b> | £101.4 million | 6%      |
| Free Cash Flow (Post Interest and Pre Working Capital) | <b>£58.3 million</b>  | £53.3 million  | 10%     |
| Adjusted Profit Before Tax                             | <b>£54.6 million</b>  | £49.0 million  | 11%     |
| Adjusted EPRA Diluted Earnings Per Share               | <b>34.5 pence</b>     | 31.1 pence     | 11%     |
| Final Dividend Per Share                               | <b>14.1 pence</b>     | 12.8 pence     | 10%     |
| Full Year Dividend Per Share                           | <b>27.6 pence</b>     | 24.9 pence     | 11%     |



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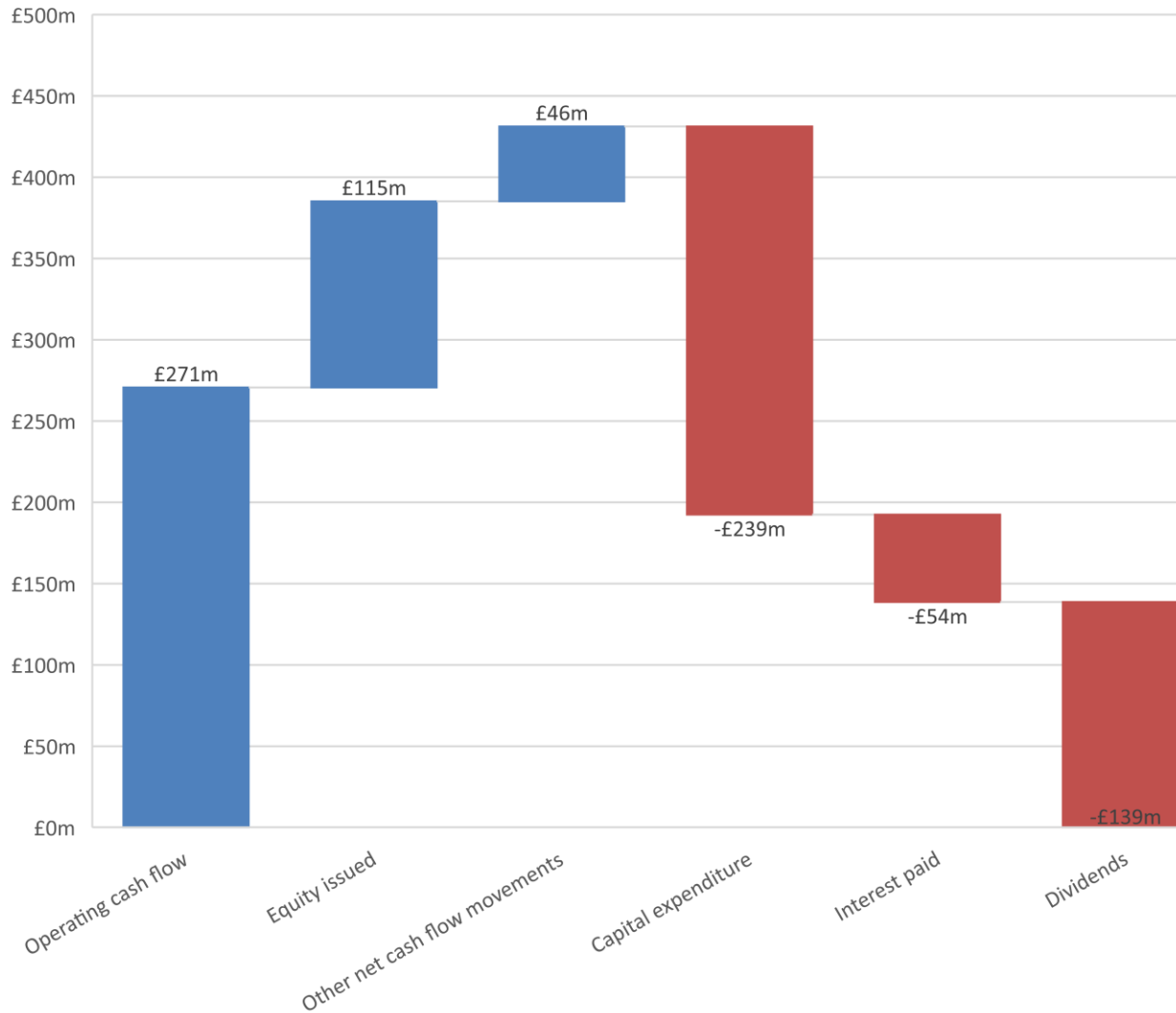
# Highlights

- Like-for-like occupancy increased by 2.8ppts to 78.1%
- 11% increase in adjusted earnings per share and total dividend
- Free cash flow (post interest and pre working capital) up 10% to £58.3 million
- Acquisition of four store Lock and Leave portfolio in April 2016 for £21 million
  - Nine Elms and Twickenham acquired by Big Yellow (combined MLA of 87,000 sq ft)
  - Canterbury and West Molesey acquired by Armadillo (combined MLA of 65,000 sq ft)
- Acquisition by Armadillo of three stores from the Quickstore portfolio (Exeter, Plymouth and Torquay, combined MLA 92,000 sq ft) in April 2017 for £4.75 million
- Acquisition in May 2017 of prime London site on The Highway in Wapping for future redevelopment



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# Five Year Summary Cash Flow



Over the five years:

- Total interest and dividends 1.4x covered by operating cash flow
- Cash flow interest cover has increased to 6.2x from 3.3x
- Maintenance expenditure of £11 million fully expensed in the income statement
- Adjusted eps has increased by 79%
- Dividend per share has increased by 151%
- Other net cash flow movements principally comprises sales of surplus land and an increase in net debt of £24 million



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# FINANCIAL REVIEW

**Pushed  
for time**  
Ask about our extended

# Portfolio Summary

- Like-for-like occupancy 78.1%, an increase of 2.8 ppts
- Occupancy at 22 May 2017 increased to 79.2%
- Occupancy growth of 188,000 sq ft for the year (2016: 185,000 sq ft)
- Includes 76,000 sq ft acquired with Nine Elms and Twickenham 2
- Average net rent growth for the year 1.7% (2016: 2.5%)
- Like-for-like revenue up 6% on the year
- Store operating expenses up £1.6 million – largely due to new stores (£0.9 million)
- Increase in property rates for 2017/18 – in part offset by VAT saving
- Store EBITDA margin 68.5% (2016: 68.0%)



# Portfolio Summary – Big Yellow Stores

|                               | March<br>2017      | March<br>2017            | March<br>2017          | <b>March<br/>2017<br/>Total</b> | March<br>2016      | March<br>2016            | March<br>2016          | <b>March<br/>2016<br/>Total</b> |
|-------------------------------|--------------------|--------------------------|------------------------|---------------------------------|--------------------|--------------------------|------------------------|---------------------------------|
|                               | Mature<br>>6 years | Established<br>3-6 years | Developing<br><3 years |                                 | Mature<br>>6 years | Established<br>3-6 years | Developing<br><3 years |                                 |
| Store Age at 1 April 2016     |                    |                          |                        |                                 |                    |                          |                        |                                 |
| <b>Number Of Stores</b>       | 64                 | 6                        | 3                      | 73                              | 62                 | 6                        | 3                      | 71                              |
| <b>At 31 March:</b>           |                    |                          |                        |                                 |                    |                          |                        |                                 |
| Total Capacity (Sq Ft)        | 3,955,000          | 406,000                  | 190,000                | 4,551,000                       | 3,868,000          | 406,000                  | 190,000                | 4,464,000                       |
| Occupied Space (Sq Ft)        | 3,111,000          | 315,000                  | 125,000                | 3,551,000                       | 2,988,000          | 290,000                  | 85,000                 | 3,363,000                       |
| Percentage Occupied           | 78.7%              | 77.6%                    | 65.8%                  | 78.0%                           | 77.2%              | 71.4%                    | 44.7%                  | 75.3%                           |
| Net Rent Per Sq Ft            | £26.32             | £24.50                   | £22.40                 | £26.03                          | £26.12             | £24.35                   | £22.54                 | £25.90                          |
| <b>For the year:</b>          |                    |                          |                        |                                 |                    |                          |                        |                                 |
| REVPAF                        | £24.23             | £21.82                   | £14.67                 | £23.62                          | £23.30             | £19.76                   | £11.57                 | £22.59                          |
| Average Annual Net Rent psf   | £26.43             | £24.83                   | £22.33                 | £26.16                          | £25.92             | £24.58                   | £22.07                 | £25.73                          |
|                               | <b>£000</b>        | <b>£000</b>              | <b>£000</b>            | <b>£000</b>                     | <b>£000</b>        | <b>£000</b>              | <b>£000</b>            | <b>£000</b>                     |
| Total Store Revenue           | 95,667             | 8,860                    | 2,788                  | 107,315                         | 90,120             | 8,024                    | 1,678                  | 99,822                          |
| Direct Store Operating Costs  | (27,929)           | (2,510)                  | (1,278)                | (31,717)                        | (26,592)           | (2,508)                  | (986)                  | (30,086)                        |
| Short and Long Leasehold Rent | (2,126)            | -                        | -                      | (2,126)                         | (1,893)            | -                        | -                      | (1,893)                         |
| Store EBITDA                  | 65,612             | 6,350                    | 1,510                  | 73,472                          | 61,635             | 5,516                    | 692                    | 67,843                          |
| Store EBITDA Margin           | 68.6%              | 71.7%                    | 54.2%                  | 68.5%                           | 68.4%              | 68.7%                    | 41.2%                  | 68.0%                           |



# Store Operating Expenses

| <b>Category</b>       | <b>Year Ended<br/>31.03.17<br/>£000</b> | <b>Year Ended<br/>31.03.16<br/>£000</b> | <b>%</b>  | <b>% of store<br/>operating<br/>costs in<br/>year</b> |
|-----------------------|---|---|-----------|---|
| Cost of Sales         | 2,391                                   | 2,149                                   | 11%       | 7%  |
| Staff Costs           | 8,572                                   | 8,001                                   | 7%        | 27%   |
| General & Admin       | 1,196                                   | 1,183                                   | 1%        | 4%  |
| Utilities             | 1,470                                   | 1,406                                   | 5%        | 5%  |
| Property Rates        | 10,044                                  | 9,544                                   | 5%        | 32%   |
| Marketing             | 4,152                                   | 3,865                                   | 7%        | 13%   |
| Repairs / Maintenance | 2,539                                   | 2,240                                   | 13%       | 8%  |
| Insurance             | 893                                     | 992                                     | (10)%     | 3%  |
| Computer Costs        | 443                                     | 440                                     | 1%        | 1%  |
| Irrecoverable VAT     | 17                                      | 266                                     | (94)%     | 0%  |
| <b>Total</b>          | <b>31,717</b>                           | <b>30,086</b>                           | <b>5%</b> |   |

- £0.9 million of £1.6 million increase due to new stores
- Cost of sales impacted by IPT increase
- Insurance reduction following re-tender
- Remaining increase inflationary
- Property rates to increase by 9% (£0.9 million) in 2017/18
- New VAT recovery method agreed with HMRC – saving £0.3 million per annum



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# Consolidated Income Statement

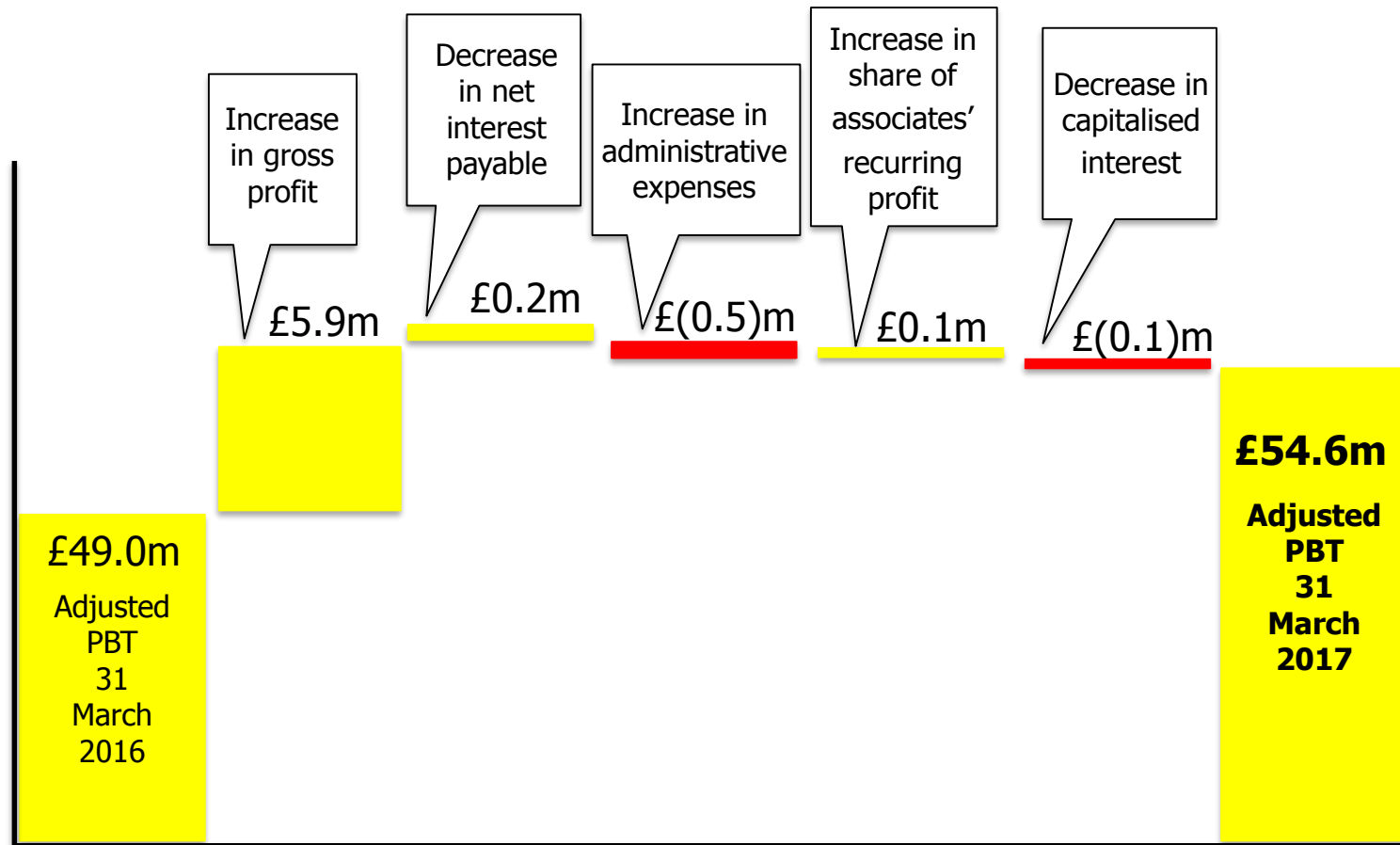
|                                    | Year Ended |          |
|------------------------------------|------------|----------|
|                                    | 31.03.17   | 31.03.16 |
|                                    | £m         | £m       |
| Revenue                            | 109.1      | 101.4    |
| Cost Of Sales                      | (34.1)     | (32.6)   |
| Admin Expenses                     | (9.7)      | (8.9)    |
| Underlying Operating Profit        | 65.3       | 59.9     |
| Revaluation Gain                   | 43.7       | 58.0     |
| Net Finance Costs                  | (11.4)     | (11.6)   |
| Fair Value Movement On Derivatives | 0.7        | -        |
| Share Of Associates' Profit        | 1.5        | 1.1      |
| Profit Before Tax                  | 99.8       | 112.2    |
| Taxation                           | (0.3)      | (0.2)    |
| Profit For The Year                | 99.5       | 112.0    |
| Adjusted Profit Before Tax         | 54.6       | 49.0     |
| Adjusted EPS                       | 34.5p      | 31.1p    |

- Revenue up 8%, like-for-like revenue up 6%
- Cost of sales increase due to new stores (£0.9 million), in part offset by credit of £0.3 million for prior year VAT recovery
- Admin expenses increase due to Lock and Leave acquisition costs (£0.3 million) and increased investment in cyber security
- Net finance costs have reduced due to lower average cost of debt



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# Adjusted PBT Bridge



- Non recurring items and revaluation movements are not included in adjusted profit



# Cash Flow and Net Debt Movement

|   | Year Ended  |             |
|---|-------------|-------------|
|   | 31.03.17    | 31.03.16    |
|   | £m          | £m          |
| Opening Net Debt                          | (295.0)     | (277.1)     |
| Operating Cash Flow (pre working capital) | 69.5        | 64.0        |
| Interest (Net)                            | (11.2)      | (10.7)      |
| Free Cash Flow                            | <b>58.3</b> | <b>53.3</b> |
| Working Capital Movements                 | (2.3)       | 2.2         |
| Dividends Paid                            | (41.2)      | (36.4)      |
| Total Capital Expenditure                 | (21.7)      | (45.7)      |
| Sale Of Surplus Land                      | 0.3         | 7.8         |
| Receipt From Capital Goods Scheme         | 2.9         | 0.2         |
| Issue Of Share Capital                    | 0.3         | 0.4         |
| Dividends Received From Associates        | 0.4         | 0.3         |
| Closing Net Debt                          | (298.0)     | (295.0)     |

- 10% growth in free cash flow due to growth in EBDAT
- Capex is principally the acquisition of Nine Elms and Twickenham 2 from Lock and Leave
- Committed capex for next year of £20 million (acquisition of Wapping and construction of Guildford Central and Wandsworth extension)
- Total of £7.2 million received from Capital Goods Scheme to date, further £6.8 million due, majority in the next three years



# Capital Structure

|  | <b>31.03.17</b> | <b>31.03.16</b> |
|--|-----------------|-----------------|
| Net Debt / Gross Property Assets       | 25%             | 26%             |
| Net Debt / Adjusted Net Assets         | 31%             | 33%             |
| Pre-Interest Operating Cash Flow Cover | 6.2x            | 6.0x            |

| <b>Debt</b>  | <b>Expiry</b>          | <b>31 March 2017</b> |              | <b>Average Cost</b> |
|--------------|------------------------|----------------------|--------------|---------------------|
|              |                        | <b>Facility</b>      | <b>Drawn</b> |                     |
| Aviva Loan   | April 2027             | £90 million          | £90 million  | 4.9%                |
| M&G Loan     | June 2022              | £70 million          | £70 million  | 3.7%                |
| Bank Loan    | October 2021           | £190 million         | £145 million | 1.8%                |
| <b>Total</b> | Average term 5.9 years | £350 million         | £305 million | 3.2%                |

- The Group's bank loan is provided by Lloyds and HSBC
- The Group's average cost of debt for the year was 3.3%



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# Armadillo

## Big Yellow 20% Interest

|                                      | Armadillo 1 | Armadillo 2 |
|--------------------------------------|-------------|-------------|
|                                      | £000        | £000        |
| Investment At 1 April 2016           | 4,173       | 2,233       |
| Share Of Operating Profit            | 569         | 462         |
| Net Interest Payable                 | (144)       | (146)       |
| Acquisition Costs Written Off        | (63)        | -           |
| Fair Value Of Derivatives            | 2           | (10)        |
| Gain On Revaluation                  | 745         | 64          |
| Tax                                  | (16)        | (21)        |
| Share Of Associates' Profit          | 1,093       | 349         |
| Dividends Paid                       | (218)       | (178)       |
| Share Of Net Assets At 31 March 2017 | 5,048       | 2,404       |
| Equity Invested                      | 1,920       | 1,789       |



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# MARKETING AND OPERATIONAL REVIEW

# Marketing and Sales Overview

- Big Yellow brand remains strong. Seven times higher unprompted awareness of nearest competitor across UK (Source: YouGov Survey April 2017)
- Awareness continues to grow with increased use. 15% in our recent YouGov survey had used self storage (11% in 2014)
- Driving sales through digital channels key to our success (84% of £4.2 million marketing budget) – 87% of prospects online
- Strong traction from improved mobile site – 56% of web traffic from mobile devices in March 2017 (2016: 50%)
- Complexity and cost of digital sales – an increased barrier to competition
- Highest market share of web visits at 31-38% against 36 largest UK operators (Source: Connexity Hitwise UK April 2016 to March 2017)
- Consumer PR, social media, sponsorship of community projects and charitable activities

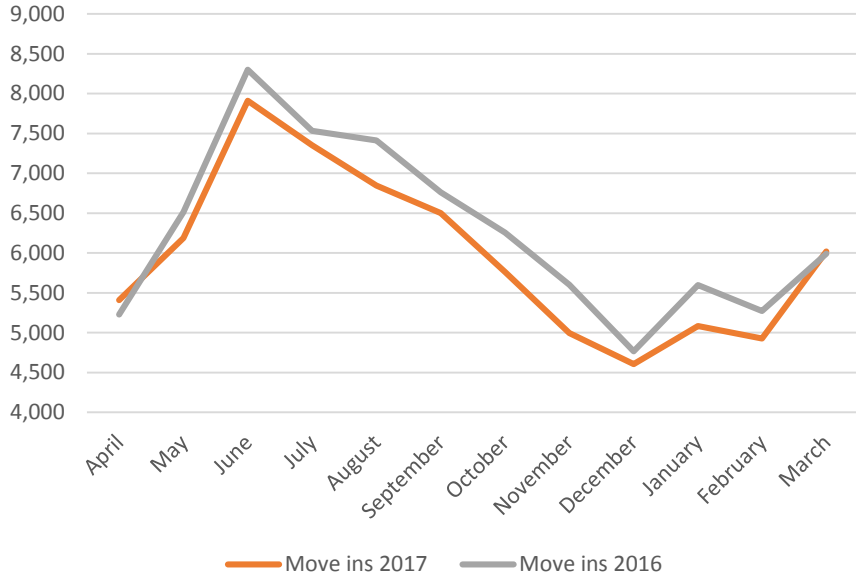


# Operations Overview

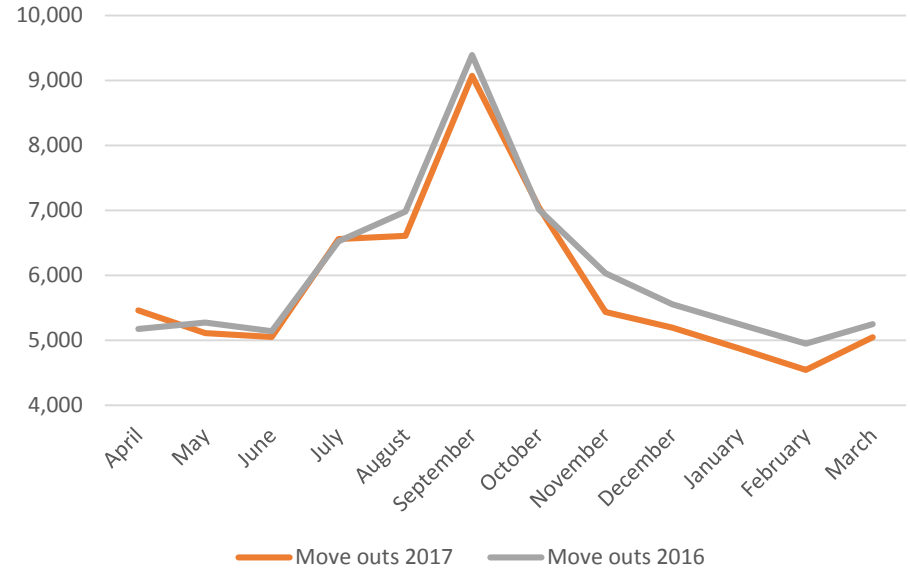
- Prospects in line with last year – demand segments broadly unchanged although moving related activity was down slightly (see page 39)
- Average length of stay up slightly to 8.4 months (all customers) and existing customers now 24.3 months
- Operational target is to drive occupancy to 85% through price management and selling standards
- Ongoing investment in digital customer satisfaction programme and training
- Focus on NPS scores and customer satisfaction – satisfied customers as referrers are a key sales tool – average NPS score of 77 over the year
- Lock and Leave stores now fully absorbed into our operating platform and rebranded
- Limited new store openings expected in the short to medium term in our areas of operation



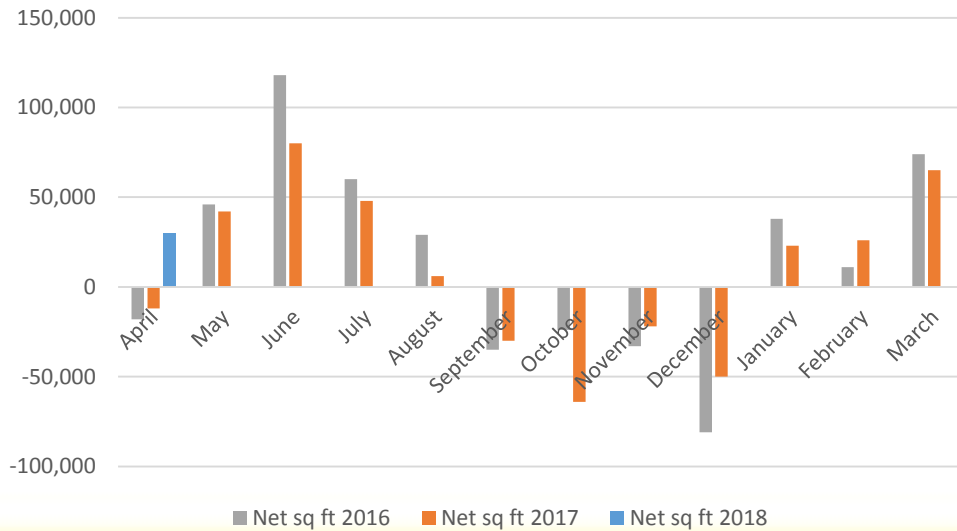
### Monthly move ins



### Monthly move outs



### Monthly changes in occupancy



# Rental Growth Analysis

| <b>Average occupancy in the year</b> | <b>Number of Stores</b> | <b>Average net rent per sq ft growth over the year</b> |
|--------------------------------------|-------------------------|--|
| 0 to 75%                             | 22                      | (1.0)%   |
| 75 to 80%                            | 20                      | 1.7%   |
| 80 to 85%                            | 20                      | 2.0%   |
| Above 85%                            | 8                       | 2.1%   |

- Focus remains on driving occupancy with rate a by-product of yield management
- Higher occupancy drives better rental growth as less churn, fewer opening offers and discount promotions with system increasing prices where units are in scarce supply
- Table excludes Cambridge (opened January 2016), Nine Elms and Twickenham 2 (acquired April 2016)





**BIG  
YELLOW  
SELF  
STORAGE**

**BIG  
YELLOW  
SELF  
STORAGE**

We  
sell  
boxes.

**BIG YELLOW SELF STORAGE**

**SELF STORAGE**

# PROPERTY REVIEW

# New Site Development

- Portfolio approaching 80% occupancy (current target 85%) - increased focus on new development
- Acquisition of prime site in Wapping, East London
- Development pipeline is in excess of 450,000 sq ft with estimated cost to complete of £70 million
- Guildford expected opening is in March 2018, Wandsworth extension April 2018
- £35-40 million capex per annum financeable from existing resources
- Investment discipline of maintaining greater than 5x interest cover paramount
- Retain focus on freehold, current percentage of freehold by value is 96% and keep weighting of London and the South East at over 80% by revenue



# Development Pipeline

| Site                | Location  | Status  | Anticipated Capacity             |
|---------------------|---|---|----------------------------------|
| Guildford           | Prime location in centre of Guildford on Woodbridge Meadows                   | Construction commenced, store due to open in March 2018, cost to complete of £4.4 million   | 56,000 sq ft                     |
| Wandsworth, London  | Extension to existing 47,000 sq ft store                                      | Construction commenced, extension due to open in April 2018, cost to complete of £4.2 million   | Additional 25,000 sq ft          |
| Manchester          | Prime location on Water Street in central Manchester                          | Planning application to be submitted in June 2017   | 60,000 to 65,000 sq ft           |
| Camberwell, London  | Located in prominent location on Southampton Way                              | Planning application refused. Appeal submitted with a decision due by December 2017   | 55,000 to 60,000 sq ft           |
| Kings Cross, London | Prominent location on York Way  | Planning application currently being prepared to be submitted this year   | 100,000 to 110,000 sq ft         |
| Battersea, London   | Prominent location on junction of Lombard Road and York Road (South Circular) | Potential redevelopment to increase size of existing 34,000 sq ft Big Yellow store. Redevelopment of adjoining retail into a mixed use led residential scheme. Ongoing detailed planning discussions with the Borough Council | Up to an additional 40,000 sq ft |
| Newcastle           | Prime location on Scotswood Road  | Negotiations ongoing with existing long lease tenant to obtain vacant possession  | 50,000 to 60,000 sq ft           |
| Wapping, London     | Prominent location on the Highway   | Site recently acquired. We will convert part into self storage and collect income from the other tenancies with a view to achieving a more comprehensive self storage centre in the longer term                               | 50,000 to 90,000 sq ft           |

Total committed capacity, subject to planning > 450,000 sq ft, estimated cost to complete £70 million



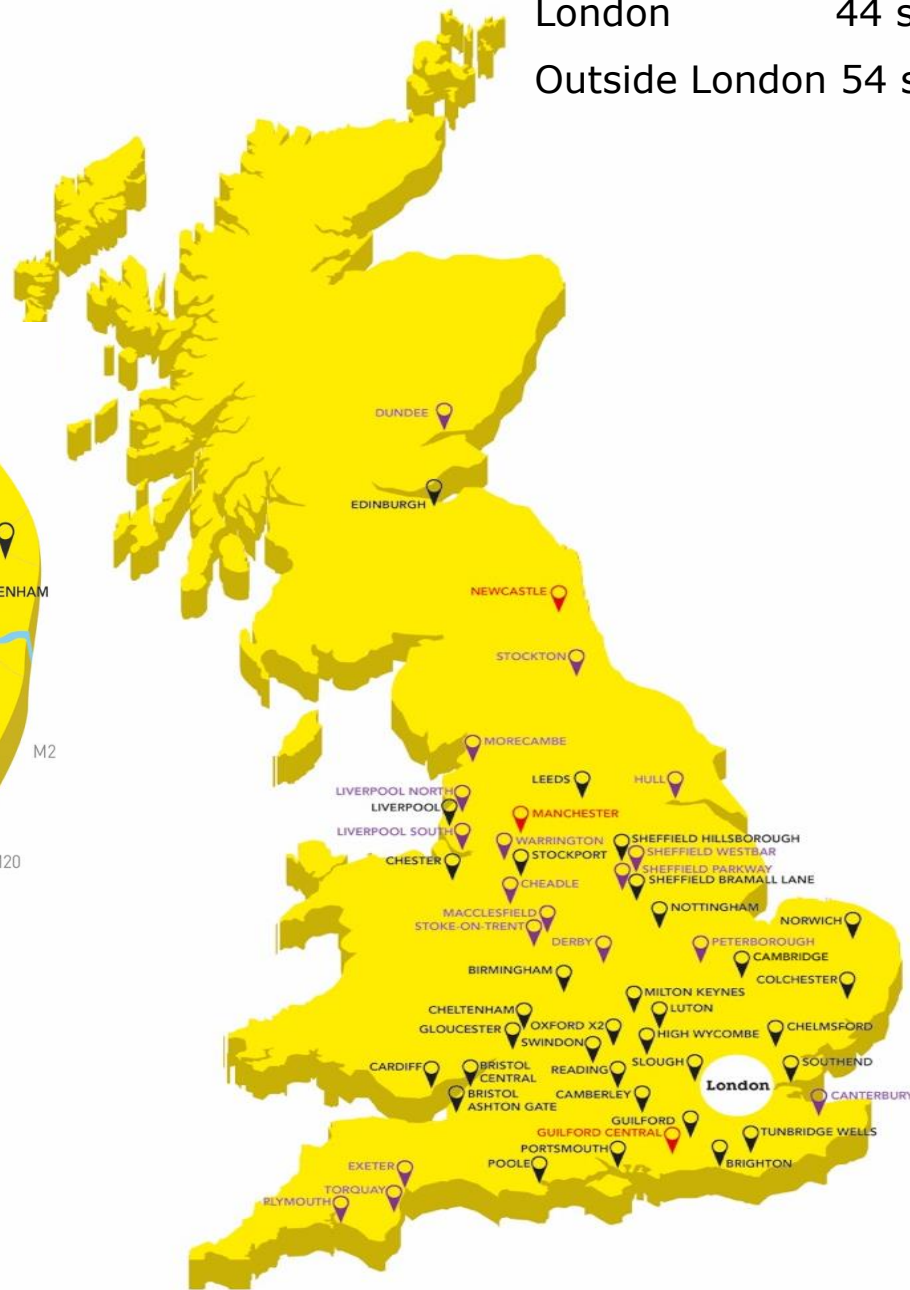
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# Our Portfolio May 2017

London 44 stores and sites  
Outside London 54 stores and sites



- KEY**
- >  73 Big Yellow stores
  - >  6 New Big Yellow stores under development
  - >  19 Armadillo stores



# Strategic Summary

- Focus on driving occupancy, revenue and cash flow growth
- Secure capital structure, high interest cover - business well placed to cope with current uncertainty
- Supply remains constrained, particularly in London and other large conurbations
- Looking to selectively acquire Big Yellow development sites and existing stores to grow Big Yellow/Armadillo portfolios



# APPENDIX

## Additional Financial Information

### Marketing Review

### Operations

### Store Portfolio



# Per Store Analysis

| <b>Year Ended 31 March 2017</b>     | <b>Mature Stores</b> | <b>Established Stores</b> | <b>Developing Stores</b> | <b>All Stores</b> |
|-------------------------------------|----------------------|---------------------------|--------------------------|-------------------|
| Number of Stores                    | 64                   | 6                         | 3                        | 73                |
| Average Store Capacity              | 61,800               | 67,700                    | 63,300                   | 62,300            |
| Closing Sq Ft Occupied Per Store    | 48,600               | 52,500                    | 41,700                   | 48,650            |
| % Occupancy                         | 78.7%                | 77.6%                     | 65.8%                    | 78.0%             |
| Annualised Revenue Per Store (£000) | 1,495                | 1,477                     | 929                      | 1,470             |
| Annualised EBITDA Per Store (£000)  | 1,025                | 1,058                     | 503                      | 1,006             |
| EBITDA Margin                       | 68.6%                | 71.7%                     | 54.2%                    | 68.5%             |

- The margin for the 57 freehold mature stores is 70.5%, the margin for the 7 leasehold mature stores is 49.8%
- Our Big Yellow stores are larger than the UK average of approximately 43,000 sq ft, with our average sq ft occupied, these stores would be 113% occupied



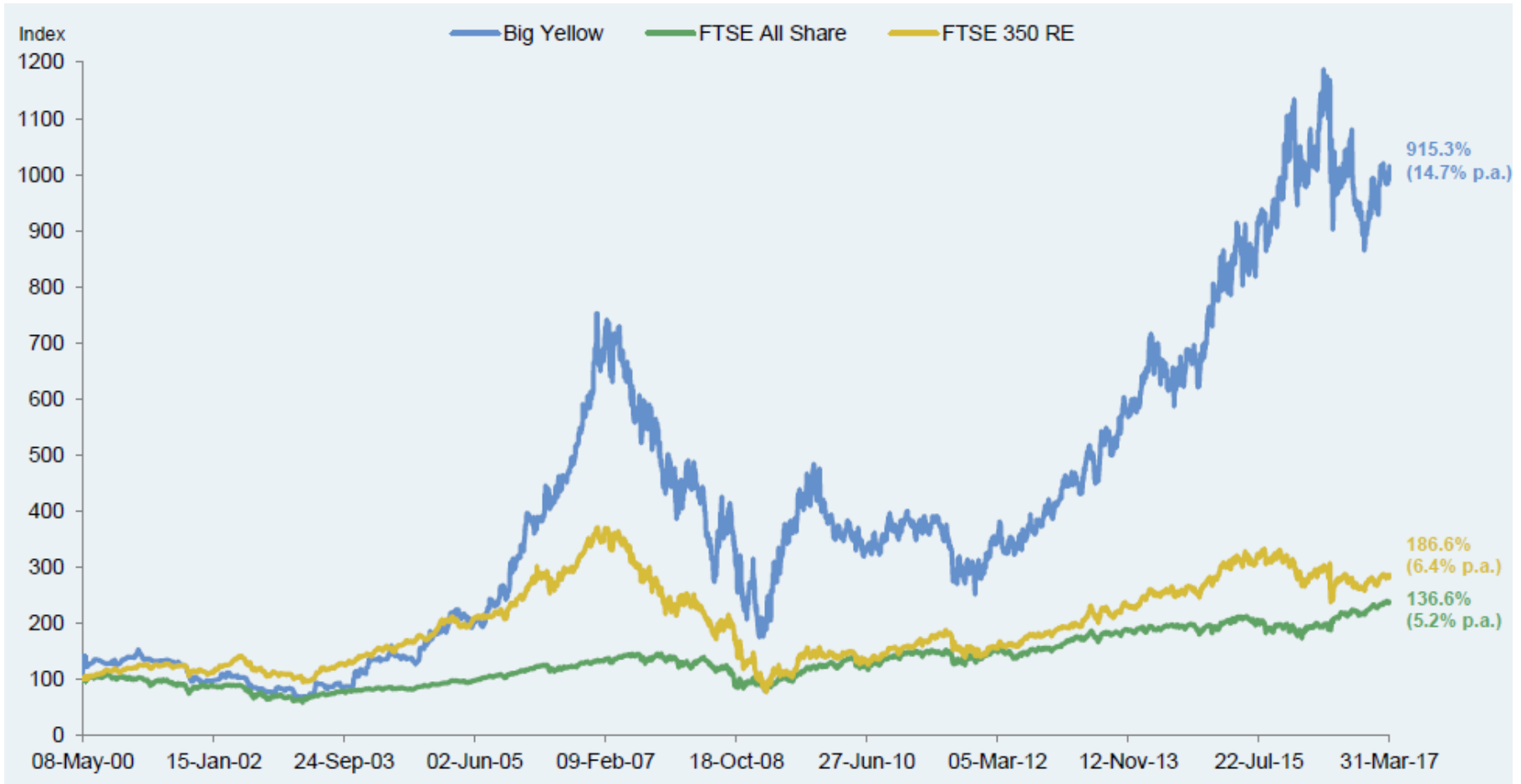
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# Resilient Positioning

- Supportive Trends
  - Growing awareness of self storage
  - Densification of metropolitan living expected to continue
  - Trend towards self-employment and start-ups
  - Mortgage availability and low interest rates
  - Low unemployment and healthy employment levels
- High Barriers to Entry
  - Strength of Big Yellow brand
  - Established digital and mobile digital platform – significant ongoing investment
  - Competition for land and complexity of planning – limiting growth in new supply
- Robust Business Model
  - 78% occupancy across portfolio (September 2008: 48 stores open 60% occupied)
  - Portfolio concentrated in London, South East and other metropolitan areas
  - Business model stress-tested during GFC – proved resilient
  - Diversified and large customer base of 52,500
  - Strong capital structure with high cash flow cover



# Big Yellow Relative TSR Performance



# Armadillo Self Storage

- A lower frills brand in smaller towns and cities – 20% joint ventures
- Intention to grow portfolio through acquisition of existing stores
- Consolidated into Big Yellow operating platform – improving efficiency and national coverage
- 10 store Armadillo platform acquired in April 2014, an additional 4 stores acquired in January 2015, a further 2 stores acquired in April 2016 and a further 3 stores acquired in April 2017
- Platform now comprises 19 stores and 830,000 sq ft
- Five year JV structures with total annual management fees of £0.8 million on a pro-forma basis
- Armadillo current year dividend yield of 11% on original equity investment. With fees included, return rises to over 30% per annum



# Research of Brand and Market Awareness

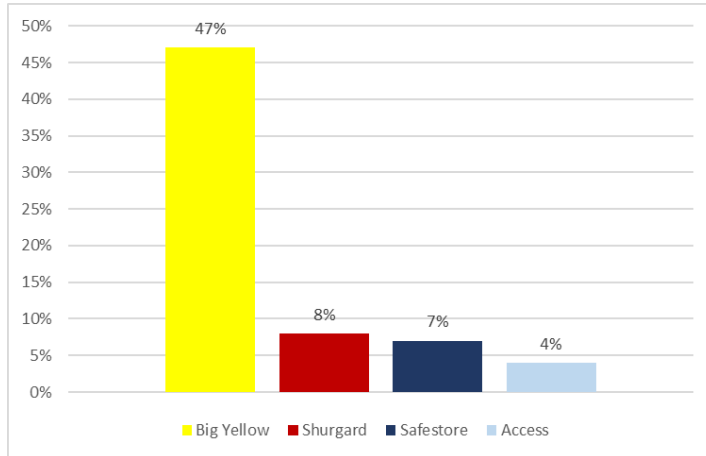
- YouGov commissioned survey by Big Yellow run annually for the last 10 years
- Monitors our brand awareness
- Statistically robust based on omnibus survey across all adult demographic groups
  - 1,043 sample size London
  - 2,028 sample size for the rest of the UK
- The UK Self Storage Association also commissioned their own YouGov survey in January 2017



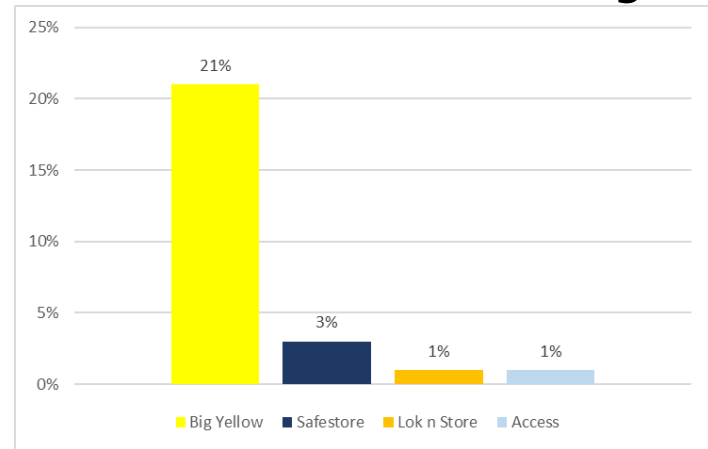
# Unprompted Awareness

“What are the names of any self storage companies you can think of?”

## London

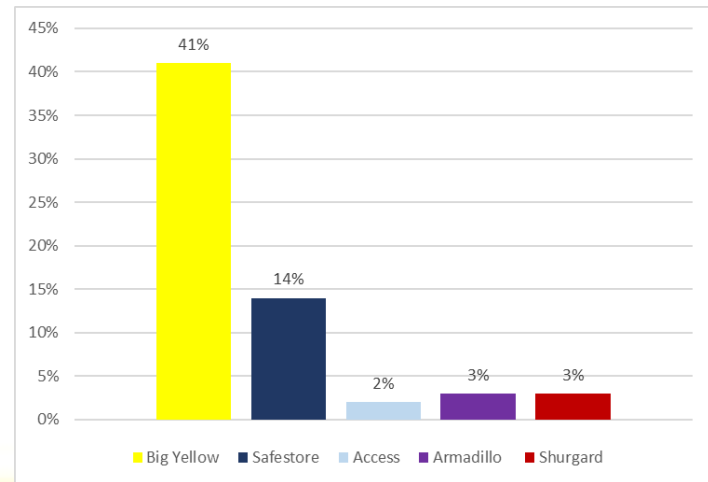
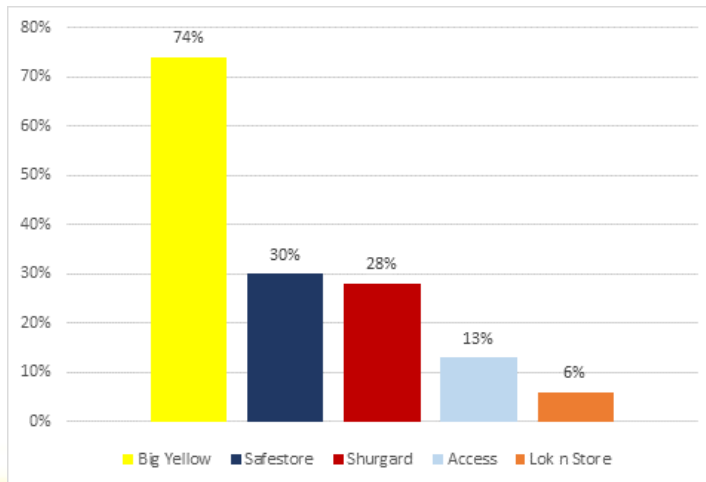


## Rest of the UK excluding NI



# Prompted Awareness

“Which, if any, of the following self storage companies have you heard of?”



# High Brand Awareness = High Online Market Share

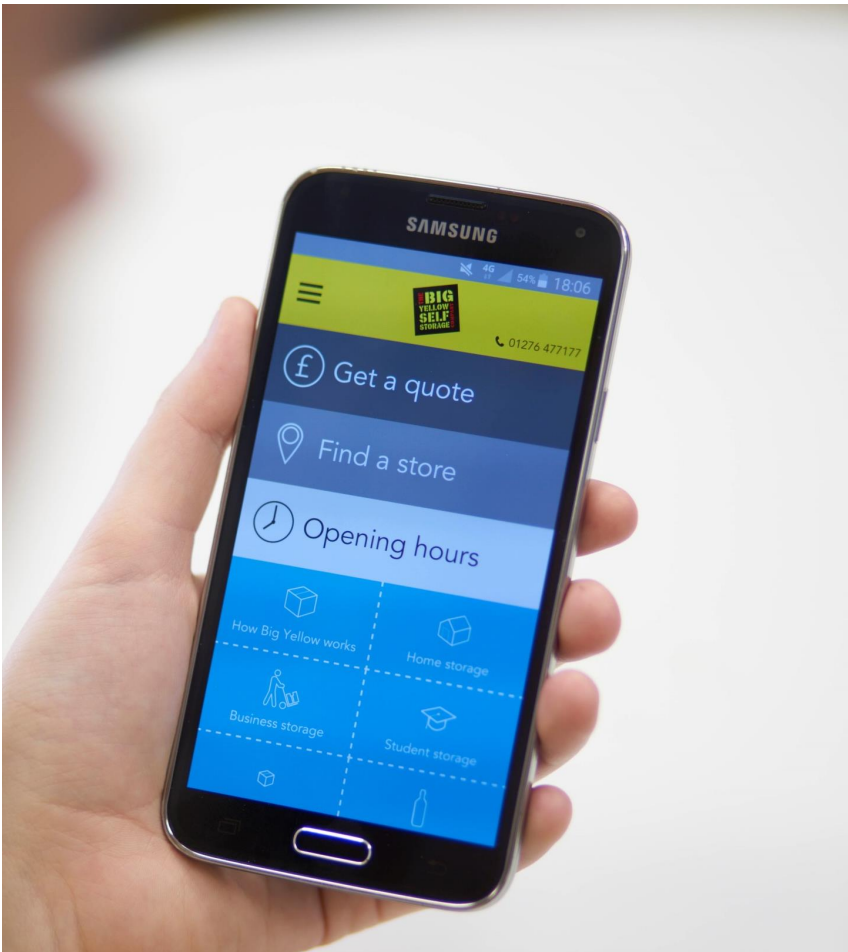
- 87% of our prospects came from our digital platforms in the year
- A significant proportion of these web visits come from people searching for our brand
  - Lower cost of acquisition
  - More likely to convert
- High brand awareness leads to more clicks and web visits when people search for generic terms e.g. "self storage" and recognise the Big Yellow URL
- Highest market share of web visits at 31-38% against 36 largest UK operators  
(Source: Connexity Hitwise UK April 2016 to March 2017)

The screenshot shows the Big Yellow Self Storage website homepage. At the top, there is a navigation bar with links for Store Locator, Business Storage, Wine Storage, Eco, Corporate & IR, Blog, FAQs, Privacy & Cookies, Contact Us, and Check-in Online. The phone number 01276 477177 and 0800 783 4949 is displayed, along with a link to opening times. A prominent yellow banner features the Big Yellow Self Storage logo and a 'Home Storage' section with a 'Find out more and get a storage quote' button. Below this are sections for 'Business Storage' and 'Student Storage'. A large video player shows a 'Take a video tour around Big Yellow' with a play button. A search bar asks 'Where is my nearest store?' and offers a 'Find' button. A '50% off for up to 8 weeks' promotion is highlighted, along with a 'PRICE PROMISE' section. There are also buttons for 'Buy boxes and packing materials' and 'Frequently Asked Questions'. A 'Follow us on Twitter' section displays recent tweets. A 'Self Storage Blog' section lists articles like 'National Gardening Week: Tips & Tricks' and 'Spring Cleaning Tips & Tricks'.



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# Big Yellow on Mobile



- 56% of our web traffic in March 2017 (March 2016: 50%) came from mobile devices (including tablets and smartphones)
- 45% from smartphones
- Mobile Site
  - Finger friendly usability
  - Clean design
  - Online pricing, reservation and check-in



# The Growth Opportunity

- 15% of those surveyed have used self storage before (source: YouGov Survey April 2017) compared to 11% in 2014
- Only 2% of those surveyed were currently using self storage and 8% were thinking of using self storage in the next year (source: YouGov Survey April 2017)
- Low historic use with 75% of Big Yellow's customers using self storage for the first time
- Increasing customer repeat use and referrals
- Self storage awareness continues to grow with advertising and new first-time customers. 65% of those surveyed have a good awareness of self storage versus 58% in 2014 (London) and 57% versus 45% in 2014 (rest of the UK)



# Customer Insights



- Wide ranging demographic and customer base; extended families, couples, singles, renters, students, downsizers, business customers, space constrained home and apartment dwellers
- 75% are aged 25-54
- 58% of those using Big Yellow because they are moving, own the property they are moving out of
- 50% of our customers travel to our stores in a private car or van. 17% use a rental car or van and 17% use a removal company\*

\* Big Yellow customer survey 2017 London stores only



# PR and Social Media

- Generating local PR through store network, based on charitable giving and customer and staff activities
- YouTube: We use videos to demonstrate both the product and service Big Yellow provides
- Twitter: Listening and conversational tool when people have comments or questions aimed at Big Yellow. Also used as a medium to educate and entertain



**WORKERS at the Big Yellow Storage store in High Wycombe cycled 150 miles in an exercise bike this month to raise money for the Great Ormond Street Hospital.**  
The charity event on July 11 managed to raise £20k.  
Four of the Big Yellow Storage workers each took turns to ride the exercise bike to reach their goal of 150 miles. The exercise bike used for the challenge was donated by a store customer, who recently spent time at Great Ormond Street Hospital them

## Storage firm a drop-off for helping dogs

Company is a donation point for animal charity

**The Suburban**  
The charity event on July 11 managed to raise £20k. Four of the Big Yellow Storage workers each took turns to ride the exercise bike to reach their goal of 150 miles. The exercise bike used for the challenge was donated by a store customer, who recently spent time at Great Ormond Street Hospital them

## Fundraisers to get muddy for money

Storage firm lends a hand to Sheffield care charity



## Charlotte's challenges take her out of her comfort zone

Charlotte Wilson is taking on a series of tough challenges. She is a Big Yellow Storage worker and is participating in a mud run. She is also participating in a charity event for the Great Ormond Street Hospital.



**Big Yellow Self Storage, based in Birmmham, Ld., decided to add the space to the existing 73 sq ft it had already given to Sheffield Church Council for Community Care, or SCCC.**  
The organizations have been working together for a year, and the firm made the news after the charity received a large donation of furniture from a former fire station.  
SCCC fundraiser Enda Hill said: "Big Yellow has been a fantastic supporter of our charity over the past year and we are delighted that our partnership is making a real difference."  
"The whole team has been so helpful, caring and friendly, providing us with everything that storage space and meeting needs to a man with a van to help us transport donations to the store."

Big Yellow store manager Trina Lowe added: "Big Yellow is always looking for ways to support the local community, so when we heard about the great work SCCC was doing we were keen to help."  
"We hope our support will help take some of the weight off their shoulders so they're able to focus on the essential support they provide to the local hospitals and elderly residents."



#DIY your very own party-ready photo booth. Head to our blog to find out how [bit.ly/2a5ac9e](http://bit.ly/2a5ac9e)



A paw-fully cute #DIY cardboard home for your pet pooch (just don't use it outside) [bit.ly/29nWied](http://bit.ly/29nWied)



Turn your home into a spooky house this #Halloween - find out how here [bit.ly/2d0fQZn](http://bit.ly/2d0fQZn)



Take a tour of one of our stores  
BigYellowStorage  
Subscribe 176  
45,883 views



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# Customer Support Centre

- Over 116,000 calls answered in the year ended 31 March 2017
- 1.3 million sq ft reserved by the Customer Support Centre
- Customer Support Centre service levels remain high
  - 92% of calls answered within 20 seconds
  - Average mystery shop score of 98% over the year
  - Average net promoter score (“NPS”) of 76



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# National Accounts

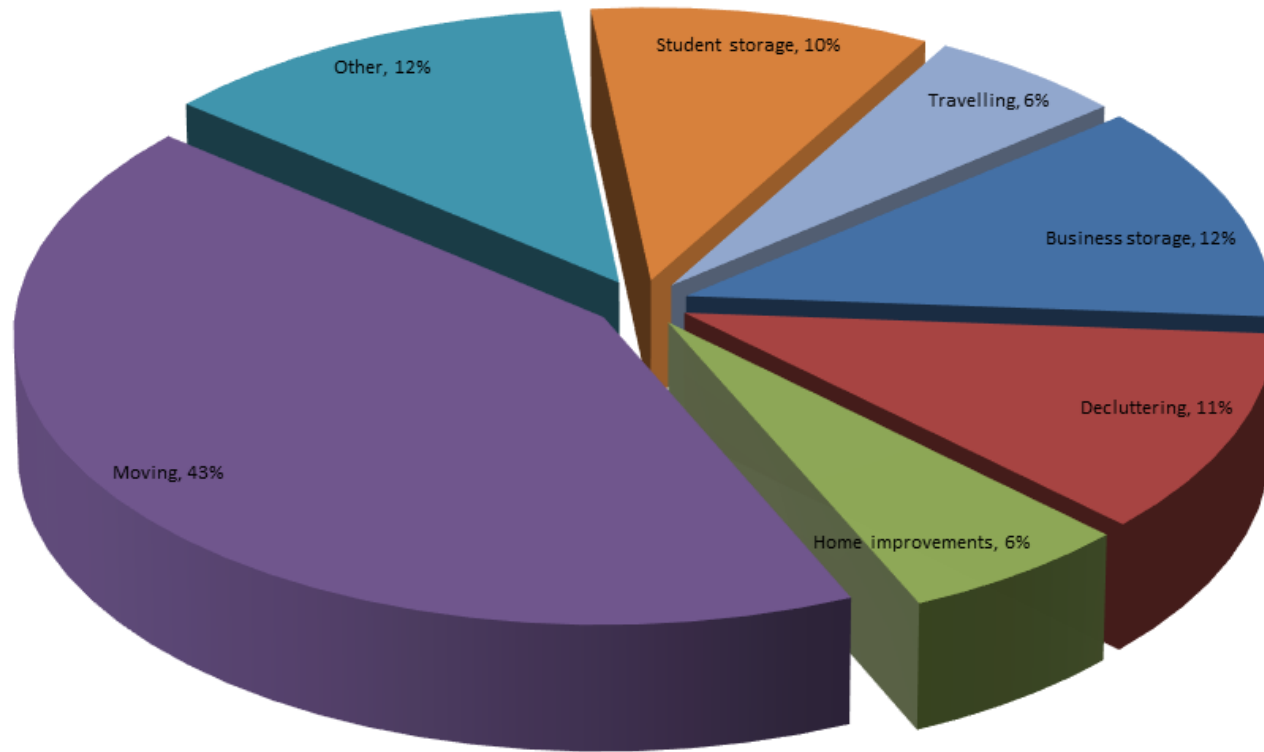


- Businesses can store at multiple locations nationwide through one dedicated point of contact
- Our extended network of third party providers enables customers to have a single self storage supplier relationship
- We provide a range of business services. These include accepting deliveries so customers need not be on site
- Revenue from National Accounts is up 9% compared to the previous year

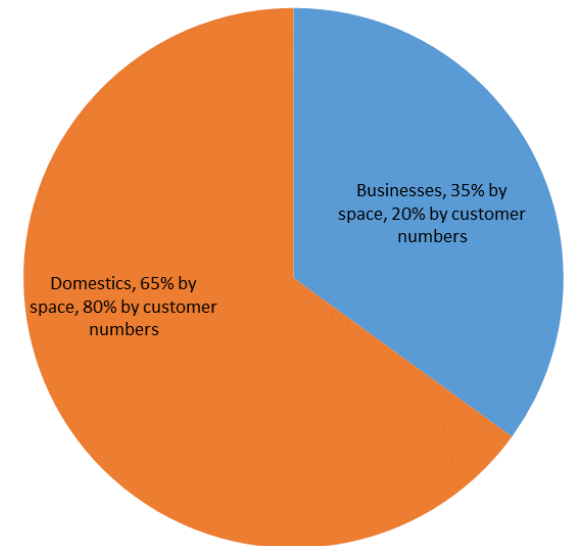


# Reasons For Using Self Storage

Demand Profile of Move-ins only  
April 2016 to March 2017



Overall Occupied Space  
31 March 2017

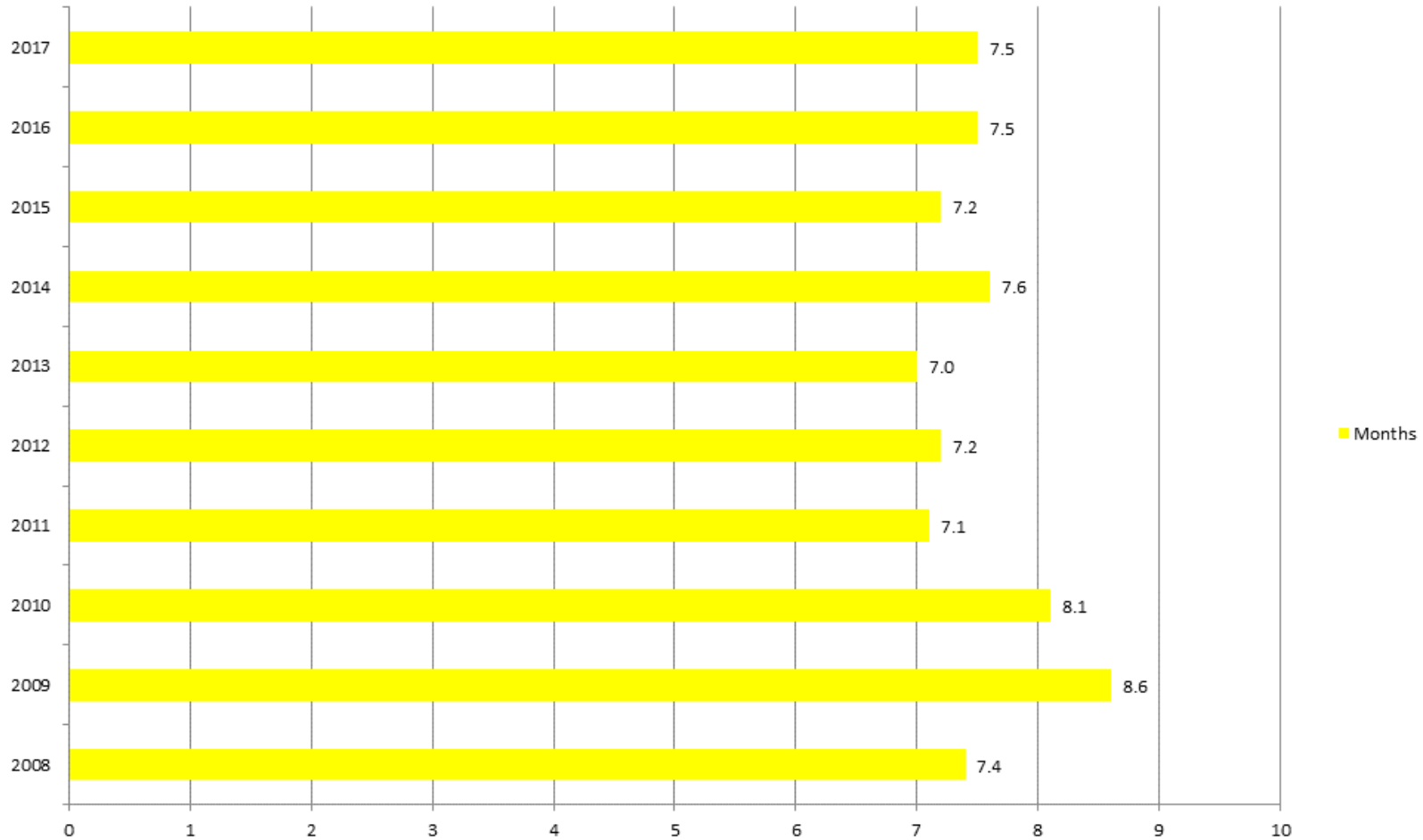


April 2015 to March 2016

|                   |     |
|-------------------|-----|
| Moving            | 46% |
| Business storage  | 11% |
| Decluttering      | 11% |
| Other             | 11% |
| Student storage   | 10% |
| Home improvements | 6%  |
| Travelling        | 5%  |



# Length of Stay of Customers Vacating in Financial Year



# Customer Average Length of Stay

As at  
31.03.17

Stores (N° of Months)

|                     |          | 0-3 Years | 3-6 Years | >6 Years  | Portfolio   | 31.03.16  |
|---------------------|----------|-----------|-----------|-----------|-------------|-----------|
| <b>N° of Stores</b> |          | <b>3</b>  | <b>6</b>  | <b>64</b> | <b>73</b>   | <b>71</b> |
| <b>Business</b>     | Existing | 8.4       | 19.5      | 30.3      | <b>29.2</b> | 27.8      |
|                     | Vacated  | 3.1       | 7.1       | 11.3      | <b>11.1</b> | 11.1      |
|                     | Total    | 5.8       | 10.4      | 13.3      | <b>13.2</b> | 13.1      |
| <b>Domestic</b>     | Existing | 5.9       | 13.8      | 24.1      | <b>23.2</b> | 21.0      |
|                     | Vacated  | 2.9       | 4.6       | 6.8       | <b>6.8</b>  | 6.7       |
|                     | Total    | 3.7       | 5.8       | 7.8       | <b>7.8</b>  | 7.6       |
| <b>Student</b>      | Existing | 6.0       | 13.1      | 13.4      | <b>13.2</b> | 12.2      |
|                     | Vacated  | 2.1       | 2.7       | 2.9       | <b>2.9</b>  | 2.8       |
|                     | Total    | 2.4       | 2.9       | 3.1       | <b>3.1</b>  | 3.0       |
| <b>All</b>          | Existing | 6.4       | 15.0      | 25.3      | <b>24.3</b> | 22.2      |
|                     | Vacated  | 2.9       | 4.8       | 7.3       | <b>7.2</b>  | 7.1       |
|                     | Total    | 4.0       | 6.3       | 8.4       | <b>8.4</b>  | 8.2       |



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# Self Storage Market

## Key Influencers

- Growing public awareness
- Change in economic activity and GDP growth
- Population mobility and investment in existing homes
- Physical planning and constraints, smaller homes
- Focus on high density development on brownfield sites
- Housing demand, divorce, single parent families, single living
- Business formation/expansion/e-tailing requiring flexible, convenient space

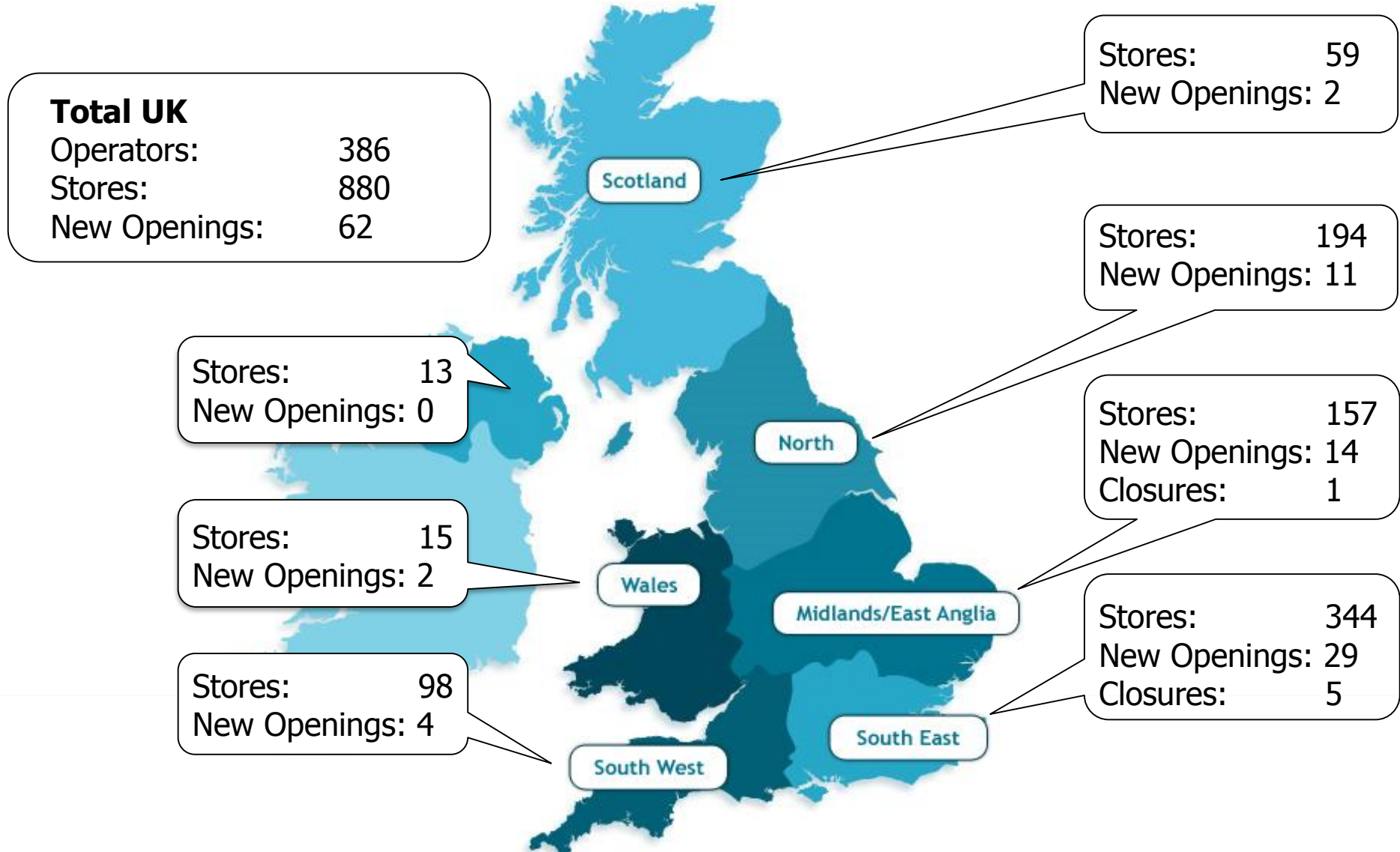


# Self Storage Market

- US Market (2016 Fedessa Report)
  - Population 324 million
  - 51,000 self storage centres
  - 3.0 billion sq ft – 9.2 sq ft per person
- Australian Market (2016 Fedessa Report)
  - Population 23.9 million
  - 1,300 self storage centres
  - 43.6 million sq ft – 1.8 sq ft per person
- UK Market (2017 SSA Survey / Cushman & Wakefield)
  - Population 66 million
  - 1,432 self storage centres (including 317 container operators)
  - 42.2 million sq ft – 0.64 sq ft per person
- European Market Excluding UK (2016 Fedessa Report)
  - Population 423.1 million
  - 1,669 self storage centres
  - 46.1 million sq ft – 0.1 sq ft per person



# UK Self Storage Market – Growth Since 2014



- Excludes containers and stores less than 20,000 sq ft
  - New openings since 2014, 1-2% growth per annum
- Source: Big Yellow database



**Twickenham 2, April 2016**  
MLA - 22,000 sq ft



**Nine Elms, April 2016**  
MLA - 65,000 sq ft



**Cambridge, January 2016**  
MLA - 60,000 sq ft



**Enfield, April 2015**  
MLA - 60,000 sq ft



**Chester, February 2015**  
MLA - 69,000 sq ft



**Oxford 2, July 2014**  
MLA - 35,000 sq ft



**Gypsy Corner, April 2014**  
MLA - 70,000 sq ft



**Chiswick, April 2012**  
MLA - 75,000 sq ft



**New Cross, February 2012**  
MLA - 62,000 sq ft



**Stockport, September 2011**  
MLA - 65,000 sq ft



**Eltham, April 2011**  
MLA - 70,000 sq ft



**Camberley, January 2011**  
MLA - 68,000 sq ft



**High Wycombe, June 2010**  
MLA - 60,000 sq ft



**Reading, December 2009**  
MLA - 62,000 sq ft



**Sheffield Bramall Lane, September 2009**  
MLA - 60,000 sq ft



**Poole, August 2009**  
MLA - 55,000 sq ft



**Nottingham, August 2009**  
MLA - 67,000 sq ft



**Edinburgh, July 2009**  
MLA - 63,000 sq ft



**Twickenham, May 2009**  
MLA - 73,000 sq ft



**Liverpool, March 2009**  
MLA - 60,000 sq ft



**Bromley, March 2009**  
MLA - 71,000 sq ft



**Birmingham, February 2009**  
MLA - 60,000 sq ft



**Sheen, December 2008**  
MLA - 64,000 sq ft



**Sheffield Hillsborough, October 2008**  
MLA - 60,000 sq ft



**Kennington, May 2008**  
MLA - 66,000 sq ft



**Merton, March 2008**  
MLA - 70,000 sq ft



**Fulham, March 2008**  
MLA - 139,000 sq ft



**Balham, March 2008**  
MLA - 61,000 sq ft



**Barking, November 2007**  
MLA - 64,000 sq ft



**Ealing Southall, November 2007**  
MLA - 57,000 sq ft



**Sutton, July 2007**  
MLA - 70,000 sq ft



**Gloucester, December 2006**  
MLA - 50,000 sq ft



**Edmonton, October 2006**  
MLA - 75,000 sq ft



**Kingston, August 2006**  
MLA - 62,000 sq ft



**Bristol Ashton Gate, July 2006**  
MLA - 61,000 sq ft



**Finchley East, May 2006**  
MLA - 54,000 sq ft



**Tunbridge Wells, April 2006**  
MLA - 57,000 sq ft



**Bristol Central, March 2006**  
MLA - 64,000 sq ft



**North Kensington, December 2005**  
MLA - 51,000 sq ft



**Leeds, July 2005**  
MLA - 76,000 sq ft



**Beckenham, May 2005**  
MLA - 71,000 sq ft



**Tolworth, November 2004**  
MLA - 56,000 sq ft



**Watford, August 2004**  
MLA - 64,000 sq ft



**Swindon, April 2004**  
MLA - 53,000 sq ft



**Orpington, December 2003**  
MLA - 64,000 sq ft



**Byfleet, November 2003**  
MLA - 48,000 sq ft



**Chelmsford, April 2003**  
MLA - 54,000 sq ft



**Finchley North, March 2003**  
MLA - 62,000 sq ft



**West Norwood, January 2003**  
MLA - 57,000 sq ft



**Colchester, December 2002**  
MLA - 54,000 sq ft



**Bow, November 2002**  
MLA - 132,000 sq ft



**Brighton, October 2002**  
MLA - 59,000 sq ft



**Guildford, June 2002**  
MLA - 55,000 sq ft



**New Malden, May 2002**  
MLA - 81,000 sq ft



**Hounslow, December 2001**  
MLA - 54,000 sq ft



**Battersea, December 2001**  
MLA - 34,000 sq ft



**Ilford, November 2001**  
MLA - 58,000 sq ft



**Cardiff, October 2001**  
MLA - 74,000 sq ft



**Portsmouth, October 2001**  
MLA - 61,000 sq ft



**Norwich, September 2001**  
MLA - 47,000 sq ft



**Dagenham, July 2001**  
MLA - 51,000 sq ft



**Wandsworth, April 2001**  
MLA - 47,000 sq ft



**Luton, March 2001**  
MLA - 41,000 sq ft



**Southend, March 2001**  
MLA - 57,000 sq ft



**Staples Corner, March 2001**  
MLA - 112,000 sq ft



**Romford, November 2000**  
MLA - 70,000 sq ft



**Milton Keynes, September 2000**  
MLA - 61,000 sq ft



**Cheltenham, April 2000**  
MLA - 50,000 sq ft



**Slough, February 2000**  
MLA - 67,000 sq ft



**Hanger Lane, October 1999**  
MLA - 66,000 sq ft



**Oxford, August 1999**  
MLA - 33,000 sq ft



**Croydon, July 1999**  
MLA - 80,000 sq ft



**Richmond, May 1999**  
MLA - 35,000 sq ft



# Disclaimer

This presentation contains certain statements that are neither reported financial results nor other historical information. These statements are forward-looking in nature and are subject to risks and uncertainties. Actual future results may differ materially from those expressed in or implied by these statements.

Many of these risks and uncertainties relate to factors that are beyond Big Yellow's ability to control or estimate precisely, such as future market conditions, currency fluctuations, the behaviour of other market participants, the actions of governmental regulators and other risk factors such as the Company's ability to continue to obtain financing to meet its liquidity needs, changes in the political, social and regulatory framework in which the Company operates or in economic technological trends or conditions, including inflation and consumer confidence, on a global, regional or national basis.

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