

NewsWeb

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Allocation to primary insiders in the IPO

Oslo, 25 October 2017: Reference is made to the stock exchange

announcement published earlier today, in which Self Storage Group

ASA ("SSG", the "Company", ticker SSG) announced the successful

completion of the bookbuilding period for its initial public

offering (the "IPO" or the "Offering").

The following primary insiders of SSG have been allocated

shares in accordance with the terms set out in the prospectus dated

13 October

2017:

Martin Nes (Chairman of the Board), through related party

company

Hanekamb Invest AS, has been allocated 142,857 shares

in the Company

at a price of NÓK 14 per share. After completion of the

Offering,

Martin Nes will together with related parties own 672,857

shares in

total.

Cecilie M. Brænd Hekneby (Chief Financial Officer), has

allocated 71,428 shares in the Company at a price of NOK

14 per

share. After completion of the Offering, Cecilie M. Brænd

Hekneby

will personally own 283,288 shares in total.

Isak Larsson (Country Manager CSS), has been allocated 6,100 shares

in the Company at a price of NOK 14 per share. After completion of

the Öffering, Isak Larsson will personally own 40,000 shares in total.

Sandra Caffarena (Property Manager), has been allocated 1,500 shares

in the Company at a price of NOK 14 per share, which will be her

total holding of shares following completion of the Offering.

Morten Dragseth (Group Chief Accountant), has been allocated 21,428

shares in the Company at a price of NOK 14 per share, which will be

his total holding of shares following completion of the Offering.

Bente Barane Myhre (Group Financial Controller), has been allocated

14,285 shares in the Company at a price of NOK 14 per share. After

completion of the Offering, Bente Barane Myhre will personally own

39,705 shares in total.

Fabian Søbak (CEO) and Gustav Søbak (COO and Board Member) will each

sell 1,785,000 shares in the Offering through their respective

investment companies, and will each retain holdings of 9,565,000

shares in the Company following completion of the Offering,

corresponding to a shareholding of 15.4% each. All shares sold by

these primary insiders in the Offering were sold at the offer price

in the Offering of NOK 14 per share.

Arctic Securities AS (the "Manager") is acting as sole global

coordinator and bookrunner in the Offering. Netfonds Bank AS is

acting as placing agent for the retail offering on behalf of the

Manager. Advokatfirmaet Schjødt AS acts as legal counsel for the

Company and Advokatfirmaet CLP DA acts as legal counsel for the Manager.

Enquiries

Martin Nes, Chairman, +47 92 01 48 14 Cecilie Hekneby, CFO, +47 99 29 38 26

About Self Storage Group

Self Storage Group ASA engages in the business of renting out self

storage units to both private individuals and businesses through the

two concepts; OK Minilager and City Self-Storage. The Group is one

of the leading self storage providers in Scandinavia with a particularly strong position in the Norwegian market. SSG

operates

more than 80 sites across Scandinavia with a total lettable area of

more than 100,000 square meters.

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based upon various assumptions, many of which are based, in turn,

upon further assumptions. Although the Group believes that these

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difficult or impossible to predict and are beyond its control. Actual events may differ significantly from any anticipated development due to a number of factors, including without limitation, changes in public sector investment levels, changes in

the general economic, political and market conditions in the Norwegian market, the Group's ability to attract, retain and motivate qualified personnel, changes in the Group's ability to

engage in commercially acceptable acquisitions and strategic

investments, and changes in laws and regulation and the potential

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