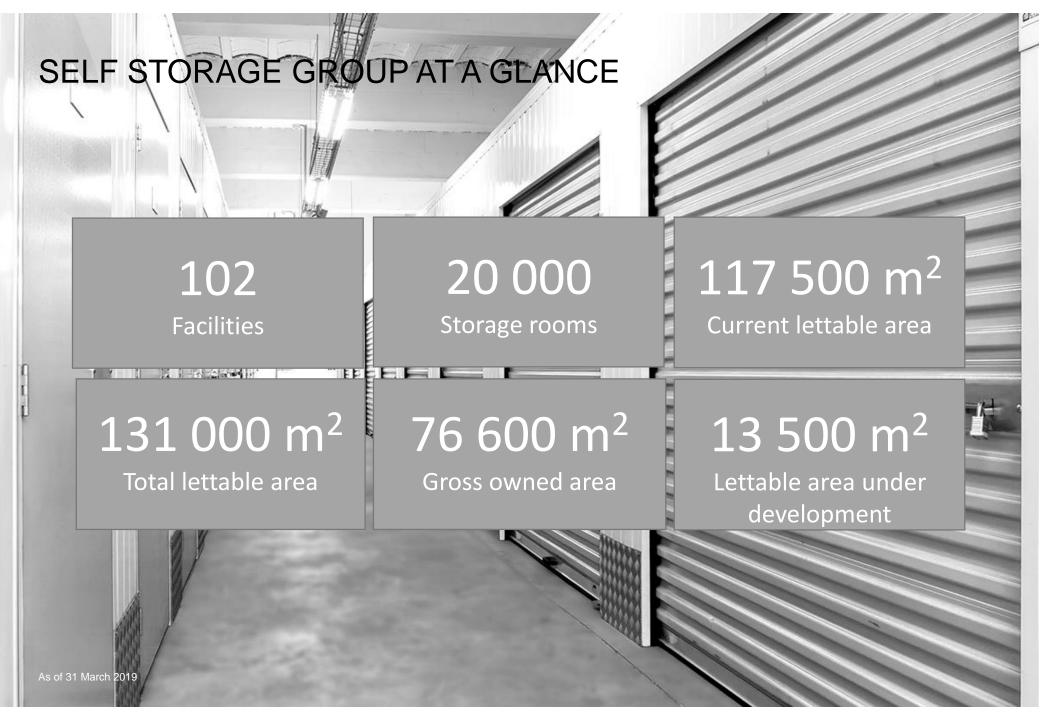




Self Storage Group ASA

First quarter 2019

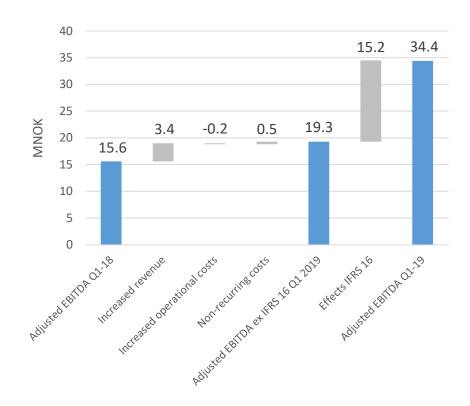
8 May 2019



GROUP HIGHLIGHTS – FIRST QUARTER 2019

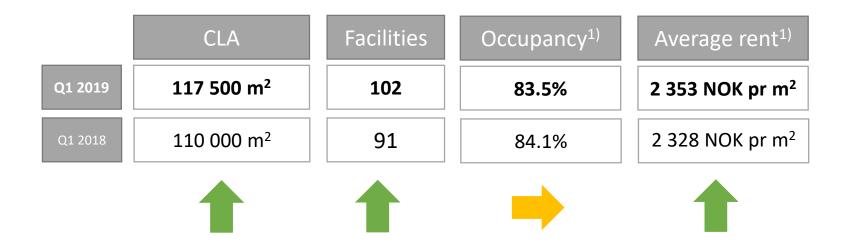
- Revenues in Q1 2019 of NOK 61.6 million, up from NOK 58.3 million in Q1 2018
- EBITDA in Q1 2019 of NOK 33.9 million, up from NOK 14.7 million in Q1 2018
- Adjusted EBITDA¹⁾ ex IFRS 16 in Q1 2019 of NOK 19.3 million, up from NOK 15.6 million in Q1 2018
- Pre-tax profit in Q1 2019 of NOK 12.8 million, up from NOK 12.0 million in Q1 2018
- Adjusted pre-tax profit¹⁾ ex IFRS 16 in Q1 2019 of NOK 15.9 million, up from NOK 12.9 million in Q1 2018,
- Average occupancy in Q1 2019 for sites with more than 12 months of operation was 83.5% (84.1%) with an average rent per m² of NOK 2 353 per year (2 328 NOK)
- Acquisition of one property in Stavanger in the quarter with a total potential lettable area of 700 m²
- Current lettable area end of March 2019 was 117 500 m², up from 110 000 m² end of March 2018
- Total value of owned investment property end March 2019 of NOK 537.7 million
- Cash position end of March 2019 of NOK 129.5 million

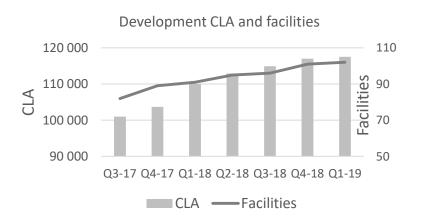
EBITDA development Q1 2018 vs Q1 2019, including impact of IFRS 16



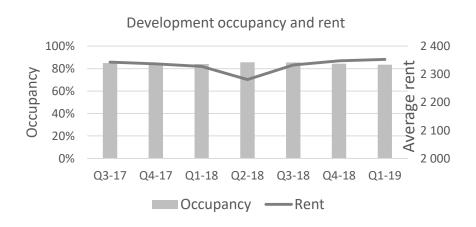


KEY PERFORMANCE INDICATORS – FIRST QUARTER 2019





Notes:



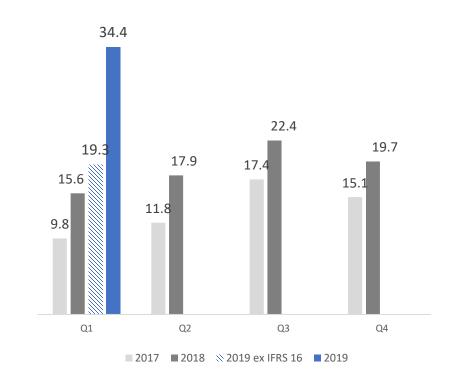
KEY FIGURES – FIRST QUARTER 2019

(NOK million)

KEY FIGURES

	2019	2018	2018
	Q1	Q1	FY
Revenue	61.6	58.3	238.4
Total operating costs ¹⁾	-42.4	-42.6	-162.6
Adjusted EBITDA ex IFRS 16	19.3	15.6	75.7
Effect IFRS 16	+15.2	0	0
Adjusted EBITDA	34.4	15.6	75.7
Non-recurring costs	0.5	0.9	1.9
Reported EBITDA	33.9	14.7	73.8

ADJUSTED EBITDA Q1 2017-Q1 2019



KEY FIGURES¹⁾ – **Q1** 2019

(NOK million)

(110111111111111)					
P&L	Q1 18	Operational change	Impact IFRS16	Q1 19	FY 18
Revenue	58.3	+3.4	0.0	61.6	238.4
Total operating costs ²⁾	-42.6	+0.2	+15.2	-27.2	-162.6
Adjusted EBITDA	15.6	3.6	15.2	34.4	75.7
Adjusted EBIT	13.3	3.6	15.1	32.0	65.2
Change in fair value of inv. property	+0.5	-0.1	0.0	+0.4	38.2
Change in fair value of lease property	0.0	0.0	-13.2	-13.2	0.0
Adjusted Pre-tax profit	12.9	3.0	-2.6	13.3	100.3
Adjusted Net profit	9.9	3.8	-2.7	11.0	81.1
Current lettable area (thousands m2)	110.0	+7.5	0.0	117.5	117.0
Lettable area under development (thousands m2)	16.2	-2.7	0.0	13.5	13.4
Cash flows					
Net cash flows from operating activities	7.9	+16.1	+15.2	39.2	66.0
Net cash flows from investing activities	-70.1	+57.7	0.0	-12.4	-157.5
Net cash flows from financing activities	-2.4	-1.4	-15.2	-19.0	18.6
Cash and cash equivalents at beginning of the period	195.2	-73.0	0.0	122.2	195.2
Cash and cash equivalents at end of the period	130.4	-0.9	0.0	129.5	122.2

Balance sheet	31 Dec 18	31 Mar 19	Impact IFRS 16
ASSETS			
Investment property	524.5	537.7	0.0
Right-of-use assets (lease)	0.0	444.7	444.7
Property, plant and equipment	71.8	74.8	0.4
Goodwill	94.6	94.7	0.0
Total non-current assets	690.9	1 152.9	445.1
Other current assets	37.3	30.3	-2.6
Cash and bank deposits	122.2	129.5	0.0
Total current assets	159.5	159.8	-2.6
TOTAL ASSETS	850.4	1 312.7	442.5
EQUITY AND LIABILITIES			
	C2F 4	635.0	2.6
Total equity	625.1	635.0	-2.6
Long-term interest-bearing debt	118.0	115.1	0.0
Long-term obligations under finance leases	0.1	403.8	403.7
Deferred tax liabilities	34.9	35.8	0.0
Other non-current liabilities	1.0	1.0	0.0
Total current liabilities	71.4	122.3	41.4
Total liabilities	225.4	677.7	444.1
TOTAL EQUITY AND LIABILITIES	850.4	1 312.7	442.5

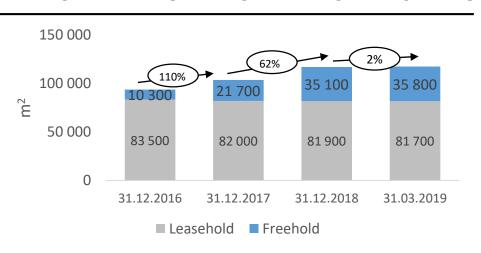
¹⁾ Unaudited figures for 2019

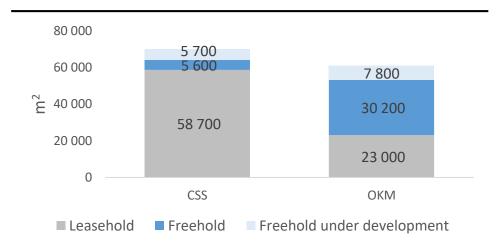
²⁾ Adjusted for non-recurring costs of NOK 0.5 million in Q1 2019, NOK 0.9 million in Q1 2018, and NOK 1.9 million in FY 2018

STEADY GROWTH IN SHARE OF OWNED PORTFOLIO

DEVELOPMENT IN SHARE OF FREEHOLD FACILITIES

SHARE OF FREEHOLD FACILITIES PER CONCEPT





- SSG's strategy is to expand within owned facilities
- 30% of current lettable area in operation at the end of March 2019 was freehold
- Freehold m² increased with 110% during 2017 and additional 62% during 2018
- SSG plans to open 10 000 m² in 2019, mainly owned
- 44¹⁾ of a total of 102 facilities in operation (43%) were freehold as of March 2019

31.3.2019 m ²	Current lettable area	Under development	Total lettable area
Owned facilities	35 800	13 500	49 300
Leased facilities	81 700	0	81 700
SUM	117 500	13 500	131 000

OWNED PROPERTY

-PROPERTY VALUE INCREASED BY 25% FROM Q1 2018

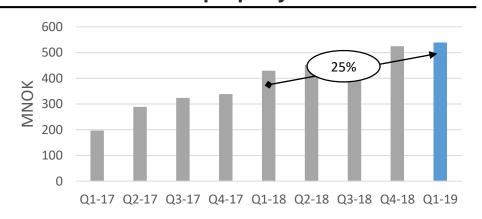
Owned portfolio

SSG owns 50 properties with a total gross area of 76 600 m²

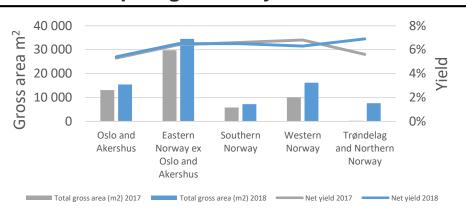
31.3.2019 m ²	Gross area	Total lettable area	Current lettable area	Area under ¹⁾ development
Facilities in operation	72 000	46 200	35 800	10 400
Facilities not yet opened	4 600	3 100	0	3 100
Sum ex Tiller	76 600	49 300	35 800	13 500
Tiller ²⁾	5 400	3 600	0	3 600

- The signed agreement for the landmark development property at Alnabru,Oslo, has an estimated lettable area²⁾ of 4 900 m²
- Internal lease agreements at commercial terms are signed between OK Property and the operating companies in the Group
- External valuations was performed by Newsec in December 2018 – no indications of change in Q1 2019

Total investment property of 537.7 MNOK



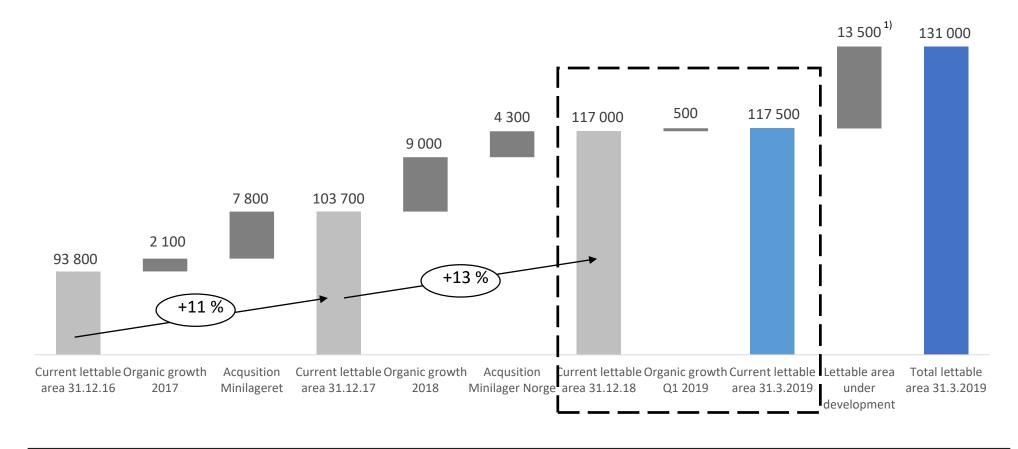
Gross area pr region and yield as of 31.12.18



^{1) 2 300} m2 leased to office-tenants on expiring contracts

²⁾ The potential lettable area is subject to building permits

CURRENT LETTABLE AREA OF 117 500 M² – 13 500 M² IN PIPELINE¹⁾



DEVELOPMENT IN CAPACITY, OCCUPANCY AND RENT

- Occupancy in CSS Norway and OKM has decreased due to expansions of lettable area during the year
- Positive trend in CSS Sweden and CSS Denmark

100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

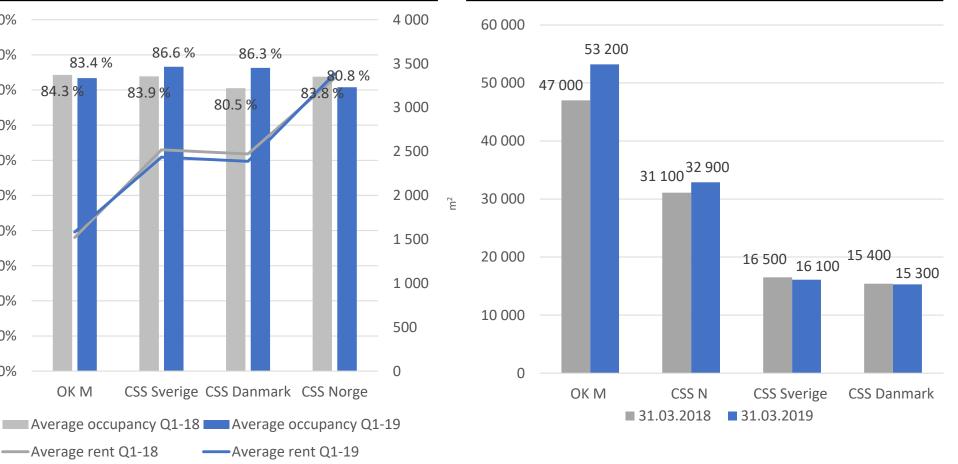
0%

84.3 %

Rent pr m² is stable in OK M and CSS Norway, slightly reduced prices in Denmark and Sweden

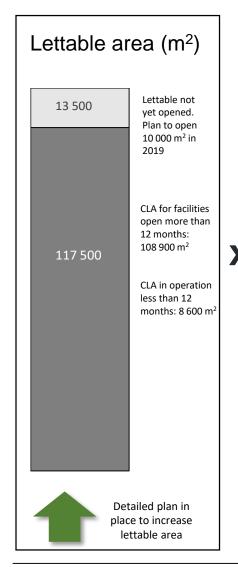
AVERAGE OCCUPANCY¹⁾ AND RENT¹⁾

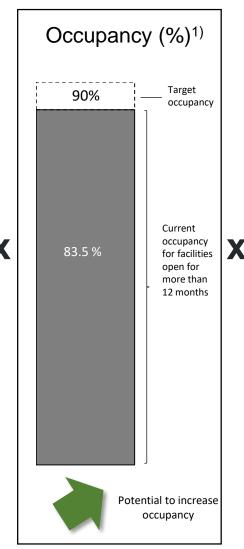


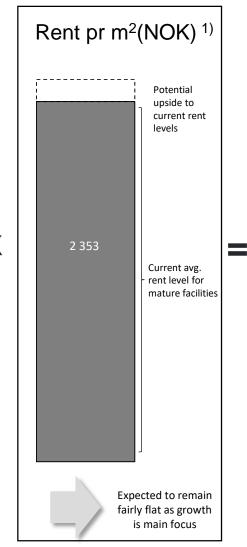


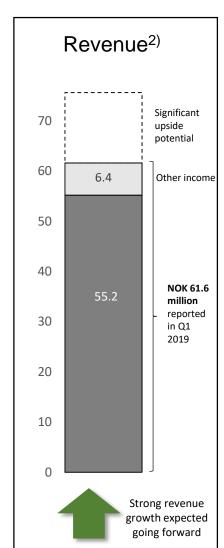
¹⁾ Average occupancy and rent per m² for sites with more than 12 months of operation in NOK

REVENUE DYNAMICS Q1 2019







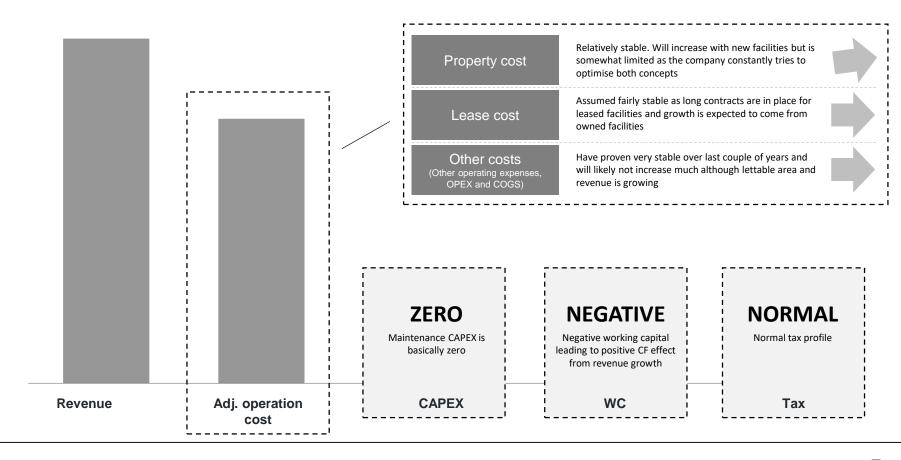




¹⁾ Average occupancy and rent pr m² for sites with more than 12 months of operation in NOK

STRONG LINK BETWEEN REVENUE GROWTH AND ABSOLUTE GROWTH IN PRE TAX FREE CASH FLOW

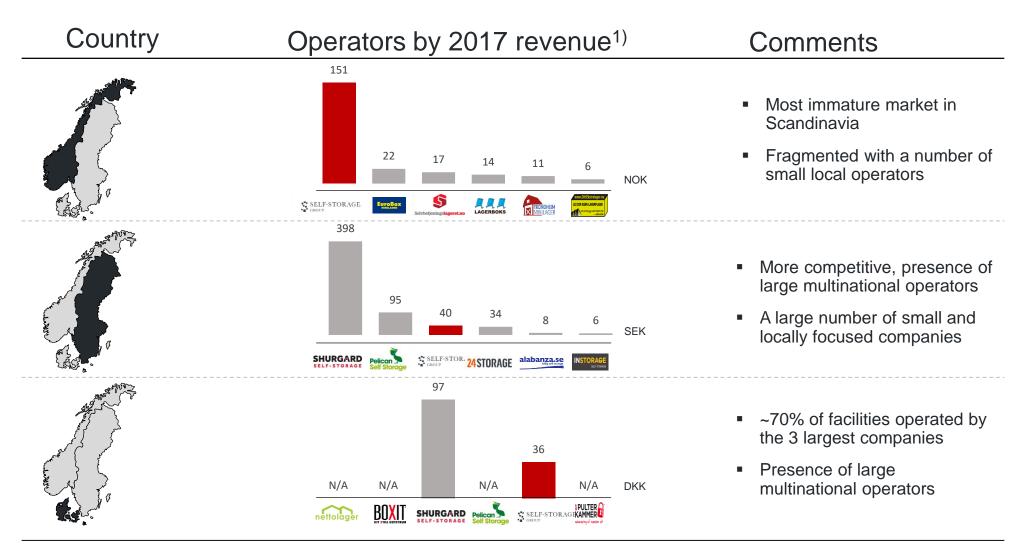
Strong link between further growth in revenue and EBITDA





THE MARKET

THE SCANDINAVIAN SELF STORAGE MARKET AT A GLANCE

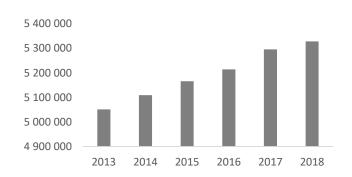


Source:Company information, proff.no, proff.se

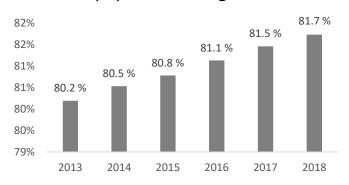
THE NORWEGAIN MARKET IS UNDERDEVELOPED

-AN INCREASING NEED FOR STORAGE GOING FORWARD

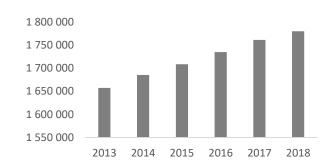
Growth in population



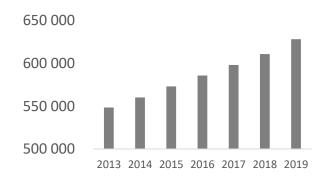
% of population living in cities



Growth in population in 5 largest cities¹⁾



Growth in number of apartments



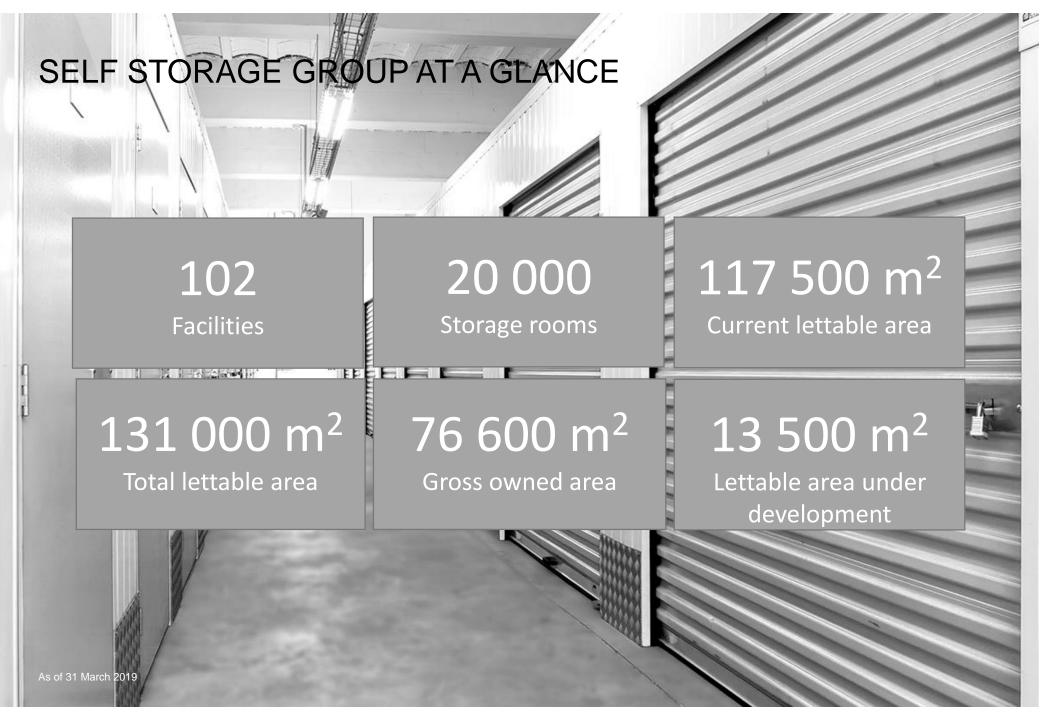
BNP-level in Norway is 50% higher than European average

Source: SSB (Statistics Norway)

^{• 1)} Oslo, Bergen, Stavanger/Sandnes, Trondheim, Drammen



THE COMPANY



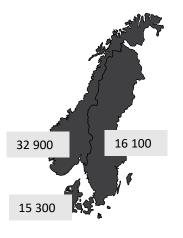
SSG CONSISTS OF TWO DISTINCT BUSINESS CONCEPTS

City Self-Storage



High-end brand providing self-storage rental and ancillary products and services in Scandinavia's larger cities

- 32¹¹ temperate storage facilities across Scandinavia
- One of the leading self-storage providers in the Scandinavian market
- Located in Oslo, Stockholm and Copenhagen, due to open in Trondheim and Stavanger
- 64 300 m² CLA (5 600 m² is freehold)



OK Minilager



Countrywide, discount-priced offering of self-serviced storage facilities in Norway

- 70¹) facilities located across Norway
- 40 temperate storage facilities and 30 drive-in storage facilities
- 2nd largest player in Norway, behind CSS
- Self service, open 24 hr/day and 7 days a week
- 53 200m² CLA (30 200 m² is freehold)

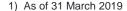




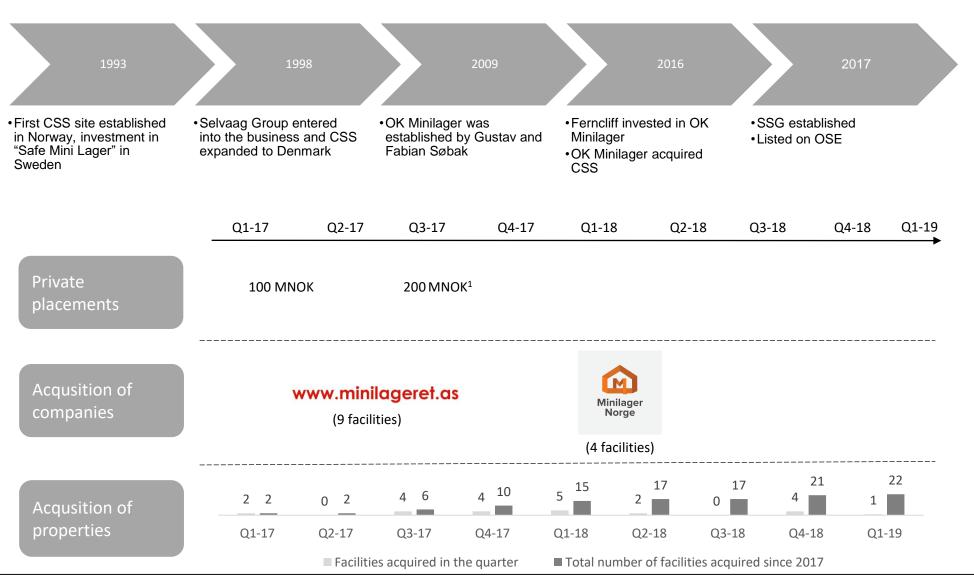








OUR HISTORY



1) IPO 27.10.2017

MARKETING, SALES AND SERVICE

- Complexity and cost of digital marketing Increased barrier to entry
- Investments in Search Engine Optimization and Conversion Rate Optimization
- Aligning marketing, sales and service with Salesforce, the World's leading CRM-platform
- Leveraging customer data to deliver personalized customer experiences
- Innovations in omni-channel and self-service
- Strategy to increase brand awareness with highly visible facilities and increased online presence



ACQUISITIONS IN THE QUARTER

Acquisition of 1 new property in the quarter

STAVANGER- HILLEVÅG

Date¹: 02.01.2019

Type: Company asset acquisiton

Potential lettable area:

700 m²

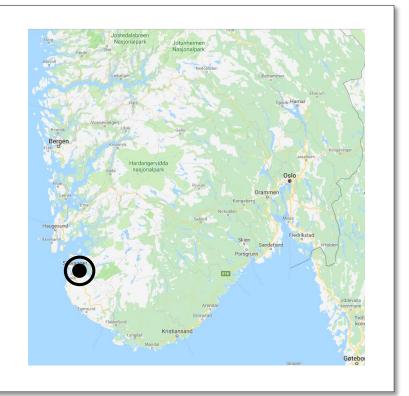
Location:

Located in Hillevåg, just outside Stavanger City Centre. Hillevåg will be SSG's 8th facility in the Greater Stavanger Region. With this acquisition we strengthen our position as the market leader in region. Stavanger is the 4th largest city in Norway, and the most densely populated municipality.

Brand:

The property will be operated under the OK Minilager brand

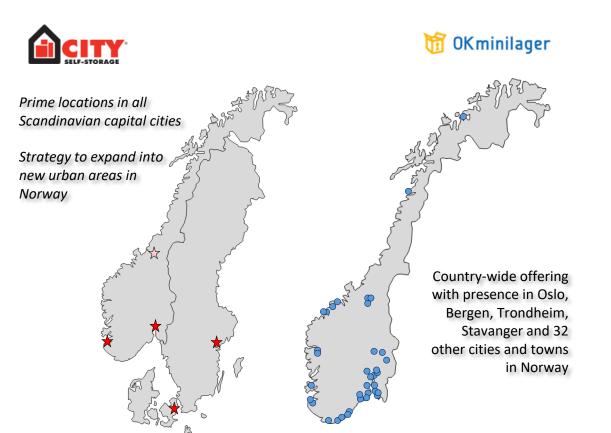
The facility opened in April 2019



DEVELOPMENT PIPELINE – GREENFIELD PROJECTS

SITE	LOCATION	STATUS	POTENTIAL CLA (Approx.)	EXPECTED OPENING	CONCEPT
Oslo – Breivollveien	Landmark location with unique visibility	Site acquired in April 2019 Planning application to be submitted in Q3 2019	4 900 m2	2021	<u> </u>
Trondheim – Tiller	Prime location with great visibility	Site acquired in June 2018 Planning application to be submitted in Q2 2019	3 600 m2	2020	<u> </u>
Moss - Nøkkeveien	Prime location with great visibility	Construction in progress (extension of existing facility)	1 200 m2	Q4 2019	CITY TO BACK

SSG HAS A STRONG PLATFORM FOR FUTURE GROWTH

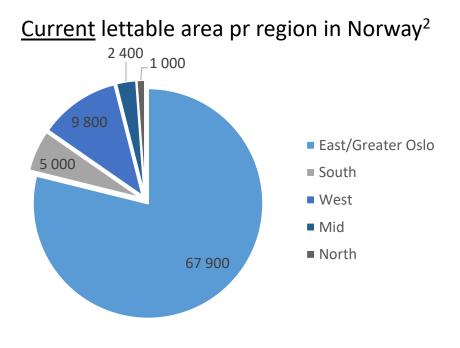


- Focus on organic growth in Greater Oslo. Strengthening the position of both the CSS and OK Minilager brands in the region
- Focus on the larger urban areas in Norway.
- Potential to enter 30+ smaller markets with population of 10.000<
- Growth potential within existing smaller markets
- Opportunity for M&A in selected markets

13 500 M² IN POTENTIAL LETTABLE AREA¹⁾

- The potential m² is in freehold facilities in Norway
- Rent income from expiring lease contracts from 2 300 m² of the 13 500 m² not yet built into self-storage units
- 10 000+ m² are planned to open during 2019

Lettable area <u>under development</u>





¹⁾ In addition there is a potential lettable area of 3 900 m² from the greenfield project in Trondheim and 4 900 m² from the greenfield project at Alnabru in Oslo that is not included in the KPIs of Q1 2019

²⁾ As of 31 March 2019

STRATEGIC SUMMERY

- Focus on occupancy growth (target 90%)
- Investments in CRM, automation and digital platforms
- Creating Great customer experiences at every touchpoint
- · Lean operation and self-service
- Grow our freehold portfolio in selected urban markets
- Focus on the larger urban areas in Norway
- Looking to selectively acquire existing self storage providers in Scandinavia



Illustration of a greenfield project developed under the CSS brand

Disclaimer

The information included in this Presentation contains certain forward-looking statements that address activities, events or developments that Self Storage Group ASA ("the company") expects, projects, believes or anticipates will or may occur in the future. These statements are based on various assumptions made by the Company, which are beyond its control and are subject to certain additional risks and uncertainties. The Company is subject to a large number of risk factors including but not limited to economic and market conditions in the geographic areas and markets in which Self Storage Group is or will be operating, counterpart risk, interest rates, access to financing, fluctuations in currency exchange rates, and changes in governmental regulations. For a further description of other relevant risk factors we refer to the Annual Report for 2018 for Self Storage Group. As a result of these and other risk factors, actual events and our actual results may differ materially from those indicated in or implied by such forward-looking statements. The reservation is also made that inaccuracies or mistakes may occur in the information given above about current status of the Company or its business. Any reliance on the information above is at the risk of the reader, and Self Storage Group disclaims any and all liability in this respect.

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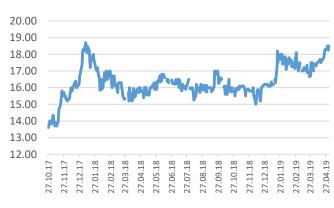
Appendix

SSG LISTED ON OSLO STOCK EXCHANGE SINCE 27.10.2017

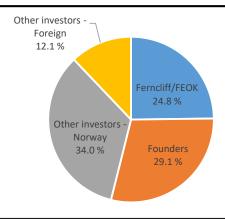
Largest shareholders

Holding	%	Name	Country
12 220 000	18.6 %	FEOK AS	Norway
9 565 000	14.6 %	FABIAN HOLDING AS	Norway
9 565 000	14.6 %	CENTRUM SKILT AS	Norway
4 080 000	6.2 %	FERNCLIFF INVEST AS	Norway
3 201 598	4.9 %	HOLTA INVEST AS	Norway
3 197 630	4.9 %	VATNE EQUITY AS	Norway
2 376 147	3.6 %	SKAGEN M2 VERDIPAPIRFOND	Norway
1 850 000	2.8 %	HNDLSBKN NORDISKA SMABOLAGSFOND	Sweden
1 605 815	2.4 %	HSBC TTEE MARLB EUROPEAN TRUST	United Kingdom
1 498 432	2.3 %	EATS AS	Norway
1 436 294	2.2 %	VERDIPAPIRFONDET DNB SMB	Norway
1 368 752	2.1 %	FDLTY SL PF: FDLTY INTL RL EST FD	United States
1 127 521	1.7 %	STOREBRAND VEKST VERDIPAPIRFOND	Norway
1 084 245	1.6 %	KLAVENESS MARINE FINANCE AS	Norway
1 071 428	1.6 %	Danske Invest Norge Vekst	Norway
675 000	1.0 %	Taaleri Nordic Value Equity Fund	Finland
594 566	0.9 %	GRANDEUR PEAK GLOBAL REACH FUND	United States
532 000	0.8 %	SABINUM AS	Norway
505 770	0.8 %	BERNT HOLDING AS	Norway
419 269	0.6 %	VJ INVEST AS	Norway
57 974 467	88.2 %		

Share development



Shareholder structure



Total number of shares: 65 734 111

FIRST QUARTER 2019 COMPREHENSIVE INCOME

Profit and loss statement

(Amounts in NOK 1 000)		Unaudited	Unaudited	Audited
	Note	For the three months ended 31 March 2019	For the three months ended 31 March 2018	For the twelve months ended 31 December 2018
Revenue	3	61 637	58 285	238 361
Lease expenses	2,3	3 108	18 057	71 451
Property-related expenses	3	6 974	7 287	25 425
Salary and other employee benefits	3	9 750	9 367	37 403
Depreciation		2 467	2 386	10 527
Other operating expenses	3	7 857	8 857	30 311
Operating profit before fair value adjustments		31 481	12 331	63 244
Change in fair value of investment properties	5	406	490	38 223
Change in fair value of leasehold properties	2,5	-13 181	-	-
Operating profit after fair value adjustments		18 706	12 821	101 467
Finance income		158	552	1 511
Finance expense	2	6 059	1 373	4 632
Profit before tax		12 805	12 001	98 346
Income tax expense		2 213	2 811	18 856
Profit for the period		10 592	9 190	79 490
Total non-recurring costs		500	920	1942

Comments

- Financial development is highly impacted by the implementation of IFRS 16 from 1 January 2019
- Revenue for Q1 2019 was NOK 61.6 million, up NOK 3.4 million from Q1 2018. The increase is related to growth in lettable area and rentals
- Operating profit in Q1 2019 of NOK 31.5 million was impacted by the implementation of IFRS 16. The increase from Q1 2018 was NOK 19.2 million, whereof NOK 15.1 million relates to the implementation of IFRS 16. In total non-recurring items amounted to NOK 0.5 million in Q1 2019 and NOK 0.9 million in Q1 2018
- The fair value of investment properties is based on external valuations on owned properties and fair value of leasehold properties relates value adjustment due to passage of time of recognised leases

YTD 2019 - FINANCIAL POSITION

Financial position

(Amounts in NOK 1 000)		Unaudited	Audited
, , , , , , , , , , , , , , , , , , , ,			31 December
ASSETS		2019	2018
Non-current assets	Note		
Investment property	5	537 714	524 505
Right-of-use assets - leasehold property	2,5	444 659	-
Property, plant and equipment		74 225	70 405
Goodwill		94 737	94 639
Other intangible assets		1 544	1 376
Total non-current assets		1 152 879	690 925
Current assets			
Inventories		1 509	1 270
Trade and other receivables		14 037	13 421
Other current assets		14 708	22 598
Cash and bank deposits		129 522	122 228
Total current assets		159 776	159 517
TOTAL ASSETS		1 312 655	850 442

(Amounts in NOK 1 000)		Unaudited	Audited
		31 March	31 December
EQUITY AND LIABILITIES		2019	2018
Equity			
Issued share capital	6	6 573	6 573
Share premium		427 889	427 889
Other reserves		- 360	290
Retained earnings		200 891	190 299
Total equity		634 993	625 051
LIABILITIES			
Non-current liabilities			
Long-term interest-bearing debt	7	115 053	118 023
Long-term obligations under finance leases	2,7	403 798	143
Other financial liabilities		756	873
Deferred tax liabilities		35 794	34 911
Total non-current liabilities		555 401	153 950
Current liabilities			
Short-term interest-bearing debt	7	11 750	11 750
Short-term obligations under finance leases	2,7	44 104	74
Trade and other payables		7 893	11 404
Income tax payable		12 690	11 647
Other taxes and withholdings		4 926	5 291
Other current liabilities		40 898	31 275
Total current liabilities		122 261	71 441
Total liabilities		677 662	225 391
TOTAL EQUITY AND LIABILITIES		1 312 655	850 442

Comments

- Total assets of NOK 1 313 million
- Owned investment property increased by NOK 13.2 million since 31 December 2018 and implementation of IFRS 16 with recognition of leasehold property amounted to NOK 444.7 million end March
- Cash and bank deposits increased with NOK 7.3 million
- Increased equity through result for the period
- Positive net interest-bearing debt was NOK 2.7 million. Increased obligations under financial lease due to implementation of IFRS 16, with NOK 447.9 million in the balance as of 31 March 2019
- Equity ratio was 48%
- Negative working capital due to invoicing of customers in advance and stable costs

YTD 2019 - CASH FLOW

Condensed consolidated statement of cash flows

Comments

Operating activities

- Implementation of IFRS 16 impacts the cash flow from operating activities positive with NOK 15.2 million for Q1 2019 due to reduced lease expense
- Strong cash flow
- Invoicing of customers in advance predictable and stable costs

Investing activities

- Acquisition of 1 company assets aqusitions (cash) in 2019
- Establishment and fit out new facilities and expanisons
- Maintenance is posted as property cost

Financing activities

- Implementation of IFRS 16 impacts the net cash flow from financing activities negative with NOK 15.2 million due to payments of lease liabilities
- Repayment of loan facility in Q1 2019

SSG's cash position at the end of March 2019 was NOK 129.5 million

(Amounts in NOK 1 000)	Note	Unaudited For the three months ended 31 March 2019	Unaudited For the three months ended 31 March 2018	Audited For the year ended 31 December 2018
Cash flow from operating activities				
Profit before tax		12 805	12 001	98 346
Income tax paid		- 723	-	- 2 244
Interest expense	2	5 238	35	1 819
Depreciation Gain/loss on disposal of property, plant and equipment		2 467 41	2 386	10 527 - 47
Change in fair value of investment property	5	- 406	- 490	- 38 223
Change in fair value of leasehold property	2,5	13 181	-	
Change in trade and other receivables		- 603	219	- 1 946
Change in trade and other payables		- 3 512	443	791
Change in other current assets		809	- 5 205	- 2 414
Change in other current liabilities		9 899	- 1 531	- 582
Net cash flow from operating activities		39 196	7 858	66 027
Cash flow from investing activities				
Payments for investment property		- 6 107	- 26 559	- 62 902
Payments for property, plant and equipment		- 6 267	- 4 855	- 21 648
Net cash outflow on acquisition of subsidiaries		21	- 38 648	- 72 957
Net cash outflow from disposal of subsidiaries				
Net cash flow from investing activities		- 12 353	- 70 062	- 157 507
Cash flow from financing activities Net proceeds from issue of equity instruments of the Company				
Proceeds from borrowing			-	40 000
Repayment of borrowings	7	- 2 938	- 1 717	- 19 066
Payments of lease liabilities	2,7	- 10 643	-	-
Payments of leases classified as interest	2,7	- 4 561	-	-
Interest paid	7	- 827	- 629	- 2 312
Net cash flow from financing activities		- 18 969	- 2 346	18 622
Net change in cash and cash equivalents		7 874	- 64 550	- 72 858
Cash and cash equivalents at beginning of the period Effect of foreign currency rate changes on cash and		122 228	195 224	195 224
cash equivalents		- 580	- 300	- 138
Cash and equivalents at end of the period		129 522	130 374	122 228

EBITDA-DEVELOPMENT

(NOK million)

BRIDGE Q1 2018-Q1 2019

