

FOR IMMEDIATE RELEASE  
31 January 2023

**Safestore Holdings plc  
Director/PDMR Shareholding**

Safestore Holdings plc (the '**Company**') announces that Restricted Shares have been acquired under the Company's Annual Bonus Plan.

20,044 shares were acquired by 2 participants on 30 January 2023.

The shares are to be held as Restricted Shares under the terms of the Annual Bonus Plan and were acquired at market value by the participants from a proportion of their net annual bonus. The Restricted Shares are subject to a holding period of two years that will end on 1 November 2024 during which they may not (unless permitted under the rules of the Annual Bonus Plan) be sold or otherwise disposed of. Malus and clawback provisions also apply to the Restricted Shares.

The Company has been notified of the following transactions in the Company's Ordinary 1p shares undertaken by directors / persons discharging managerial responsibility ('**PDMRs**'). The relevant notifications set out below are provided in accordance with the requirements of Article 19 of the UK version of the EU Market Abuse Regulation which is part of UK law by virtue of the European Union (Withdrawal) Act 2018.

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

<b>1 Details of the person discharging managerial responsibilities/person closely associated</b>		
a) Name	FREDERIC VECCHIOLI	
<b>2 Reason for the notification</b>		
a) Position/status	PDMR, CHIEF EXECUTIVE OFFICER	
b) Initial notification /Amendment	INITIAL NOTIFICATION	
<b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a) Name	SAFESTORE HOLDINGS PLC	
b) LEI	213800WGA3YSJC1YOH73	
<b>4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>		
a) Description of the financial instrument, type of instrument Identification code	ORDINARY SHARES OF 1P EACH  GB00B1N7Z094	
b) Nature of the transaction	Acquisition of Restricted Shares pursuant to the Safestore Holdings plc Annual Bonus Plan	
c) Price(s) and volume(s)	Price(s) £10.079	Volume(s) 11,705
d) Aggregated information	- Aggregated volume 11,705 - Price £10.079 - Total £117,974.70	
e) Date of the transaction	30 January 2023	
f) Place of the transaction	LONDON STOCK EXCHANGE (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	ANDY JONES	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	PDMR, CHIEF FINANCIAL OFFICER	
b)	Initial notification /Amendment	INITIAL NOTIFICATION	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	SAFESTORE HOLDINGS PLC	
b)	LEI	213800WGA3YSJC1YOH73	
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>		
a)	Description of the financial instrument, type of instrument Identification code	ORDINARY SHARES OF 1P EACH  GB00B1N7Z094	
b)	Nature of the transaction	Acquisition of Restricted Shares pursuant to the Safestore Holdings plc Annual Bonus Plan	
c)	Price(s) and volume(s)	Price(s) £10.079	Volume(s) 8,339
d)	Aggregated information	<ul style="list-style-type: none"> <li>- Aggregated volume      8,339</li> <li>- Price                        £10.079</li> <li>- Total                         £84,048.78</li> </ul>	
e)	Date of the transaction	30 January 2023	
f)	Place of the transaction	LONDON STOCK EXCHANGE (XLON)	

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