

24 March 2023

Safestore Holdings plc (the "Company")

Exercise of Awards under the Safestore 2020 Long Term Incentive Plan

Notification of Transactions by Persons Discharging Managerial Responsibility ("PDMRs")

The Company announces that on 24 March 2023 nil cost options (the "**Options**") granted over in aggregate 228,014 shares, under the Safestore 2020 Long Term Incentive Plan ("**2020 LTIP**"), approved by shareholders at its general meeting held on 18 March 2020, were exercised by Frederic Vecchioli and Andy Jones (the "**PDMRs**"). The Options were satisfied by the Company's employee benefit trust using newly issued shares.

The Company further announces that on 24 March 2023, in aggregate 109,119 shares were sold by the PDMRs to settle their withholding tax and National Insurance contributions liabilities and dealing costs arising in connection with the exercise, as further detailed below.

Frederic Vecchioli has instructed that his remaining 69,468 ordinary shares be transferred into a nominee account held jointly with his wife, a person closely associated with him, for nil consideration.

Following the sale of shares, as notified below, Frederic Vecchioli (including those held jointly with his wife) and Andy Jones retained the balance of their shares with their aggregate holdings being 3,232,754 shares (representing 1.48% of the Company's issued share capital) and 1,301,726 (representing 0.60% of the Company's issued share capital) respectively.

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.

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	FREDERIC VECCHIOLI	
2	Reason for the notification		
a)	Position/status	PDMR, CHIEF EXECUTIVE OFFICER	
b)	Initial notification /Amendment	INITIAL NOTIFICATION	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	SAFESTORE HOLDINGS PLC	
b)	LEI	213800WGA3YSJC1YOH73	
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		
a)	Description of the financial instrument, type of instrument	ORDINARY SHARES OF 1P EACH	
	Identification code	GB00B1N7Z094	
b)	Nature of the transaction	Acquisition of ordinary shares upon the exercise of nil-cost awards granted under the 2020 Long Term Incentive Plan.	
c)	Price(s) and volume(s)	Price(s) £Nil	Volume(s) 133,147
d)	Aggregated information		
	- Aggregated volume	133,147	
	- Price	£Nil	
e)	Date of the transaction	24 March 2023	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities/person closely associated		
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a)	Name	FREDERIC VECCHIOLI
2	Reason for the notification	
a)	Position/status	PDMR, CHIEF EXECUTIVE OFFICER
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	SAFESTORE HOLDINGS PLC
b)	LEI	213800WGA3YSJC1YOH73
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	
a)	Description of the financial instrument, type of instrument Identification code	ORDINARY SHARES OF 1P EACH GB00B1N7Z094
b)	Nature of the transaction	Sale of ordinary shares to settle withholding tax and National Insurance contributions liabilities and dealing costs arising in connection with the exercise.
c)	Price(s) and volume(s)	Price(s) £8.994098 Volume(s) 63,679
d)	Aggregated information - Aggregated volume - Price	63,679 £8.994098
e)	Date of the transaction	24 March 2023
f)	Place of the transaction	LONDON STOCK EXCHANGE (XLON)

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	LAETITIA VECCHIOLI
2	Reason for the notification	
a)	Position/status	PCA OF CHIEF EXECUTIVE OFFICER
b)	Initial notification /Amendment	INITIAL NOTIFICATION
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	SAFESTORE HOLDINGS PLC
b)	LEI	213800WGA3YSJC1YOH73
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	
a)	Description of the financial instrument, type of instrument Identification code	ORDINARY SHARES OF 1P EACH GB00B1N7Z094
b)	Nature of the transaction	Transfer of shares from Frederic Vecchioli's sole name to an account held in Frederic and Laetitia Vecchioli's joint names
c)	Price(s) and volume(s)	Price(s) £Nil Volume(s) 69,468
d)	Aggregated information - Aggregated volume - Price	69,468 £Nil
e)	Date of the transaction	24 March 2023
f)	Place of the transaction	OUTSIDE A TRADING VENUE

transaction						
1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	ANDY JONES				
2	Reason for the notification					
a)	Position/status	PDMR, CHIEF FINANCIAL OFFICER				
b)	Initial notification /Amendment	INITIAL NOTIFICATION				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	SAFESTORE HOLDINGS PLC				
b)	LEI	213800WGA3YSJC1YOH73				
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					
a)	Description of the financial instrument, type of instrument	ORDINARY SHARES OF 1P EACH				
	Identification code	GB00B1N7Z094				
b)	Nature of the transaction	Acquisition of ordinary shares upon the exercise of nil-cost awards granted under the 2020 Long Term Incentive Plan.				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£Nil</td><td>94,867</td></tr></table>	Price(s)	Volume(s)	£Nil	94,867
Price(s)	Volume(s)					
£Nil	94,867					
d)	Aggregated information					
	- Aggregated volume	94,867				
	- Price	£Nil				
e)	Date of the transaction	24 March 2023				
f)	Place of the transaction	Outside a trading venue				

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	ANDY JONES	
2	Reason for the notification		
a)	Position/status	PDMR, CHIEF FINANCIAL OFFICER	
b)	Initial notification /Amendment	INITIAL NOTIFICATION	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	SAFESTORE HOLDINGS PLC	
b)	LEI	213800WGA3YSJC1YOH73	
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		
a)	Description of the financial instrument, type of instrument	ORDINARY SHARES OF 1P EACH	
	Identification code	GB00B1N7Z094	
b)	Nature of the transaction	Sale of ordinary shares to settle withholding tax and National Insurance contributions liabilities and dealing costs arising in connection with the exercise.	
c)	Price(s) and volume(s)	Price(s) £8.994098	Volume(s) 45,440
d)	Aggregated information		
	- Aggregated volume	45.440	

	- Price	£8.994098
e)	Date of the transaction	24 March 2023
f)	Place of the transaction	LONDON STOCK EXCHANGE (XLON)

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