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SHURGARD ANNOUNCES THE END OF THE STABILISATION PERIOD IN RELATION TO ITS INITIAL GLOBAL OFFERING KEEPING FINAL GROSS PROCEEDS AT €575 MILLION

Munsbach, Luxembourg, October 31th, 2018 – Shurgard Self Storage SA (“Shurgard” or the “Company”) today announces the end of the stabilisation period and that J.P. Morgan Securities plc, on behalf of the Underwriters, has not exercised its option to put back maximum 3,250,000 shares to the Company, keeping the gross proceeds for the Company of the initial global offering on Euronext Brussels to €575 million.

Put option

As part of the initial global offering of Shurgard on Euronext Brussels and as set forth in the prospectus dated 12 October 2018, Shurgard had granted J.P. Morgan Securities plc, on behalf of the Underwriters, a put option to sell back up to the Company up to 3,250,000 shares issued in the context of the initial global offering. J.P. Morgan Securities plc, on behalf of the Underwriters, has now notified the Company of the end of the stabilisation period and that it will not exercise the put option.

As a result, the free float remains unchanged and represents 28.1% of the total number of 88,935,681 issued and outstanding shares in the capital of Shurgard, i.e. 25,000,000 shares or €575 million at the IPO price.

Stabilisation

J.P. Morgan Securities plc acted as stabilisation agent. No stabilisation transactions, within the meaning of Article 3.2(d) of the Market Abuse Regulation (EU/596/2014), were carried out. The stabilisation period started on 15 October 2018 and ended on 31 October 2018. No further stabilisation transactions will be carried out.

ABOUT SHURGARD

Shurgard is the largest owner and operator of self-storage facilities in Europe with 229 self-storage centers and approximately 1.2 million net rentable square meters in 7 countries: the Netherlands, France, Sweden, the United Kingdom, Belgium, Germany and Denmark. Shurgard’s network currently serves 150,000 customers and employs over 700 people. Shurgard is listed on Euronext under the symbol Shur. At Shurgard, we live and breathe our values of service, security, reliability, flexibility, convenience and cleanliness – to provide the best storage experience.

For additional information: <https://corporate.shurgard.eu/>

For high resolution images: <https://shurgard.prezly.com/media>

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IMPORTANT LEGAL INFORMATION



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Investors will need to base their investment decision on the listing prospectus as approved by the CSSF and passported to the FSMA. The prospectus includes important information about the company and the offering, including risk factors relating thereto. Investing in shares involves substantial risks and uncertainties.

These materials do not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States. The shares mentioned herein (the “Shares”) have not been, and will not be, registered under the United States Securities Act of 1933 (the “Securities Act”). The Shares may not be offered or sold in the United States except pursuant to an exemption from the registration requirements of the Securities Act. There will be no public offer of securities in the United States, South Africa, Canada, Australia or Japan or in any other jurisdiction.

Any offer of securities to which this announcement relates is only addressed to and directed at persons in member states of the European Economic Area which apply Directive 2003/71/EC (this Directive together with any implementing measures in any member state, the Prospectus Directive) who are qualified investors for the purposes of the Prospectus Directive in such member state, and such other persons as this document may be addressed on legal grounds, and no person that is not a relevant person or qualified investor may act or rely on this document or any of its contents.

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Neither this announcement nor anything contained herein shall form the basis of, or be relied upon in connection with, any offer or commitment whatsoever in any jurisdiction. Investors should not subscribe for or purchase any ordinary shares referred to in this announcement except on the basis of information in the prospectus (the “Prospectus”) published by Shurgard Self Storage SA in connection with the contemplated admission of its ordinary shares to trading to the regulated market of Euronext Brussels. A copy of the Prospectus is available for consultation on its website at <https://corporate.shurgard.eu>, the website of the Luxembourg Stock Exchange at www.bourse.lu and on the website of Euronext Brussels at www.euronext.com and from its registered office at 6c, rue Gabriel Lippmann, L-5365 Munsbach, Grand Duchy of Luxembourg.

Information to Distributors

Solely for the purposes of the product governance requirements contained within: (a) EU Directive 2014/65/EU on markets in financial instruments, as amended (“MiFID II”); (b) Articles 9 and 10 of Commission Delegated Directive (EU) 2017/593 supplementing MiFID II; and (c) local implementing measures (together, the “MiFID II Product Governance Requirements”), and disclaiming all and any liability, whether arising in tort, contract or otherwise, which any “manufacturer” (for the purposes of the MiFID II Product Governance Requirements) may otherwise have with respect thereto, the Shares have been subject to a product approval process, which has determined that such Shares are: (i) compatible with an end target market of investors who meet the criteria of retail investors, professional clients and eligible counterparties, each as defined in MiFID II; and (ii) eligible for distribution through all distribution channels as are permitted by MiFID II (the “Target Market Assessment”). Notwithstanding the Target Market Assessment, Distributors should note that: the price of the

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Shares may decline and investors could lose all or part of their investment; the Shares offer no guaranteed income and no capital protection; and an investment in the Shares is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom. The Target Market Assessment is without prejudice to the requirements of any contractual, legal or regulatory selling restrictions in relation to the transaction. Furthermore, it is noted that, notwithstanding the Target Market Assessment, the Joint Global Co-ordinators are expected to only procure investors who meet the criteria of professional clients and eligible counterparties.

For the avoidance of doubt, the Target Market Assessment does not constitute: (a) an assessment of suitability or appropriateness for the purposes of MiFID II; or (b) a recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the Shares.

Each distributor is responsible for undertaking its own target market assessment in respect of the Shares and determining appropriate distribution channels.

The Joint Global Co-ordinators are acting exclusively for Shurgard Self Storage SA and no one else in connection with the offering. In connection with such matters, they, their affiliates and their respective directors, officers, employees and agents will not regard any other person as their client, nor will they be responsible to any other person for providing the protections afforded to their clients or for providing advice in relation to the offering or any other matters referred to in this announcement.