

NASDAQ: SELF



Third-Party Management

March 2019

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Important Cautions Regarding Non-GAAP Measures and Same-Store Self Storage Operations Definition



Non-GAAP Measures

This presentation contains certain non-GAAP financial measures. Funds from Operations (“FFO”) and FFO per share are non-GAAP measures defined by the National Association of Real Estate Investment Trusts (“NAREIT”) and are considered helpful measures of REIT performance by REITs and many REIT analysts. NAREIT defines FFO as a REIT’s net income, excluding gains or losses from sales of property, and adding back real estate depreciation and amortization. FFO and FFO per share are not a substitute for net income or earnings per share. FFO is not a substitute for GAAP net cash flow in evaluating our liquidity or ability to pay dividends, because it excludes financing activities presented on our statements of cash flows. In addition, other REITs may compute these measures differently, so comparisons among REITs may not be helpful. However, the Company believes that to further understand the performance of its stores, FFO should be considered along with the net income and cash flows reported in accordance with GAAP and as presented in the Company’s financial statements.

Adjusted FFO (“AFFO”) represents FFO excluding the effects of business development and acquisition related costs and non-recurring items, which we believe are not indicative of the Company’s operating results. We present AFFO because we believe it is a helpful measure in understanding our results of operations insofar as we believe that the items noted above that are included in FFO, but excluded from AFFO, are not indicative of our ongoing operating results. We also believe that the investment community considers our AFFO (or similar measures using different terminology) when evaluating us. Because other REITs or real estate companies may not compute AFFO in the same manner as we do, and may use different terminology, our computation of AFFO may not be comparable to AFFO reported by other REITs or real estate companies.

We believe net operating income or “NOI” is a meaningful measure of operating performance because we utilize NOI in making decisions with respect to, among other things, capital allocations, determining current store values, evaluating store performance, and in comparing period-to-period and market-to-market store operating results. In addition, we believe the investment community utilizes NOI in determining operating performance and real estate values, and does not consider depreciation expense because it is based upon historical cost. NOI is defined as net store earnings before general and administrative expenses, interest, taxes, depreciation, and amortization.

NOI is not a substitute for net income, net operating cash flow, or other related GAAP financial measures, in evaluating our operating results.

Same-Store Self Storage Operations Definition

We consider our same-store portfolio to consist of only those stores owned and operated on a stabilized basis at the beginning and at the end of the applicable periods presented. We consider a store to be stabilized once it has achieved an occupancy rate that we believe, based on our assessment of market-specific data, is representative of similar self-storage assets in the applicable market for a full year measured as of the most recent January 1 and has not been significantly damaged by natural disaster or undergone significant renovation or expansion. We believe that same-store results are useful to investors in evaluating our performance because they provide information relating to changes in store-level operating performance without taking into account the effects of acquisitions, dispositions or new ground-up developments.

The Company believes that by providing same-store results from a stabilized pool of stores, with accompanying operating metrics including, but not limited to variances in occupancy, rental revenue, operating expenses, NOI, etc., stockholders and potential investors are able to evaluate operating performance without the effects of non-stabilized occupancy levels, rent levels, expense levels, acquisitions or completed developments. Same-store results should not be used as a basis for future same-store performance or for the performance of the Company’s stores as a whole.

Who We Are

- **Global Self Storage** is a self-administered and self-managed **real estate investment trust (“REIT”)** that owns, operates, manages, acquires, develops and redevelops self storage properties and offers **third-party management services** to self storage property owners in the United States
- We seek to manage properties where **our branding, revenue rate management, automated collection and auction processes, call center, SEO strategy, and other best practices** can improve operations and increase revenue, occupancy rates and net operating income
- Our properties are designed to offer **clean, affordable, easily accessible, and secure storage space** for residential and commercial customers
- Our motto is **“Security is Our First Priority”**
- We own and operate **11 self storage properties** in the Northeast, Mid-Atlantic, and Midwest



Why Choose Third-Party Management?



- **Maximize the value of your property** with experienced and dedicated industry professionals working for you
- **Avoid the challenges** that come with managing staff, budgets, Search Engine Optimization (“SEO”), marketing, and maintenance
- **Rely on industry professionals** with decades of experience to handle your self storage operational needs and success

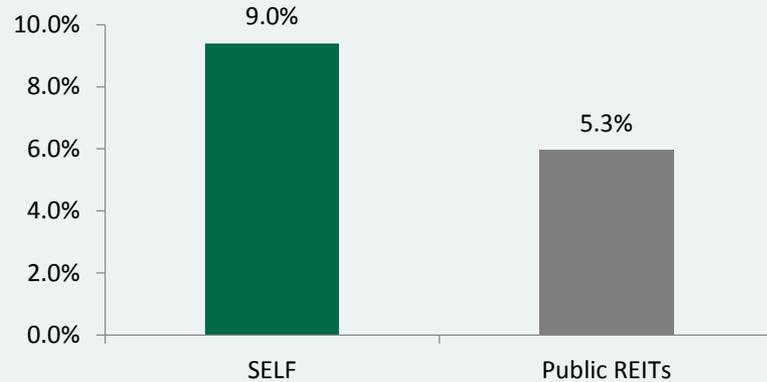
Why Choose Global Self Storage?



- **Peer leading revenue and net operating income growth**
- Highly trained and experienced regional managers to provide dedicated support to your local property managers
- **Sophisticated and effective revenue rate management**
- Revenue generating internet presence and instant brand recognition
- **An SEO strategy that makes you competitive with publicly traded self storage peers**
- Automated collections services
- Automated auction process
- A reliable industry leading Call Center
- Personalized rate increase program
- **Access to a team of experienced management professionals**
- Exemplary attention to staff training and development
- A strong financial foundation
- Purchasing power and reduced operating expenses
- **Exit strategy opportunities that fit your needs**

Performance (Revenue Growth)

4 Year Avg. Same-Store Revenue Growth

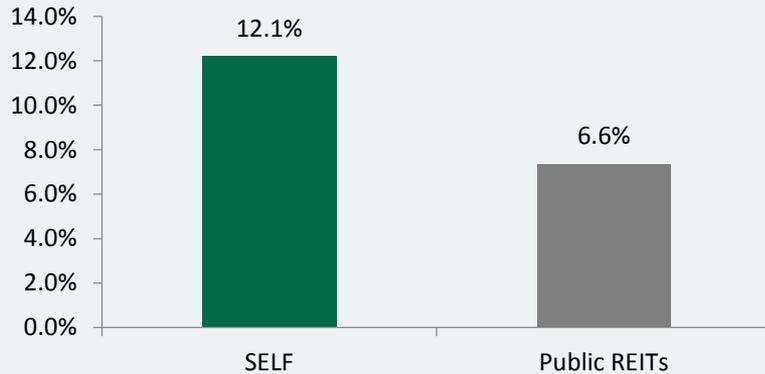


Demonstrated a near 370 basis point Same-Store Revenue Growth outperformance in comparison to the average of our peers (Public Storage, Extra Space, Life Storage, National Storage Affiliates, and Cubesmart) over the 2015 - 2018 years.

Performance speaks volumes about our *philosophy*: it shows that we have formulated a winning strategy and have demonstrated its successful execution. It also shows our consistency, year over year. This performance stems from our entire team—from marketing to operations—along with our industry-leading platform.

Performance (Net Operating Income Growth)

4 Year Avg. Same-Store NOI Growth



Demonstrated a near 550 basis point Net Operating Income (NOI) outperformance in comparison to the average of our peers (Public Storage, Extra Space, Life Storage, National Storage Affiliates, and Cubesmart) over the 2015 - 2018 years.

Performance speaks volumes about our *philosophy*: it shows that we have formulated a winning strategy and have demonstrated its successful execution. It also shows our consistency, year over year. This performance stems from our entire team—from marketing to operations—along with our industry-leading platform.

Our Strategy

- **Attracting and Retaining High Quality Tenants**
- We employ our **proprietary revenue rate management program** which helps us to analyze, adjust, and set our move-in and existing tenant rental rates on a real-time basis across our portfolio.
- Among other technologies, we employ **internet data scraping** of our local competitors' move-in rental rates to help enable us to proactively respond and take advantage of changing market conditions across our portfolio.
- We seek to deliver convenience and **high-quality customer service** to our tenants, as well as **maintain clean and secure properties** at all times.

Attracting and Retaining High Quality Tenants



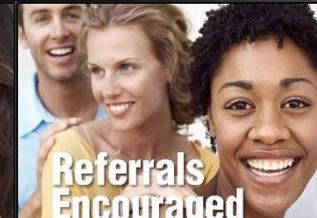
- Focus on “**tenant quality over tenant quantity**” in our marketing and operational efforts
- Utilize **referral marketing** to generate new tenant inquiries
- Referrals generally produce our **highest quality new tenants**
- Target promotions to credit card paying customers
- Strong **internet and social media presence** generate new tenant inquiries
- Select facilities offer **referral discounts** and **complementary truck rental**



**Refer a Friend
Get Rewarded**

Save \$50 off your next month's rent when you refer a friend who rents any size storage unit. Tell your friends about Global Self Storage today and get rewarded! See your Global Self Storage Specialist for details.

\$50 OFF



**Referrals
Encouraged
with Money**

Save \$50 off your next month's rent when you refer a friend who rents any size storage unit. Tell your friends about Global Self Storage today and get rewarded! See your Global Self Storage Specialist for details.

\$50 OFF



**Psst...We'll
Pay You for
Your Friends**

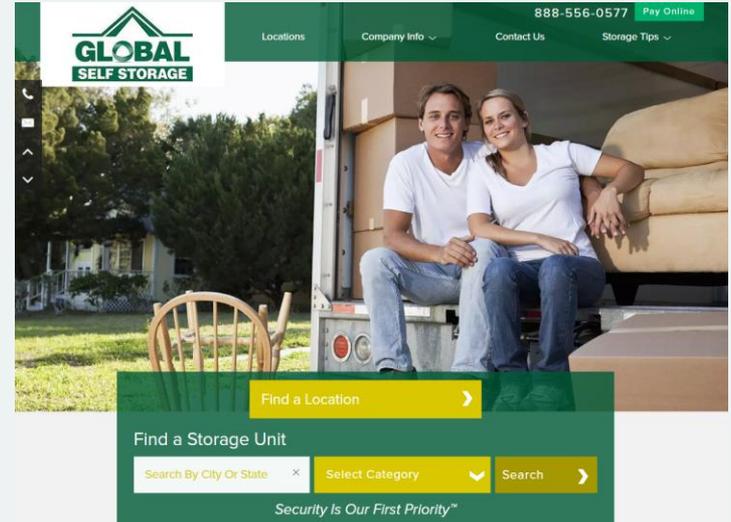
Save \$50 off your next month's rent when you refer a friend who rents any size storage unit. Tell your friends about Global Self Storage today and get rewarded! See your Global Self Storage Specialist for details.

\$50 OFF

Our Branding



- Registered trademark and developed national brand recognition for “**Global Self Storage**”
- **Corporate logo** incorporated in all on-site signage, advertising, and other marketing materials
- Branding process includes the creation and development of www.GlobalSelfStorage.us **website** – prospective customers can rent a storage unit or learn about the features of any of our properties
- Continue to develop our internet presence through **advertising and SEO**



Why Customers Choose Us: High Quality Service & Facilities

- Property managers are encouraged to maintain the **highest security and cleanliness standards**
- Employees are motivated to deliver courteous, attentive **customer service**
- All facilities include on-site **24/7 rental and payment kiosks** as well as **24/7 customer service call centers**
- Our goal is to make our customers' experience as **pleasant and hassle-free** as possible



Easy Gate Access



24/7 Security Monitoring

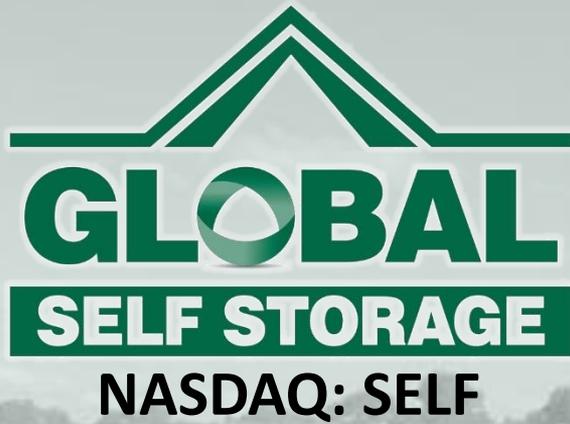


24/7 Rental & Payment Kiosks

Management Team



Mark C. Winmill <i>CEO & President</i>	<ul style="list-style-type: none">• Mark Winmill has served as CEO of the company since its inception and has over 36 years of real estate investing experience• Mr. Winmill has led the acquisition, development and management of over 50 projects valued at over \$300 million since 1982, including over \$55 million of self storage properties since 2012• Prior to Global Self Storage, he was founder and CEO of Bull & Bear Securities, Inc. a nationwide discount broker, from 1987 until its sale to the Royal Bank of Canada in 1999• He is a Trustee of two charitable foundations, numerous family trusts and a Director of two other companies
Thomas O'Malley <i>CFO, Treasurer & Vice President</i>	<ul style="list-style-type: none">• Thomas O'Malley has served as Chief Financial Officer, Chief Accounting Officer, Treasurer and Vice President since 2005• Mr. O'Malley has over 30 years of financial and operating experience in the real estate, financial services, and investment management sectors• Prior to joining the company, Mr. O'Malley was the assistant controller of the investment adviser Reich & Tang having previously been an audit manager at RSM (nee McGladrey)• He is a certified public accountant
Donald Klimoski II <i>General Counsel, Secretary, CCO & Vice President</i>	<ul style="list-style-type: none">• Donald Klimoski II has served as our General Counsel, Secretary, Chief Compliance Officer and Vice President since 2017• Previously, Mr. Klimoski served as the Associate General Counsel of Commvault Systems, Inc., a publicly traded company listed on NASDAQ, from 2014 to 2017• Prior to leaving private practice, Mr. Klimoski was an associate at Sullivan and Cromwell LLP, where his practice focused on mergers and acquisitions, securities law, corporate governance, intellectual property and related matters, from 2008 to 2014• He is admitted as a member of the New York and New Jersey State Bars and the United States Patent and Trademark Office
Russell Kamerman <i>Asst. General Counsel, Asst. Secretary, Asst. CCO & Vice President</i>	<ul style="list-style-type: none">• Russell Kamerman has served as our Assistant General Counsel, Assistant Secretary, Assistant Chief Compliance Officer and Vice President since 2014• Previously, Mr. Kamerman was an associate at Fried, Frank, Harris, Shriver & Jacobson LLP and Kleinberg, Kaplan, Wolff & Cohen, P.C., where his practice focused on asset management, securities law, compliance, and other corporate matters, from 2008 to 2014• He is admitted as a member of the New York State Bar
Robert J. Mathers <i>Property Operations, Vice President</i>	<ul style="list-style-type: none">• Robert Mathers has served as Vice President, Property Operations of the company since its inception• Mr. Mathers has over 30 years of real estate property operations management experience
Isabella Rahm <i>Marketing Coordinator</i>	<ul style="list-style-type: none">• Isabella Rahm has served as Marketing Coordinator of the company since August 2017• Prior to joining the company, Ms. Rahm studied at the University of Pennsylvania and graduated in May 2017



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