



Third-Party Management

NASDAQ: SELF



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The Company undertakes no obligation to publicly update or revise forward-looking statements which may be made to reflect events or circumstances after the date made or to reflect the occurrence of unanticipated events. There are a number of risks and uncertainties that could cause our actual results to differ materially from the forward-looking statements contained in or contemplated by this presentation. Any forward-looking statements should be considered in light of the risks referenced in the Company’s filings with the SEC. Certain information contained in this presentation has been supplied by third parties. While the Company believes such sources are reliable, the Company cannot guarantee the accuracy of any such information and does not represent that such information is accurate or complete.

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Non-GAAP Measures & Same-Store Definition



Non-GAAP Measures

This presentation contains certain non-GAAP financial measures. 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 the company's liquidity or ability to pay dividends, because it excludes financing activities presented on the company's 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.

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. The company presents AFFO because it believes it is a helpful measure in understanding the company's results of operations insofar as it believes that the items noted above that are included in FFO, but excluded from AFFO, are not indicative of its ongoing operating results. The company also believes that the investment community considers its AFFO (or similar measures using different terminology) when evaluating the company. Because other REITs or real estate companies may not compute AFFO in the same manner as the company does, and may use different terminology, the company's computation of AFFO may not be comparable to AFFO reported by other REITs or real estate companies.

The company believes net operating income or "NOI" is a meaningful measure of operating performance because it utilizes 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, it believes 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. A reconciliation of this measure to its most directly comparable GAAP measure is provided later in this release.

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

Same-Store Self Storage Operations Definition

The company considers its 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 the company's 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. The company believes that same-store results are useful to investors in evaluating the company's 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. At June 30, 2019, the company owned 11 same-store properties and zero non same-store properties.

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)**
- **We own and operate 11 self-storage properties** with 766,923 sf. of total leasable space ¹
- Primarily in the **Northeast, Mid-Atlantic** and **Midwest**
- **Highest same-store revenue growth and net operating income** vs. publicly traded comps, reflecting our winning strategy
- Seeking to acquire & develop properties where our **highly-effective professional management and best practices** can improve operations



¹) As of 6/30/19; Includes outside parking (RV, boat, auto), retail, office and commercial space.

Why Choose Third-Party Management?



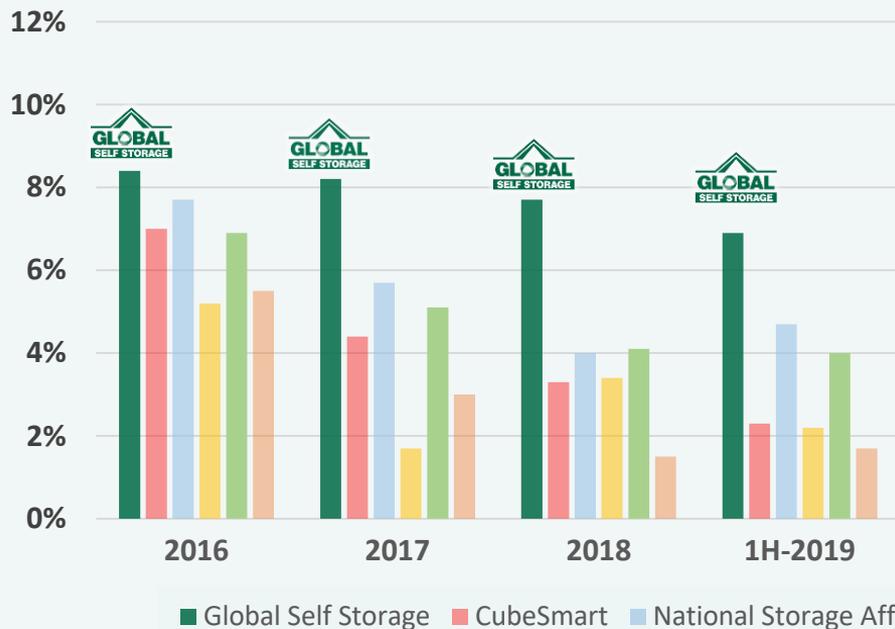
- **Maximize the value of your property** with experienced and dedicated industry professionals working for you
- **Avoid the challenges** that come with managing staff, budgets, Search Engine Optimization (“SEO”), marketing, and maintenance
- **Rely on industry professionals** with decades of experience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

Why Choose Global Self Storage?

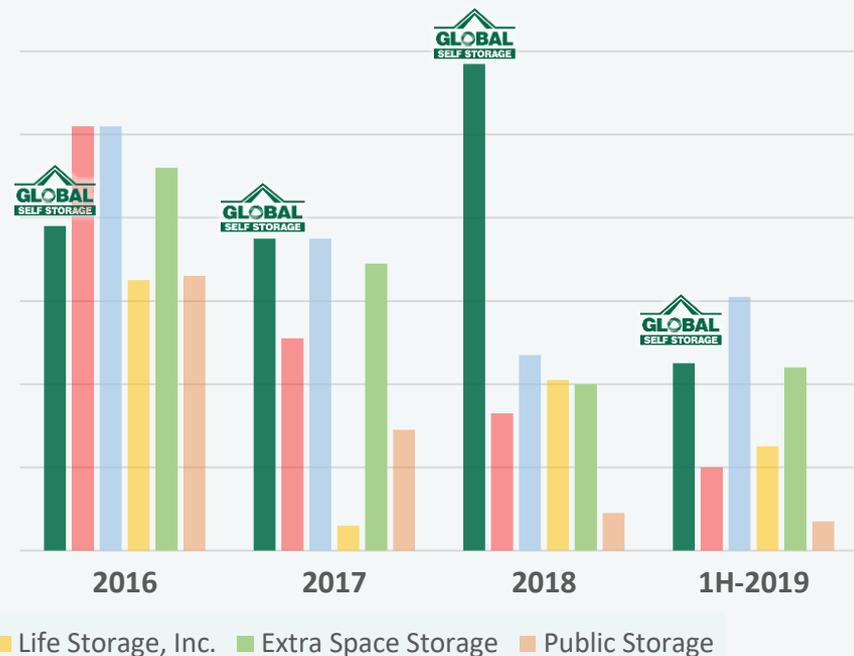
- **Peer leading revenue and net operating income growth**
- Highly trained and experienced regional managers to provide dedicated support to your local property managers
- **Sophisticated and effective revenue rate management**
- Revenue generating internet presence and instant brand recognition
- **An 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**

Our Outperformance of Other Publicly-Traded Self Storage REITs Reflects Our Focus on Secondary & Tertiary Markets

Same-Store Revenue % Growth



Same-Store Net Operating Income (NOI) % Growth



Global Self Storage has highest same-store revenue % growth and strong NOI % growth vs. REIT peers

Publicly-Traded Self Storage REIT Same-Store Comparison – Q2 2019

	Revenue Growth	NOI Growth	Occupancy Rate -EOQ	Dividend Yield <i>ttm</i>
Global Self Storage	6.4%	2.2%	94.2%	5.5%
Nat. Storage Affiliates	4.7%	5.5%	90.9%	3.70%
Extra Space Storage	3.9%	3.9%	93.6%	2.90%
Cube Smart	2.6%	1.3%	93.7%	3.60%
Life Storage	2.0%	2.4%	91.5%	3.80%
Public Storage	1.9%	0.8%	94.1%	3.10%

Global Self Storage Tops the Publicly-Traded Self Storage REIT Industry in Growth, Occupancy & Dividend Yield

*TTM = trailing twelve months as of June 30, 2019

Note: Based on information obtained in reports on Form 10-Q as of June 30, 2019 as filed with the SEC by public self storage REITs (SELF, PSA, EXR, LSI, NSA, and CUBE).

Publicly-Traded Self Storage REIT Same-Store Comparison – FY 2018



	Revenue Growth	NOI Growth	Occupancy Rate -EOY	Dividend Yield
Global Self Storage	7.7%	11.7%	92.9%	6.6%
Nat. Storage Affiliates	4.0%	4.7%	88.3%	4.4%
Extra Space Storage	4.1%	4.0%	91.8%	3.7%
Cube Smart	2.6%	3.3%	91.2%	4.3%
Life Storage	3.4%	4.1%	86.3%	4.3%
Public Storage	1.5%	0.9%	91.4%	4.0%

Global Self Storage Tops the Publicly-Traded Self Storage REIT Industry in Growth, Occupancy & Dividend Yield

Why Customers Choose Us: High Quality Service & Facilities

- Property managers 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** and **24/7 customer service call centers**
- Our goal is to make the customer experience as **pleasant and hassle-free** as possible

Easy Gate Access



24/7 Security Monitoring



24/7 Rental & Payment Kiosks



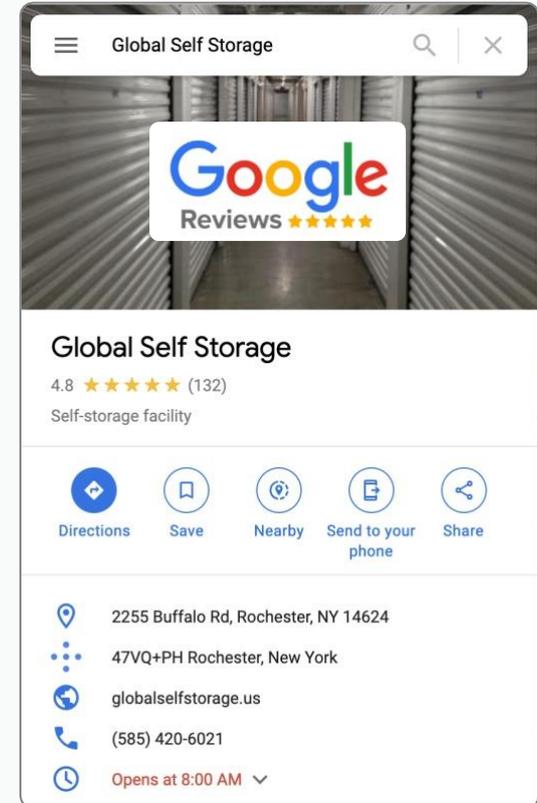
How We Attract & Retain High Quality Tenants

- Prioritize tenant **quality** over **quantity** in marketing and operational efforts
- **Focus on credit card payers**, who rent for longer duration and accept greater rental rate increases
- **Referral marketing** generates new tenant inquiries for **highest quality new tenants**
- Strong **internet and social media presence** generate new tenant inquiries
- Certain facilities offer **referral discounts** and **complementary truck rental**
- As a result, average tenant duration was ~3.0 years in Q2 2019, **up 3.5%** vs. Q2 2018



Key Competitive Factors vs. Public REIT Peers

- **We avoid top MSA cities** with self-storage over supply
- **Attract quality, long-staying tenants** by incentivizing credit card auto-payers
- **Effective revenue rate management program**
 - Dynamic rate management through daily analysis of competitive rates
 - Systematic rate increases per customers
 - Self-service kiosks make rentals and payments convenient
- **Greater agility** – allows innovation and faster response to market conditions and trends
- **Security is Our First Priority**SM – we provide high-end and highly secure facilities with security cameras.
- **Positive reviews** on Google Reviews attract customers



*For illustrative purposes only and subject to change.

Management Team

Mark C. Winmill

CEO President

Chief executive officer since company's inception in 2012.

36+ years of real estate investing experience.

Led the acquisition, development and management of over 50 projects valued at \$300+ million since 1982, including over \$55 million of self storage properties since 2012.

Previously founder and CEO of Bull & Bear Securities, a nationwide discount broker, from 1987 until its sale to the Royal Bank of Canada in 1999.

Trustee of two charitable foundations, numerous family trusts and a director of two other companies.

Thomas O'Malley

CFO, Treasurer & Vice President

Chief financial officer, chief accounting officer, treasurer and vice president since company's inception in 2012.

30+ years of financial and operating experience in the real estate, financial services, and investment management sectors.

Previously served as assistant controller of the investment advisory, Reich & Tang. Earlier, was an audit manager at RSM.

Certified public accountant.

Donald Klimoski II

General Counsel, Secretary, CCO & Vice President

General counsel, secretary, chief compliance officer and vice president since 2017.

Previously, served as the associate general counsel of NASDAQ-listed Commvault Systems from 2014 to 2017.

Prior to leaving private practice, was an associate at Sullivan and Cromwell, where his practice focused on mergers and acquisitions, securities law, corporate governance, intellectual property and related matters from 2008 to 2014

Member of the New York and New Jersey State Bars, and U.S. Patent and Trademark Office.

Robert J. Mathers

Property Operations, Vice President

Vice president of property operations since company's inception in 2012.

30+ years of real estate property operations management experience.

Russell Kameran

Asst. General Counsel, Asst. Secretary, Asst. CCO & Vice President

Assistant general counsel, assistant secretary, assistant chief compliance officer and vice president since 2014.

Previously, an associate at Fried, Frank, Harris, Shriver & Jacobson LLP and Kleinberg, Kaplan, Wolff & Cohen, where his practice focused on asset management, securities law, compliance, and other corporate matters 2008 - 2014.

Member of the New York State Bar.

Angelito Sarabia

Controller

Controller and accounting coordinator since 2013.

15+ years of combined experience in financial and management services.

Isabella Rahm

Marketing Coordinator

Marketing coordinator since August 2017

Prior to joining the company, studied at the University of Pennsylvania and graduated in May 2017.



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