



NASDAQ: SELF



# Important Cautions Regarding Forward-Looking Statements

Certain information presented in this presentation may contain “forward-looking statements” within the meaning of the federal securities laws including, but not limited to, the Private Securities Litigation Reform Act of 1995. Forward-looking statements include statements concerning the Company’s plans, objectives, goals, strategies, future events, future revenues or performance, capital expenditures, financing needs, plans or intentions, and other information that is not historical information. In some cases, forward-looking statements can be identified by terminology such as “believes,” “plans,” “intends,” “expects,” “estimates,” “may,” “will,” “should,” “anticipates,” or the negative of such terms or other comparable terminology, or by discussions of strategy.

All forward-looking statements by the Company involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company, which may cause the Company’s actual results to be materially different from those expressed or implied by such statements. The Company may also make additional forward-looking statements from time to time. All such subsequent forward-looking statements, whether written or oral, by the Company or on its behalf, are also expressly qualified by these cautionary statements. Investors should carefully consider the risks, uncertainties, and other factors, together with all of the other information included in the Company’s filings with the Securities and Exchange Commission, and similar information. All forward-looking statements, including without limitation, the Company’s examination of historical operating trends and estimates of future earnings, are based upon the Company’s current expectations and various assumptions. The Company’s expectations, beliefs and projections are expressed in good faith, but there can be no assurance that the Company’s expectations, beliefs and projections will result or be achieved. All forward-looking statements apply only as of the date made.

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.



# 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 its 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, capital raising, store acquisition, and third-party management marketing expenses and non-recurring items, which management believes 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 the company's 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, the company 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.

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. The company considers a store to be stabilized once it has achieved an occupancy rate that the company believes, based on its 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 its 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 December 31, 2019, the company owned 11 same-store properties and one non same-store property, and managed one third-party owned property.

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, and NOI, 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)**
- Seeking to manage properties where our **highly-effective professional management and best practices** can improve operations
- **We own and/or manage 13 self-storage properties** with 953,851 sf. of total leasable space<sup>1</sup>
- Primarily in the **Northeast, Mid-Atlantic** and **Midwest**
- **Highest same-store revenue growth and strong net operating income** vs. public comps
- **Clean, affordable, easily accessible, and secure storage space** for retail and commercial customers



<sup>1</sup> As of 12/31/19; Includes outside parking (RV, boat, auto), retail, office and commercial space, and West Henrietta acquisition.

# Why Choose Third-Party Management?



- **Maximize the value of your property** with experienced and dedicated industry professionals working for you
- **Avoid the challenges of** 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



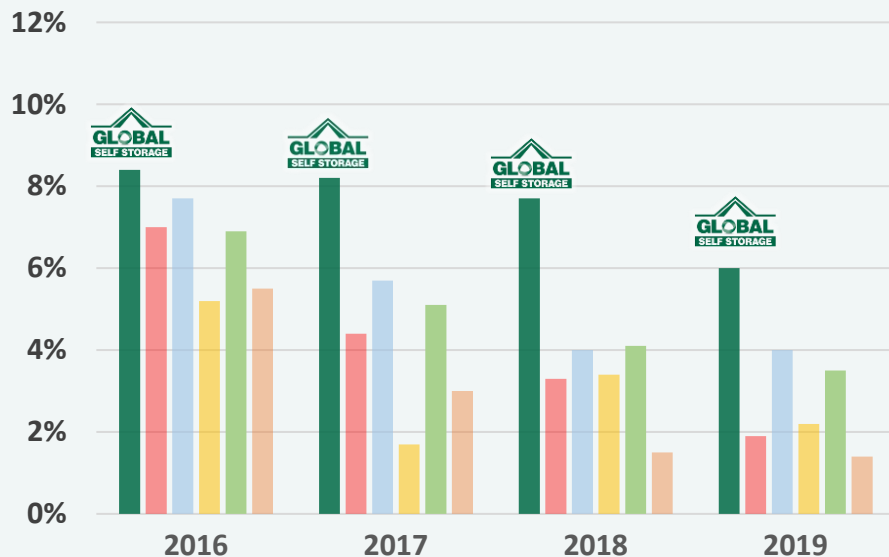
# Why Choose Global MaxManagement<sup>SM</sup>?

- **Peer leading revenue and strong 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 and 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**

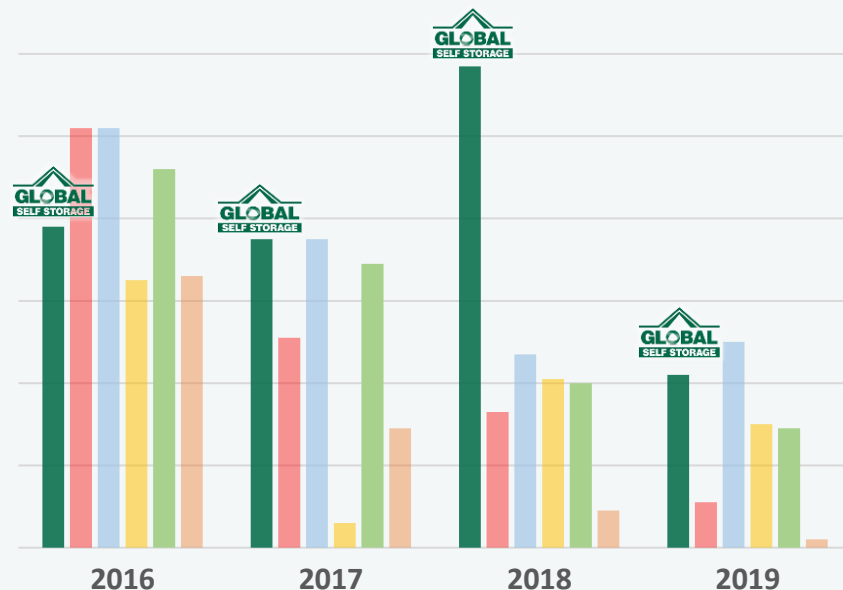


# Our Outperformance of Other Publicly-Traded Self-Storage REITs Reflects Our Focus on Secondary & Tertiary Markets

## Same-Store Revenue % Growth



## Same-Store Net Operating Income (NOI) % Growth



■ Global Self Storage ■ CubeSmart ■ National Storage Affiliates ■ Life Storage, Inc. ■ Extra Space Storage ■ Public Storage

***Global Self Storage*** has outperformed its REIT peers, which are experiencing declining NOI growth due to increasing supply in top MSA markets

# Publicly-Traded Self-Storage REIT Same-Store Comparison – Q4 2019

	Revenue Growth	NOI Growth	Occupancy Rate - EOQ	Dividend Yield <i>ttm</i>
Global Self Storage	3.9%	4.6%	91.4%	7.5%
Nat. Storage Affiliates	2.8%	3.8%	88.8%	4.5%
Extra Space Storage	2.5%	1.0%	92.4%	6.8%
Cube Smart	1.6%	0.4%	91.2%	4.8%
Life Storage	2.6%	4.2%	88.2%	4.3%
Public Storage	1.1%	0.1%	91.8%	4.0%

***Global Self Storage Tops the Publicly-Traded Self-Storage REIT Industry in Revenue Growth & Dividend Yield***

\*TTM = trailing twelve months as of December 31, 2019; dividend yield based on closing price as of March 30, 2020.

EOQ = End of quarter

Note: Based on information obtained in reports on Form 10-K as of December 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 – Full Year 2019

	Revenue Growth	NOI Growth	Occupancy Rate - EOQ	Dividend Yield <i>ttm</i>
Global Self Storage	6.0%	4.2%	91.4%	7.5%
Nat. Storage Affiliates	3.9%	5.0%	88.8%	4.5%
Extra Space Storage	3.5%	2.9%	92.4%	6.8%
Cube Smart	2.6%	1.1%	91.2%	4.8%
Life Storage	2.2%	3.0%	88.2%	4.3%
Public Storage	1.4%	0.2%	91.8%	4.0%

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

Note: Based on information obtained in reports on Form 10-K as of Dec. 31, 2019 filed with the SEC by public self-storage REITs (SELF, PSA, EXR, LSI, NSA, and CUBE).  
Dividend yield based on closing price as of March 30, 2020.

# 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

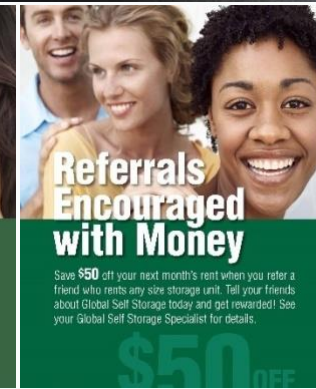


## 24/7 Rental & Payment Kiosks



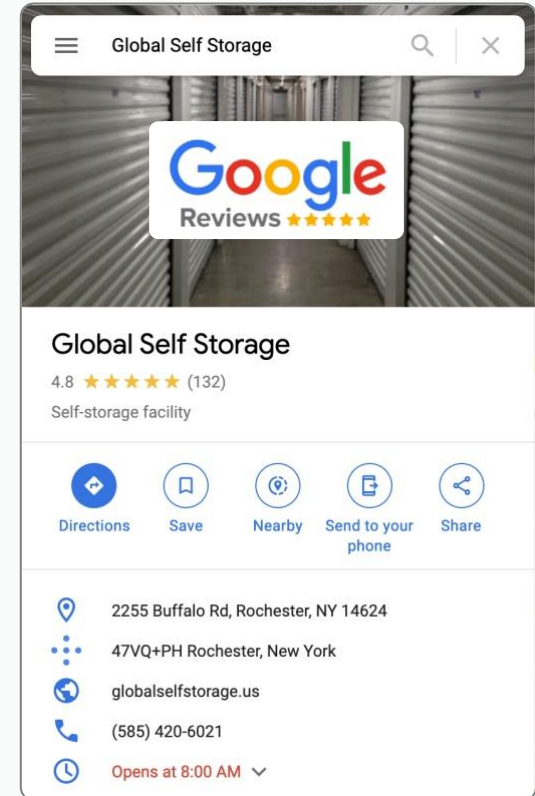
# We Attract & Retain High Quality Tenants

- 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**
- Average tenant duration of stay was approximately 3.1 years as of Dec. 31, 2019, up from approximately 3.0 years for the same period in 2018



# Key Competitive Factors vs. Public REIT Peers

- 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<sup>SM</sup>** – we provide high-end and highly secure facilities with security cameras.
- **Positive reviews** on Google Reviews attract customers





# 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 Kamerman

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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## **Contact Us**

Mark Winmill  
CEO and President  
(212) 785-0900  
[mwinmill@globalselfstorage.us](mailto:mwinmill@globalselfstorage.us)

Donald Klimoski  
VP and General Counsel  
(212) 785-0900 x 280  
[dklimoski@globalselfstorage.us](mailto:dklimoski@globalselfstorage.us)

Isabella Rahm  
Marketing Coordinator  
(212) 785-0900 x 212  
[irahm@globalselfstorage.us](mailto:irahm@globalselfstorage.us)