



**Stor-Age at our core –
put simply, Stor-Age exists
because we solve people's and
businesses' space problems.**

Our primary objective is to actualise within a number of dimensions simultaneously for maximum value creation. Stor-Age aims for purpose and profit; continuity and change; freedom to innovate; and responsibility. We strive to respect our colleagues, our customers, ourselves and the organisation, which is greater than the sum of its parts.

Our four core values guide and inspire every single thought, action and decision: Excellence, Sustainability, Relevance and Integrity. Read more about how our core values drive our thinking on page 30.

OUR BUSINESS

WHAT WE DO

STORAGE KING

HOW WE DO IT

OUR GROWTH STRATEGY

CASE STUDY: SANTA SHOEBOX PROJECT

OUR BUSINESS

WHAT WE DO

Our portfolio comprises 65 self storage properties across South Africa and the UK, with a combined value of over R6.0 billion.

Stor-Age rents space to the public, both individuals and businesses, on a short-term flexible lease basis. Across our portfolio of 65 properties, we manage more than 32 000 individual leases. In South Africa, we experience a churn rate of approximately 5.0% per month and benefit from more than 1 400 new tenants moving in on average every month. In the UK, we experience a churn rate of approximately 8% per month and benefit from more than 600 new tenants moving in on average every month.

Our average unit size in the UK (6.8 m²) is considerably smaller than our average size in South Africa (12.5 m²). The smaller average unit size in the UK contributes directly to the higher churn rate of 8%.

DEVELOPING AND ACQUIRING PROPERTIES

ACQUISITION CAPABILITY

Our leading corporate platform, skilled operational management team, industry relationships, and specialist sector experience ensure that Stor-Age is well-positioned to identify and capitalise on strategic acquisition and development opportunities with attractive growth potential. This is evidenced by our successful acquisition and development track records since listing.

Our ability to close transactions and integrate trading stores seamlessly onto our operating platform has also been consistently demonstrated. Since the start of 2017, we successfully completed eight transactions to complement our ongoing success in the South African and UK markets. This includes significant multiproperty transactions, two of these being the offshore acquisition of Storage King in November 2017 and the acquisition of the Managed Portfolio in South Africa in October 2018.

We continue to improve our operating platform and infrastructure to maximise revenue, reduce costs and ultimately deliver enhanced returns. At a property level, our people and the high-quality, secure and convenient space offered by our portfolio attract and retain a diverse customer base.

DEVELOPMENTS

Stor-Age develops investment-grade self storage properties in visible, convenient and accessible locations where there are favourable demographics and where suitable acquisitions are not available. The decision is based on the cost of development versus the cost of acquisition, the demographic market analysis and the existence of barriers to entry. Our model for rolling out new properties and expanding existing ones is well-developed with clearly defined key success criteria.



Storage King

Sixth largest self storage brand in the United Kingdom
Portfolio of 16 properties – 66 100 m² GLA
Additional 12 properties trade under the licence of Storage King



Managed Portfolio

12 properties, 86 700 m² GLA
(increasing to c. 88 000 m² on full fit-out)
Valued at R1.12 billion

WHAT WE DO (continued)

During the year, we opened a high-profile Big Box property in Bryanston that will offer 6 100 m² GLA on full fit-out and we commenced construction of a new property in Craighall. Both properties have been developed using the Certificate of Practical Completion (CPC) model. On completion of Craighall (expected in August 2019), the properties will offer an estimated combined 12 750 m² GLA on full fit-out.

Read more about the CPC model in the CEO's report, on page 34.

ENERGY GENERATION CAPABILITY

45 of our 49 properties in South Africa are fitted with generators. In the event of an outage, power is seamlessly generated to support the following systems at our stores:

- on-site operating system and server;
- telephone lines and internet connectivity;
- access control and security system;
- electric fence and perimeter beams;
- fire system;
- emergency lighting; and
- the lifts and hoists.

Generation capacity of up to 110 kilo-volt-ampere per property allows us to continue operations without major disruption during load shedding or supply cuts.

Generators will be installed at the remaining four properties during the 2020 financial year.

BARRIERS TO ENTRY AND THE DEFENSIVE NATURE OF OUR PORTFOLIO

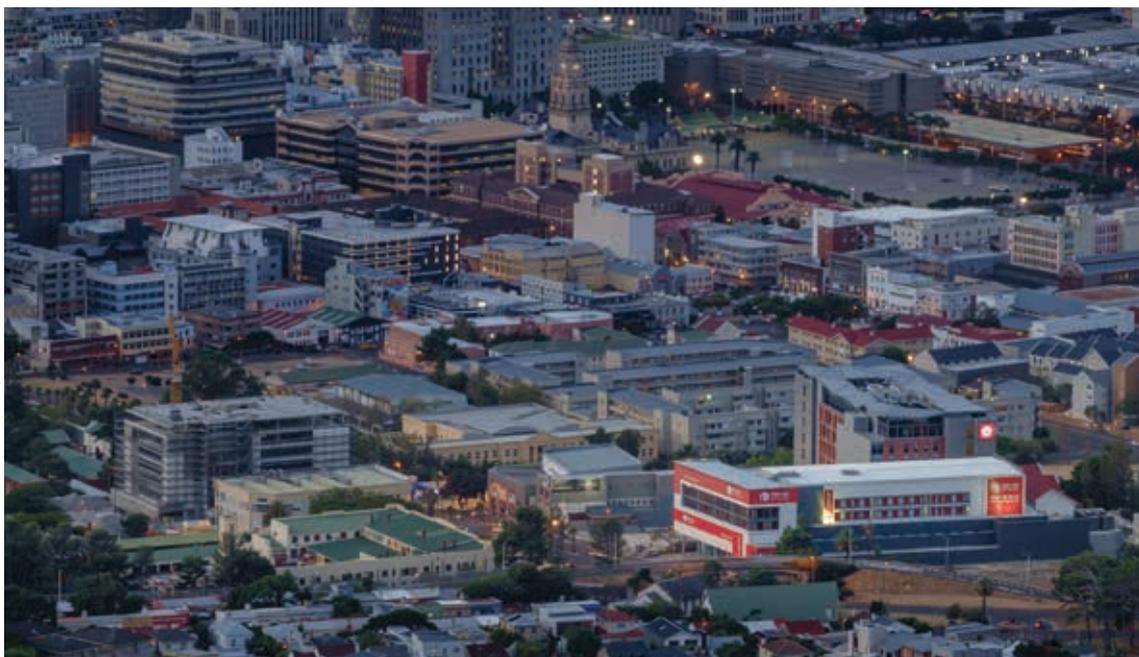
The barriers to new supply in key target nodes are significant. The industry was historically positioned in industrial or urban-edge areas. As a result, there are limited premium-grade self storage assets in prime urban and suburban nodes, where population density and average household income are key.

Town planning presents a major challenge with long lead times required to gain planning consents. This, in addition to the long lease-up period (financing cost implications) required to reach stabilised occupancy at new stores, is a significant barrier to entry and contributes to the defensive nature of our portfolio.

OUR PROPERTY PORTFOLIO IN SOUTH AFRICA

Our South African portfolio is predominantly purpose-built with a national footprint. The 58 properties comprise 49 trading properties and nine new developments in our pipeline. Our 49 trading properties will offer an estimated 363 000 m² GLA once fully fitted out. Our pipeline of nine new properties offers further GLA of 62 000 m² on full build-out.

In defining our property strategy in South Africa, we identified the four main cities on which to focus and then the specific suburbs (including arterial routes) where we would like to establish a presence. This is not a restrictive or instructive strategy, rather a guide that supports our full business growth strategy.



49

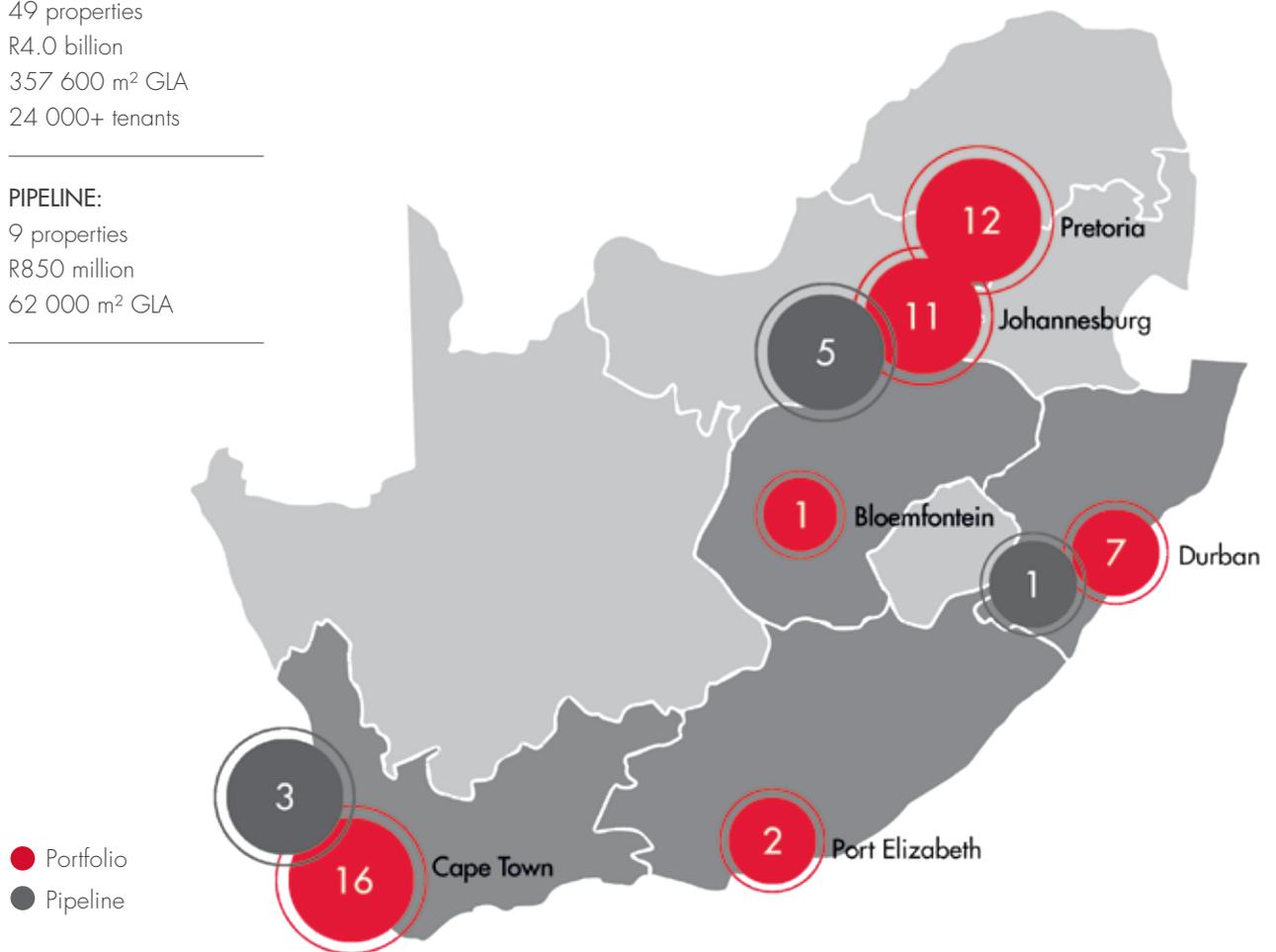
Our portfolio of stores is unrivalled in South Africa, and comprises 49 properties across an extensive national network.

PORTFOLIO:

49 properties
R4.0 billion
357 600 m² GLA
24 000+ tenants

PIPELINE:

9 properties
R850 million
62 000 m² GLA



MAINTAINING OUR PROPERTIES

As a customer-facing real estate business, it is paramount to maintain the quality of our assets by investing in a rolling programme of preventative maintenance, store cleaning and the repair and replacement of essential equipment.

We have a bespoke, online-based Facilities Management System for store-based employees to log, track and manage all maintenance requests until closed. In conjunction with our store-based employees and area managers, our national facilities manager and city-based regional facilities managers oversee property maintenance with the assistance of dedicated facilities teams in each city.

STORAGE KING

During the year, Stor-Age continued to successfully capitalise on its strategic entry into the United Kingdom via its ownership of Storage King, the sixth largest self storage brand in the United Kingdom.

The acquisition in November 2017 represented an opportunity to acquire a portfolio of well-located properties and a growth platform with well-invested infrastructure and an experienced management

team. The team has considerable industry experience and a track record of demonstrable operational management, improvement and acquisitive growth.

28 Storage King operates 28 well-located properties throughout England.

Overview of Storage King

- Sixth largest operator in the UK by number of stores
- Owns 16 properties – 11 freehold and five leasehold, with an average 13-year unexpired lease term
- A further 12 properties trade under licence of the Storage King brand, generating licence and management fee revenue
- Highly scalable, well-invested infrastructure and experienced management
- Additional upside growth potential – operational cost savings and revenue enhancement
- Well-positioned to secure upcoming opportunities via long-established relationships with independent operators

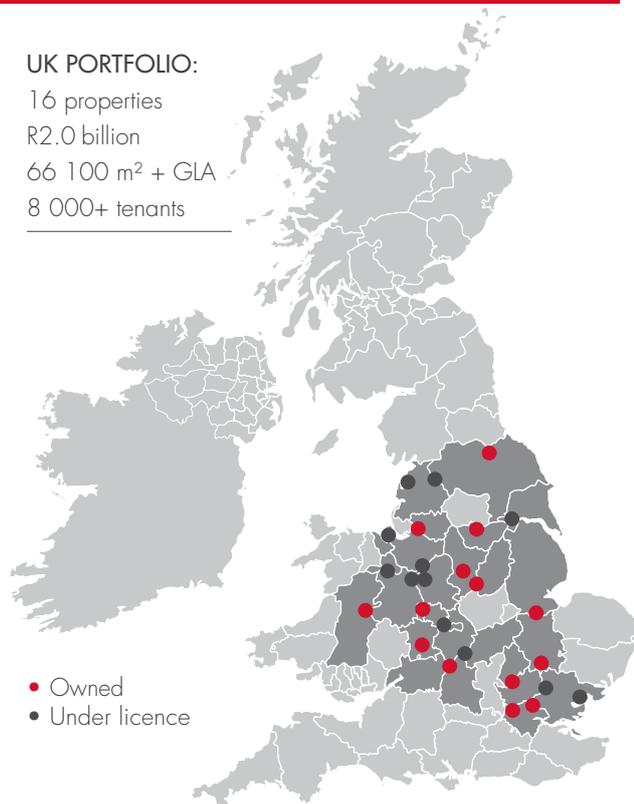
Portfolio overview

- Well-located, with a bias towards the south east and east
- Near key market towns and major arterial roads
- GLA¹ 711 000 sq. ft
- Occupancy 80.3%
- Average rental rate £21.63 per sq. ft p.a.
- Average store size² 44 400 sq. ft

¹ 711 000 sq. ft = 66 100 m² GLA
² 44 400 sq. ft = 4 100 m² GLA

UK PORTFOLIO:

16 properties
 R2.0 billion
 66 100 m² + GLA
 8 000+ tenants



- Owned
- Under licence

Exceptional platform opportunity

- Established management team in place, with significant on-the-ground experience
- Established operating platform, high-quality property portfolio and pipeline of opportunities

“ The UK self storage sector continues to prove resilient and demand is growing faster than supply – approximately 1.7 million square feet of space was added during the year. ”

Despite the uncertainty created by Brexit, Storage King and the UK self storage industry continued to trade robustly.

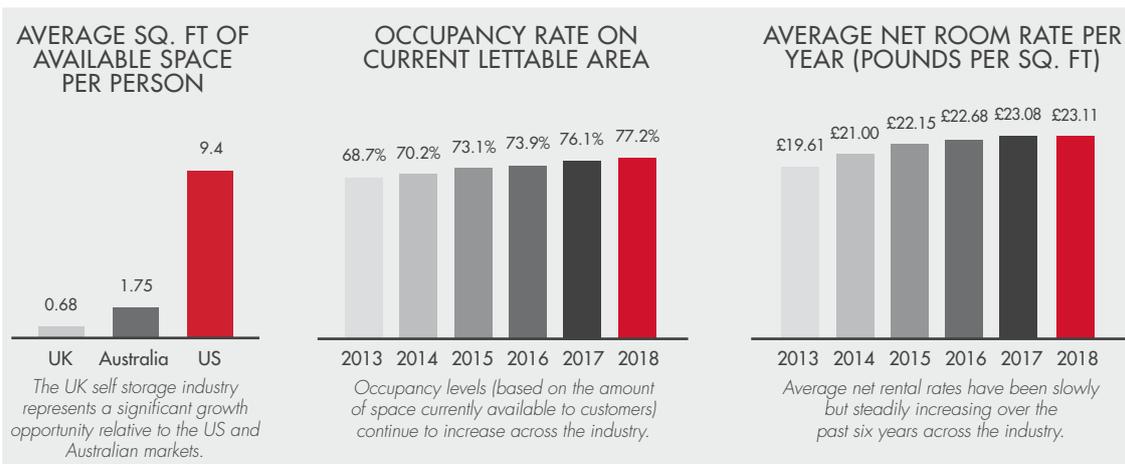
Further details of Storage King's performance are set out in the Financial Review section on page 44.

The UK market presents a strong growth opportunity.

1 582 Self storage properties, offering approximately 45.6 million sq. ft of space	77.2% Occupancy on current lettable space (CLA)
1.7m sq. ft Added in 2018, with 78 new stores added	28 800 sq. ft Average store size
45.6m sq. ft Total space available to customers (MLA)	
3.8% y-o-y increase in total space occupied or 1.3m sq. ft	c. 30% Properties owned or managed by large operators
46% The UK holds 46% of the total European self storage market	Occupancy and rental rates have increased across the industry over the past 5 years, improving overall profitability

Source: The Self Storage Association UK annual industry report, 2019.

UK industry statistics



ACQUISITIONS

In March 2019, Storage King acquired two trading self storage properties in Weybridge and Bedford. The acquisitions demonstrate our ability to successfully identify, negotiate and close acquisitions in a competitive environment.

The acquisitions were in line with the stated growth and investment strategy and represented an excellent opportunity to acquire high-quality self storage properties in locations which complement the existing portfolio. Both properties are being rebranded as Storage King and are being managed off the existing operating infrastructure.

STORAGE POD

Located in Weybridge, Surrey, in the south east of England, Storage Pod was acquired for £11.5 million and has 42 800 sq. ft¹ GLA and a maximum lettable area (MLA) of 55 000 sq. ft.² The property is well built and trades into dense residential areas in and around Weybridge.

VIKING SELF STORAGE

Located in Bedford, the county town of Bedfordshire in the east of England, Viking Self Storage was acquired for £12.3 million and has 48 000 sq. ft³ GLA and a MLA of 54 000 sq. ft.⁴ The property is well built and offers good visibility to a main arterial road, while trading into a dense residential area.

¹ 42 800 sq. ft = 4 000 m² GLA
² 55 000 sq. ft = 5 100 m² GLA
³ 48 000 sq. ft = 4 500 m² GLA
⁴ 54 000 sq. ft = 5 000 m² GLA

HOW WE DO IT

OUR SOPHISTICATED OPERATIONS PLATFORM

We have invested significantly to develop a sophisticated and scalable management platform that provides centralised services and support across the portfolio. This offers economies of scale and cost efficiencies.

Our web-based tenant management system provides real-time information on the operating and financial performance of each property. The system has a unique built-in customer relationship management (CRM) tool.

This tool enables all enquiries to be logged and tracked until closed, with management able to remotely monitor employees' efforts in this process. On average, more than 6 500 enquiries are recorded and followed up every month.

Pricing is dynamic and varies according to unit size, demand, the stage of lease-up, and location. Internal space across all properties can be reconfigured to produce variations of unit sizes in order to meet the demand profile and optimise the revenue streams from the property.

Operationally, Stor-Age consists of two elements: systems and people. Our approach to each is summarised below:

1 Systems, including processes, controls and responsibilities

- Defined in operating standards across the business to ensure consistency and continuously updated for improvements in operating capability
- Increasing use of technology and automation for continuous improvement and improved efficiency

2 People

- Strategic focus from inception
- Significant emphasis on recruiting the right people and training, developing and managing employees to achieve their highest potential
- E-learning platform, Edu-Space, complements key face-to-face learning programmes
- Incentivise outperformance at all levels

DEVELOPING OUR BRAND STRENGTH

Developing Stor-Age into the leading South African self storage brand has been a key strategic objective since inception. We have successfully achieved this through our focus on the location, visibility and quality of our properties, underpinned by excellent customer service and a leading online platform.

Our brand strategy is founded on big branding at properties in high-visibility locations on key arterials in

densely populated residential suburbs with adjacent commercial and business corridors. Our Big Box properties are especially impactful in this regard.

Given the innate complexity and cost of online sales, our effective and innovative internet technology and digital marketing have enhanced our brand reach across our growing national and local store base, and allow us to spread our marketing costs over a growing platform. This has further raised the barrier to entry to competition.

LEADING SALES, MARKETING AND E-COMMERCE

We continue to innovate and improve the customer experience through ongoing review and refinement of our digital and in-store customer touchpoints. This process results in a cohesive brand experience for our customers, cementing loyalty and increasing sales.

Through ongoing management and optimisation of our online platform, we maintained our leading ranking for the most popular searched terms related to self storage. We executed a strategy to hyper-segment our potential customer userbase and deliver customised messages across various digital channels. This relevancy-based and targeted strategy enabled us to create bespoke advertising media (video, animations and static images) that directed users to customised landing pages relevant to their current in-market behaviour. The ongoing roll-out across all marketing mediums is supported by a number of larger regional and store-based activations.

As an accredited Google and Facebook partner, we benefited from access to their technical and creative teams to strengthen and present optimal messaging to the relevant audience on the platform where they are most active.

Our interactive and responsive website is continually refined and updated. This enables ongoing traction and encourages web prospects to enter into our digital sales funnel and be converted into a sale.

As a significant percentage of total web enquiries originate from smartphones and tablets, our website is accordingly designed to be simple and uncluttered.

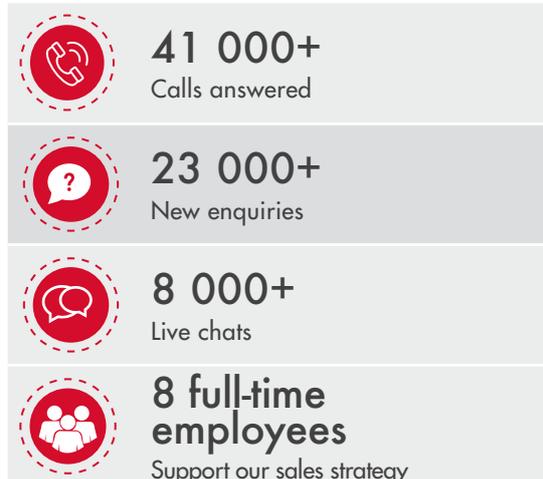
Our e-commerce platform comprises an online reservation system, live customer engagement and a real-time pricing module. This enables our online customers to seamlessly transition from obtaining a quote to moving in – thereby enhancing their user experience and reducing move-in time for improved productivity.

We continue to innovate and find different ways of using data analytics to acquire customers, enhance revenue and reduce our operating expenses, while providing a high-quality experience for our customers.

A smartphone-driven on-boarding process has been in development for the past 18 months. This new process will help us achieve a paperless in-store operating environment.

The operational strength and local market knowledge of Storage King's management team has successfully been complemented by our digital marketing and e-commerce expertise.

CONTACT CENTRE PERFORMANCE



During the year, we developed and implemented a digital marketing strategy for Storage King resulting in a 60% increase on advert clicks, a 200% increase in referral conversations and a tenfold increase in blog traffic, which has driven a valuable uptick in overall enquiries in the UK market.

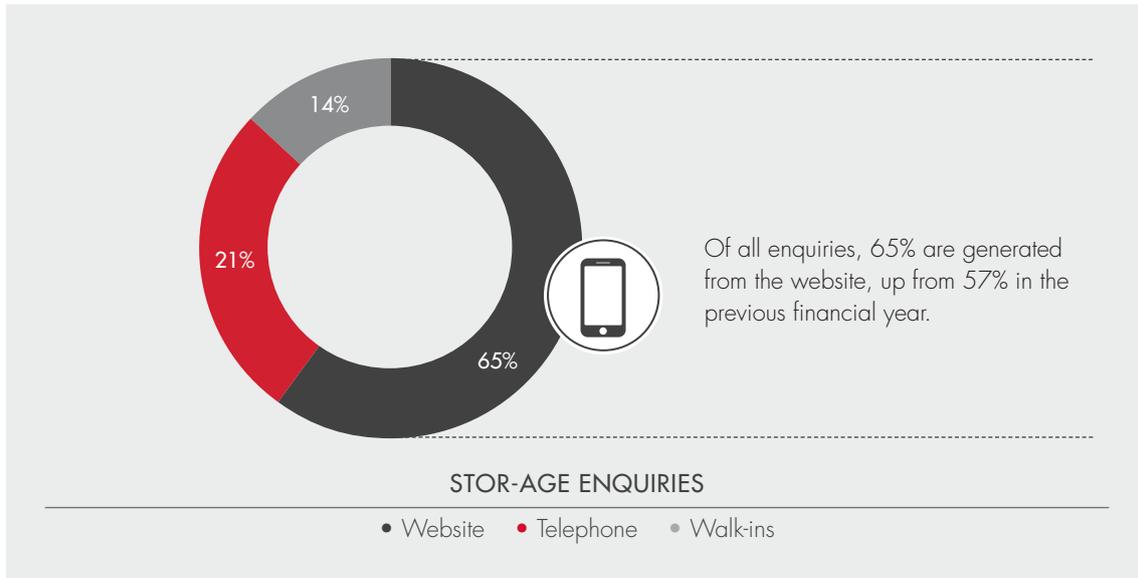
Social media remains a key advertising, consumer engagement and CRM medium for the group. We are mainly active on Facebook (92 800+ followers as at 31 March 2019, ranking us as the fourth most followed self storage business in the world) and Instagram, but also on Twitter, Pinterest, LinkedIn and YouTube. Through specific call-to-action buttons, we are able to engage with our customers in real time.

“ Our well-established, active, online brand personality and presence play a crucial role in maintaining Stor-Age as the top-of-mind choice for a space solution. ”

We further use our social media presence and influence to support various community projects. This includes supporting the Santa Shoebox Project and assisting with disaster recovery in the communities in which we operate, such as those affected by the Wupperthal and Overstrand fires recently – read more about this from page 76. Refer to the social sustainability section on page 76 for additional detail on our other corporate social investment initiatives.

HOW WE DO IT (continued)

The Stor-Age website, whether accessed by desktop, tablet or smartphone, accounts for 65% of all enquiries. The telephone accounts for 21% of enquiries as the first point of contact. Walk-in enquiries, where we have had no previous contact with a customer, account for 14%.



MEASURING CUSTOMER SATISFACTION

We measure customer service standards through our mystery shopper programme, Google reviews and customer satisfaction surveys using our in-house My Experience Surveys portal.

The mystery shopper programme entails in-store visits, and telephone calls, to gauge the quality of our sales process. The scoring of each call focuses on customer satisfaction, closing the deal and the flow of the call according to the Stor-Age sales process. This ensures we maintain a consistent user experience across our brand.

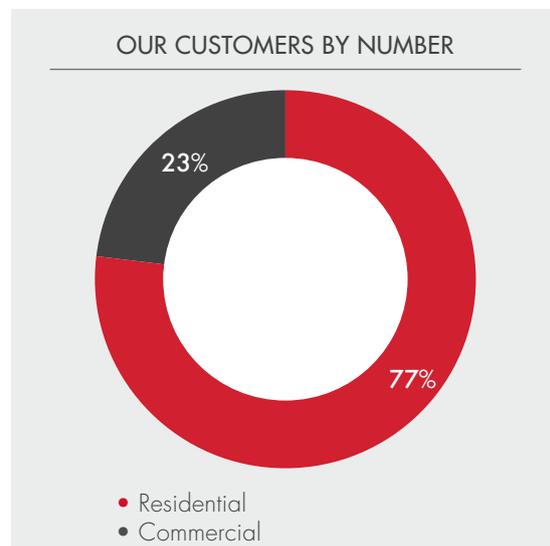
We continue to actively engage with customers on all digital review platforms including, but not limited to, Google business reviews. Through various engagement tactics, we stimulate these reviews to both drive organic search performance and to foster brand credibility. We are encouraged by our average review rating of 4.54 out of 5.

We continued to use the NPS as a key measure of our customers' overall perception of the brand and received over 3 800 responses to these surveys. The welcome survey received a response rate of 7.4%, while the exit survey response rate was 14.1%. To further improve these response rates, we have incorporated the completion of the NPS feedback survey into our move-in and move-out process.

Our overall NPS for the year was 69,* indicating that our customer-centric approach is excellent when compared to global NPS standards and other consumer-facing businesses.

Results and feedback from our customer satisfaction surveys drive our employee learning, development and training programme – read more about this from page 78.

* Above 50 is "excellent" and above 70 is considered "world class".



OUR PEOPLE

Stor-Age has a flat operational structure that recognises our store-based teams as pivotal to achieving our strategic objectives. This includes driving occupancy, revenue and cash flow growth in the portfolio. To foster a partnership culture within the business, management spends significant time at the properties and is accessible to all employees.

Our learning, development and training programme, delivered online and in person, develops core and soft skills to promote individual advancement. A performance management system supports this through regular appraisals and feedback sessions.

Investment in a leading e-learning platform in 2017 (Edu-Space) continues to provide additional benefits to the business, such as increased flexibility, efficiency and productivity, as well as reduced costs. To support Edu-Space, during the year, we engaged

LinkedIn Learning as an on-demand e-commerce resource to enable continued learning for senior managers and functional teams.

To enhance management’s planning capability, we introduced a formal management committee (manco) structure. Strategic planning is now implemented through quarterly meetings of the manco, where key objectives and goals are identified.

	45 New in-house courses designed in 2019
	1 000+ Hours of online training completed in 2019

E-LEARNING FRAMEWORK



HOW WE DO IT (continued)

ENSURING SECURE STORAGE

We aim to provide the ultimate in secure storage. This includes ensuring our customers' peace of mind when it comes to their personal security and the security of their possessions.

As part of our security measures, we perform weekly and month-end padlock counts of every storage unit at our properties. This is a digitised process in South Africa, where the status of each unit (occupied, vacant, overlocked in the case of a debtor) is recorded by the store's operating manager on tablets using a web-based application developed internally. The reconciliation of the padlock count to the tenant management system is automated and produces an exception report. An additional feature enables senior management visiting our stores to perform synchronised counts that overlap with existing reports. This ensures transparency and accuracy of results. In addition, the system significantly boosts employee efficiency.

Since the digital padlock reconciliation was rolled out, more than 5 000 counts have been performed for more than 2.5 million units.

Access to our properties is automated and requires personal verification. Strategically located cameras provide CCTV surveillance, which is bolstered by alarm systems and electrified perimeter fencing, as well as infrared beams at certain stores.

In an effort to enhance physical security features, we embarked on a process of developing our own bespoke door alarm and monitoring system. All newly developed properties are fitted with this system, with a total of six stores now fully operational.

In addition, we are working with a third-party remote monitoring security company to introduce both remote monitoring of our security camera surveillance systems as well as licence plate recognition technology at both new and existing stores. These systems are considered complementary to our existing systems and improve our ability to actively manage our on-site security infrastructure. Properties have been selected based on an internal risk matrix which takes into account various property and operational related features at each store in the portfolio. At year end, 19 properties were fitted with these systems with an additional five properties in progress.

ENHANCING OUR CYBER SECURITY

In response to the global increase of ransomware and other cyber security attacks, we continue to enhance our layered network security systems to strengthen defences.

We have partnered with reputable, specialist service providers to ensure continued cyber security measures are maintained at the highest level. Together with a cloud-based approach for essential services, our information communication and technology objectives of employing effective redundancy measures, enhancing security and ensuring continuity, remain strategic priorities.

Our external and internal users are continuously monitored to ensure the most effective use of resources and to limit opportunities to breach the company's cyber defences. Our cyber security strategy, suppliers and network design are reviewed regularly to stay abreast of leading best practice and remain relevant in the use of technology.



OUR GROWTH STRATEGY

OUR GROWTH STRATEGY FOR THE SOUTH AFRICAN MARKET

We conduct our strategic growth planning in five-year cycles. We are in the fourth year of the cycle ending 2020. We intend to grow the portfolio and enhance performance and investor returns by:



extracting organic growth through active revenue management and by developing additional GLA and optimising the unit mix at properties



leveraging our tenant management software platform to unlock value, drive cost efficiencies and entrench our competitive advantage



pursuing acquisitions in a fragmented industry, and consolidating our position as the leading and largest self storage brand in the South African market



managing financial risk through prudent capital management policies

The strategy seeks to maintain Stor-Age's position as the leading and largest self storage property fund and brand in South Africa:

- Largest store footprint
- Quality stores – high-profile locations, urban, urban-edge and suburban
- Visible, convenient and accessible
- The benchmark for modern, urban self storage development

To inform and optimise our strategy, we undertook four major research projects in 2015, which focused on supply levels, anticipated demand, customer profiling

and consumer demographics – the latter specifically to understand the emergence of the black middle class and its positive impact on the consumer profile.

Based on our research, we believe there is sufficient demand to develop a 60+ property portfolio across South Africa's major cities as part of our current five-year plan.

During the upcoming year, significant resources will be committed to researching and developing the next version of the five-year plan to 2025.

OUR GROWTH STRATEGY (continued)

OUR GROWTH STRATEGY FOR THE UK MARKET

Our business plan for Storage King is guided by our strategic and long-term focus on growing and optimally positioning our UK property portfolio.

During the year, we continued to focus on key high-impact foundational areas to position Storage King optimally for future growth. We made significant progress in integrating key South African-based head office support services into the Storage King platform. In addition to the property strategy outlined below, we also saw the positive impact on enquiry generation during the year as a result of successfully implementing a digital marketing strategy to boost Storage King's online visibility.

In the medium term, we have aligned our strategy for the UK market with our current five-year growth plan ending in 2020. The strategy seeks to grow the portfolio through a combination of acquiring existing self storage properties, and developing new properties in key target areas. We have identified a growth target of an average of three to five properties per annum.

Key features of the growth plan include:

Acquiring existing self storage properties that meet Storage King's acquisition criteria:

- Good locations in strategic and regional cities
- Within/close to attractive urban or suburban nodes
- Ideally within/close to a retail corridor
- Ideally located with main road frontage to passing traffic
- 50+ independent operators identified
- Minimum requirements targeted
 - 30 000+ sq. ft maximum lettable area (MLA)
 - 75 000+ population, 20-minute drive time

Developing investment-grade self storage properties in prominent, visible, convenient and accessible locations:

- Key locations in strategic and regional cities
- Big Box (greenfield) – high-density retail or commercial type nodes, within attractive urban/suburban areas and with main road frontage to passing traffic (typically multistorey, three+ floors)
- Conversions (brownfield) – conversion of existing buildings in retail or commercial type nodes in close proximity to dense urban areas
- Minimum requirements targeted
 - 45 000+ sq. ft MLA
 - 100 000+ population, 20-minute drive time

LEASEHOLD OWNERSHIP

Storage King maintains a flexible approach to leasehold and freehold property ownership, which enables it to grow the business, secure prime locations and position the portfolio optimally.

While Storage King's approach to leasehold property valuation is based conservatively on future cash flows until the next contractual lease renewal date, it has a demonstrable track record of successfully regearing leases several years before renewal. Storage King benefits from the Landlord and Tenant Act, which protects its right of renewal except in the case of redevelopment.

In addition, the vast majority of Storage King's leasehold properties are located in retail parks and/or have building characteristics that make their current usage either the optimal or best use of the property.

Furthermore, as property investors, Storage King's landlords value the quality of Storage King as a tenant and often extend the length of the leases in their portfolios. This enables Storage King to maintain favourable terms.

Ultimately, maintaining a flexible approach to leasehold ownership as part of a broader portfolio assembly strategy has allowed Storage King to operate from properties that would otherwise have been unavailable.

Our brand has been positioned at the quality end of the market and is well-defined, distinctive and differentiated.



CASE STUDY: SANTA SHOEBOX PROJECT

GETTING INVOLVED, MAKING A DIFFERENCE

Each year, the Santa Shoebox Project collects and distributes gifts for underprivileged children throughout South Africa and Namibia. In 14 years it has grown significantly, with the number of Santa Shoeboxes donated now totalling over 850 000. The success of the project is largely due to its personal nature, where donors give gifts to children of whose names, ages and genders they are informed.

As the leading self storage company in South Africa, Stor-Age once again assisted the Santa Shoebox Project by making our resources available to help support and contribute towards its significant success.

During the year, we helped the Santa Shoebox Project in the following ways:

- We produced empty Santa Shoeboxes for the public to collect from any of our stores nationwide. Once packed with gifts, the public could drop their completed Santa Shoebox off at our stores where we stored them until the big drop-off dates. Our employees also assisted at various drop-off events across South Africa.

- We lent significant resources toward promoting the project via various digital platforms as well as in print and broadcast media. We also involved celebrities and influencers to further help promote the project.
- We made use of Stor-Age vans to help distribute Santa Shoeboxes to underprivileged children nationwide.

WHAT THIS CAMPAIGN MEANT FOR STOR-AGE

The partnership with the Santa Shoebox Project gives Stor-Age significant brand exposure to consumers and businesses across South Africa. Not only did we receive extensive coverage in print, broadcast and digital media, but up to an estimated 15 000 people visited our stores to collect and drop-off their Santa Shoeboxes. This gave South Africans an opportunity to experience our product and high level of service. In addition, each person who collected or dropped off a Santa Shoebox was presented with a complimentary month off self storage. This promoted the trial and use of the Stor-Age product.

Our involvement in the Santa Shoebox Project also unites our employees behind a common cause: whether they participate in the big drop-off events or engage with businesses and communities through the initiative.

“ Each year, we make it incredibly easy for the public to become involved in this special initiative. The public can collect a free shoebox from any Stor-Age property nationwide and return it once they have filled it with their items. We then work alongside project organisers to ensure they are distributed to underprivileged children. ”



BRINGING OUR CORE VALUES TO LIFE

We believe in striving for excellence in everything we do – in our thoughts, our decision-making, and our actions.

We were able to make a significant impact on the Santa Shoebox Project's success through purposeful collaboration with the organisation's team and our own determination to achieve excellence in every aspect of our involvement.

We believe that every action taken today will have a direct impact on the actions we can take tomorrow.

The Santa Shoebox Project positively impacts the lives of the future leaders of tomorrow and we are incredibly fortunate to be able to assist projects like these, now and into the future.



We aim to be relevant in everything that we do.

The Santa Shoebox Project gives us the opportunity to be active in the communities in which we operate and make a difference in the lives of underprivileged children across South Africa.

We feel strongly about doing the right thing the first time, all the time.

As a company, we have always put a lot of effort into having a positive impact in communities throughout South Africa. Being able to help bring joy to underprivileged children during the festive season is an absolute privilege for us.

