

9 March 2012

Lok'nStore Group Plc
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Dear Shareholder

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As I am sure you are aware the internet is rapidly taking over as one of the main media channels for advertising and Lok'nStore is determined to respond to this change. In January 2012 for the first time ever over 50% of our enquiries came from the internet resulting in 26% of our new customers for the month.

As I mentioned in my last letter we have been working on a brand new website to capitalise on this trend and I am pleased to announce that after six months of development this was launched in the last week of February. Please have a look at www.loknstore.co.uk and let us know what you think.

What's new?

- **Clearer navigation** – The new site has a much clearer navigation , making it much easier for customers to find their way around the site
- **Stronger calls to action** – Customers visiting the site are encouraged on every page to either phone us or “Get a price and book” online to take advantage of our new on-line reservation system launched last year
- **Tracking phone numbers** – These have been added throughout the website, allowing us to track the exact term the customers use for an internet search before contacting us, allowing us to really focus our Google spend on the areas that deliver results
- **More, improved, usable content** – The content for every page has been re written and updated for 2012. We have added more depth to content – particularly in the business storage section
- **Focus on testimonials and case studies** – You will notice throughout the website we have added customer testimonials – letting our prospective customers know that we really are the “Big Friendly Storage Company”. In addition to this we have added a number of case studies within the business and personal storage sections giving visitors some real life examples of how Lok'nStore helps people find the right solution for them

- **Space Estimator** – We have added a new “state of the art” space estimator to the site. There is a personal and business version with a number of different views. We will be continually developing this over the coming weeks. ***We believe this is a real market leader and hope you will have a look at this!***
- **New prices page** – Following customer feedback, we have added a “rough guide” to pricing on the prices page. They are what they say they are – a rough guide. Customers are encouraged to contact their local centre to get an accurate price.

Obviously this is a very dynamic area so we are committed to continued development. The next stages will be:

- New Lok’nStore dedicated smartphone site in March (almost 20% of our internet enquiries are now coming from smartphones)
- E-commerce box shop
- Refreshed reservations portal to match new main site (March)
- New email quote forms (March)
- Facebook re-launch (April)

I do hope you will agree that this is a great website and congratulate our marketing team on a great job. Please do visit the site; we would very much welcome your feedback which you can send to headoffice@loknstore.co.uk

I look forward to updating you on the performance of the business when we release our interim results in April.

Yours sincerely



Simon Thomas
Chairman