

Unlock the full
potential of your
property
*Self Storage with
placeB AG*



We are

„placeB offers self-storage units around the clock and 365 days a year, in close proximity to the end customer.

*At placeB, we combine **innovative technology with practical benefit**. With our app and flexible storage solutions, we offer our customers freedom and convenience.“*



Tobias Kaufmann
CEO placeB AG

Our vision

We want to provide all people in Switzerland with easy and fast access to additional storage space – as close as possible, where they live and work.

Why customers choose placeB

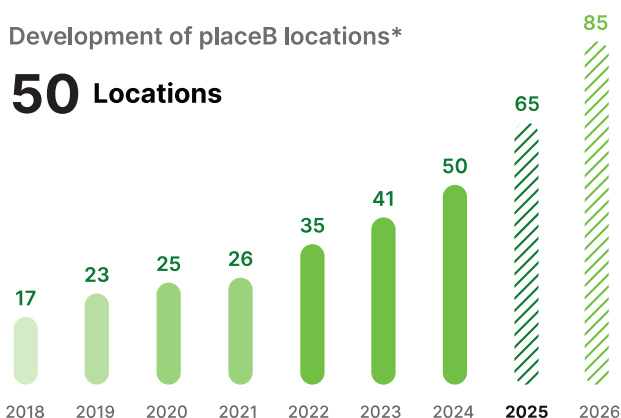
Customers choose placeB because of its proximity to their home and workplace, flexible 24/7 access, and digital access technology.

Reasons for needing a storage space

The reasons for storage are varied, from temporary use to an additional cellar.

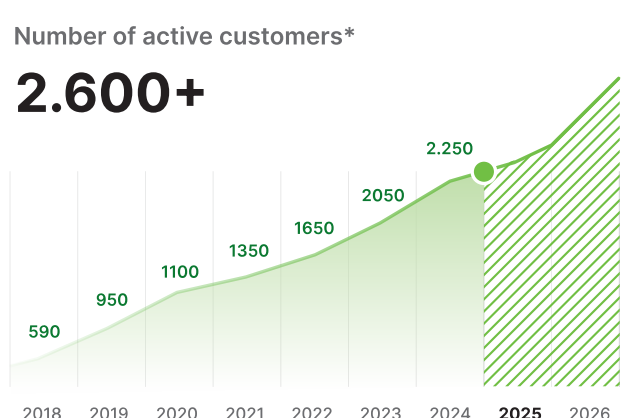
Development of placeB locations*

50 Locations



Number of active customers*

2.600+

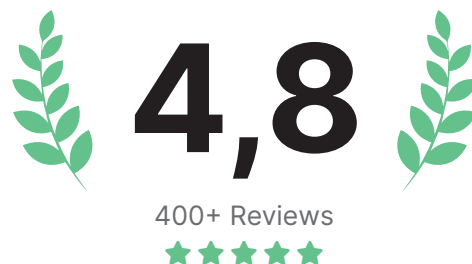


*Data as of December 31, 2024

placeB

We aim to offer a placeB storage unit to **90 % of the Swiss population** within 15 minutes.

Mission of placeB



„Espace de stockage propre, accès facile 24 heures sur 24 avec l'application, bon rapport qualité/prix.“

Marco N.
2024

“Excellent facility for all storage needs! Thank you, Place B!”

Tara B.
2024

„Wir haben unser Material von einem Lager wo wir nicht zufrieden waren zu PlaceB gezügelt. Fazit: Sehr professionell, freundlicher und hilfsbereiter Support, Boxen sind trocken und geheizt, jederzeit Zugang zu den Boxen per Handyapp, transparente Rechnungsführung, gute Preise. Was will man mehr?“

Fabrizio E.
2024

This is what our partners say



*“Working with placeB, an expert in the self-storage field, has proven to be an outstanding opportunity to use our property in Bülach **efficiently and profitably.**”*



*“The demand for flexible and secure storage options is high, resulting in a **high occupancy rate and stable revenue.**”*



*„Some of our properties are ideally suited for the placeB concept, a provider of self-storage units. We see **great potential in the self-storage industry** and look forward to further joint projects with placeB.”*

Your proper placeB Self

The **growing demand for self-storage units** is a clear reflection of our sustainable growth.

We focus on **energy-efficient and resource-saving operations** to meet the long-term and sustainable needs of our partners and customers.



Our solution offers you the following benefits:

✓ **Highest security**

Video surveillance and modern access technology protect your property 24/7.

✓ **Reduction of administrative and operational effort**

placeB takes care of the entire marketing and operation of the spaces.

✓ **Long-term lease agreement**

Lease contracts with a minimum duration of 10 years ensure long-term income.

✓ **Flexible and versatile**

The concept is suitable for various space sizes across all floors.

✓ **Low investment per m²**

Depending on the location size, the investment ranges between CHF 250 and CHF 400 per square meter.

erty as f Storage

Attractive returns with placeB

With placeB self-storage units, it is possible to generate a **significantly higher price per m²**.

placeB location in Kreuzlingen

Original gross rent expectation at the following location: **CHF 120 / m² / p.a.**

Average rental income through placeB (2024): **CHF 277 / m² / p.a.**

With an **average occupancy rate of 80%**, an increase of more than 180% (CHF 350 / m² / p.a.) can be expected.

+130%
increase in
revenue

Occupancy development 2022 – 2024

Annual revenue 2024 of CHF 103,000
corresponds to a gross price of

CHF 277 / m² / p.a.

Operational since

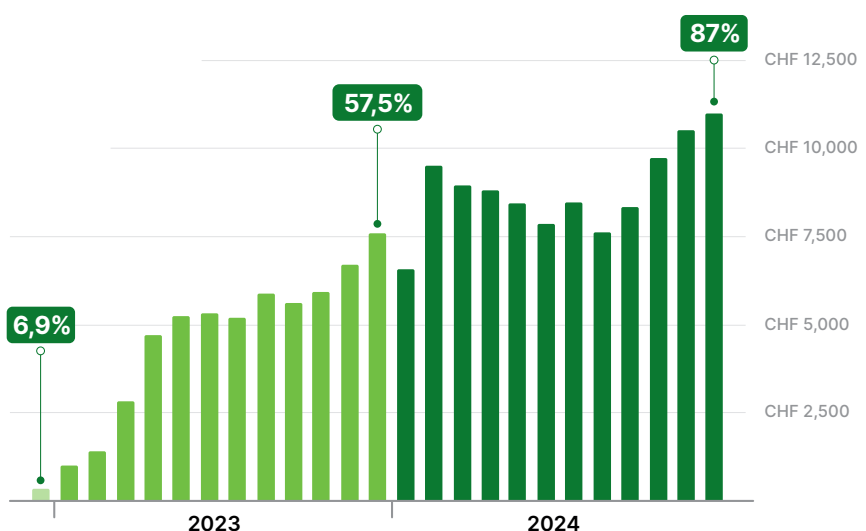
December 2022

Location size

372 m² (723 m³)

Location & surroundings

**Urban location in a
residential area**



The digital self storage concept



The placeB app

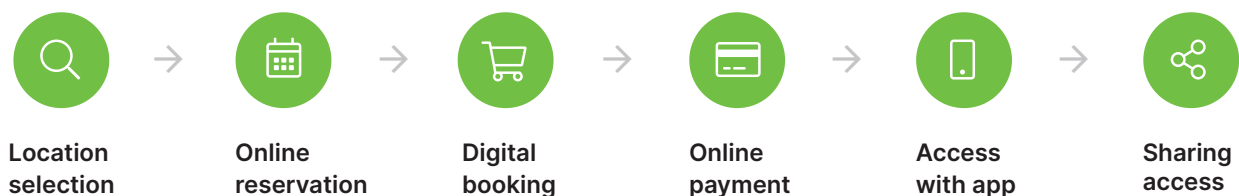
placeB has developed a system that fully digitizes all processes related to self-storage.

Maximum on-site security

placeB guarantees the safety of its customers with alerts and continuous video surveillance.

- ✓ **The digital access control system** allows monitoring of individuals entering the warehouse.
- ✓ **The integrated alarm system** notifies of any unauthorized entry in real-time.
- ✓ **Regular security patrols** enhance safety.
- ✓ **Customer eligibility** is verified before booking.
- ✓ **The verification processes** and access recording minimize unauthorized access.

This is how easy booking and access work



The ideal conditions for self storage

✓ **Floor load**

At least 500 kg/m²

✓ **Room height**

A room height of 3.00 m is required. No fire alarm system or sprinklers are needed for self-storage operations.

✓ **Accessibility**

24 hours a day, 365 days a year.

✓ **Distance**

Easy, short, and step-free paths to and within the building until the customer reaches their storage unit.

✓ **Service area**

30,000 residents should be able to reach the location within 15 minutes by car or on foot.



Discover the full potential *of your spaces*

We look forward to hearing from you.

We would be happy to evaluate your property at no cost and with no obligation.



+41 44 273 91 91



info@placeb.ch

Storage space near you

Storage spaces
6,500+

Rentable volume
in m³ (cumulative)

60,000

Your placeB location
could be here