

# CoStore

## DEINE LAGERLÖSUNG

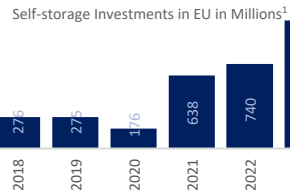
Store anywhere, anytime. Fully automated and digitalized.



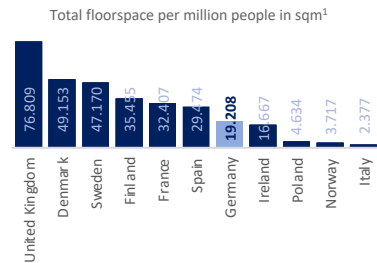
# CoStore tackles the German Self-Storage market with low-cost, fully autonomous container storage facilities, to offer cheap storage for B2B and B2C

## Market Development

**32% CAGR** from 2018-2023<sup>1</sup> in self-storage investments in EU



**50% increase** in Storage space in GER from 2019 to 2022<sup>4</sup>



→ Self-Storage is rapidly growing in EU and GER still has one of the lowest self-storage sqm per capita in Europe

## Problems and opportunities



**77%** urbanization rate increases city density, leading to reduced storage opportunities in living spaces



**8.8%** building cost increase, leading to a stronger focus on high-revenue or residential buildings



From **21% to 28%** share of the Self-Storage demand coming from B2B customers, due to heavy increases in rental prices



**Only 4%** of self-storage units in GER are remotely manageable, leading to high operating costs

→ Urban housing shortage decreases existing storage space, and drives the need for low-cost storage alternatives for B2B and B2C

## Solution



**We create fully autonomous and digitally integrated container storage parks.**



**100% digital customer journey** that enables end-to-end processes from booking to on-site move-in for customers



**43-59% cheaper storage space per m²** offerable, compared to the average market prices



**99% automated park operations management** reducing operation tasks like billing, customer service, access management

**24/7 available**  
**Best price/m² ratio**  
**Online bookable in minutes**



CoStore

## Traction

### Smoke test & interviews

- Potential revenue of **32.000€** generated in 1 week
- Average renting time of > **12 months**
- **80%** of clients preferred larger containers
- **60%** of customers interested in renting at multiple locations in Germany

### Expert insights & on-site visits

- **No existing brand or large competitor** in the container segment
- Interviewed providers, can't cope with the demand > **90% booked out**, with requests coming in continuously
- **Operations and processes are highly manual** and not professionalized → No digitalization in the segment at all

### Fair visit & partner outreach

- **High interest from Real Estate investors** for financing self-storage facilities directly
- Project developers looking to **monetize empty properties** as properties are currently a cost factor, if not monetized
- CoStore is already gaining traction as a potential **solution for interim utilization concepts** for properties

## Target Market Size

**TAM**  
Self storage market size in Germany

**1.2b €**

**SAM**  
57% of Germans live in target cities (10k - 500k)

**684m €**

**SOM**  
5% market share

**34.2m €**

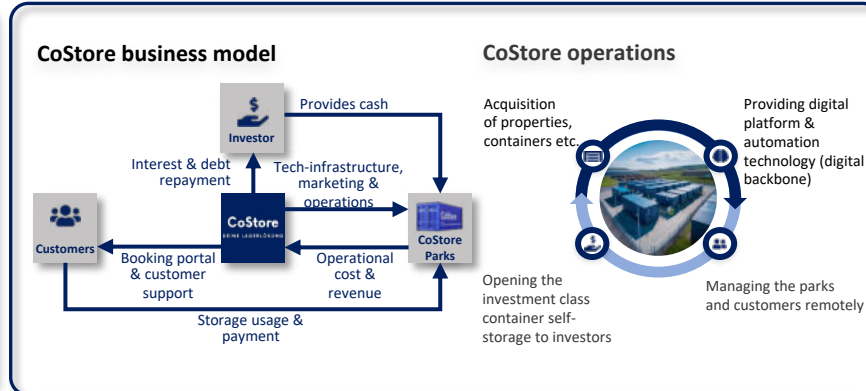
1) <https://www.fedessa.org/asset/7344E93A-078E-4096-AE3F555287382B04/>  
2) <https://www.mordorintelligence.com/industry-reports/germany-self-storage-market>  
3) <https://www.mordorintelligence.com/de/industry-reports/europe-self-storage-market>  
4) <https://www.jll.de/content/dam/jll-com/documents/pdf/research/emea/germany/de/branchenstudie-selfstorage.pdf>

# CoStore Parks are easy to finance and flexible to build at many locations. After 6 years, a credit for a containers plus property can be fully settled.

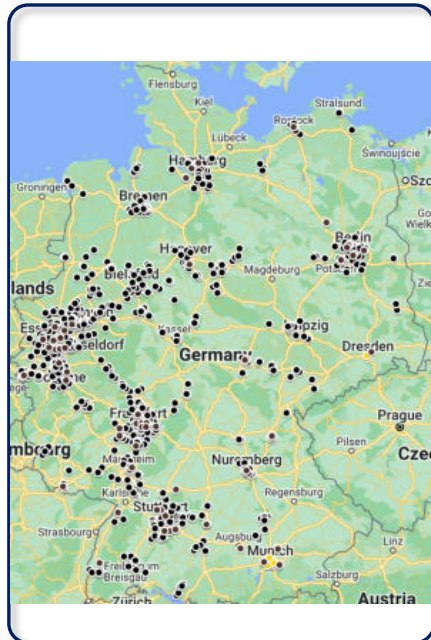
## Self-Storage Market Players

	High-value	Mid-value	Business parks	Container parks
<b>Target Group</b>	B2C	B2C	B2B and B2C	B2B and B2C
<b>Location</b>	City-center	City-center	Cities/suburbs	Suburbs and smaller towns
<b>Pricing</b>	High	High	High	Medium
<b>Rental time</b>	Shortterm	Shortterm	Mid- to longterm	Mid- to longterm
<b>Investment</b>	High	Medium	High	Low to medium
<b>Competition</b>	High	High	Medium	Low

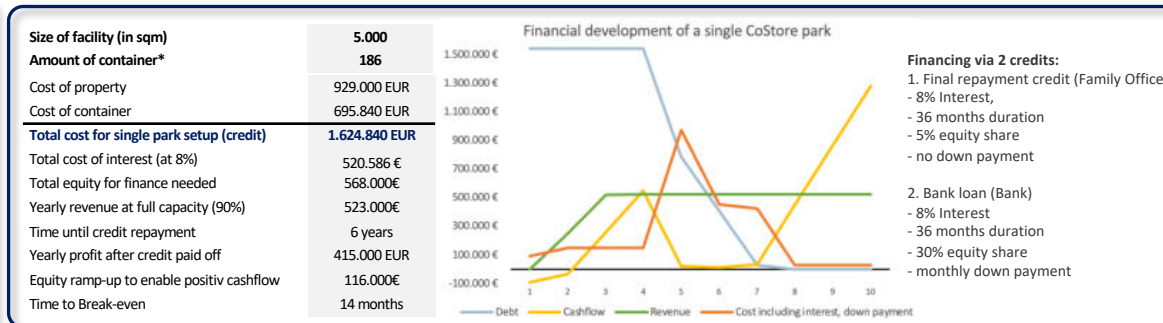
## CoStore Business Structure



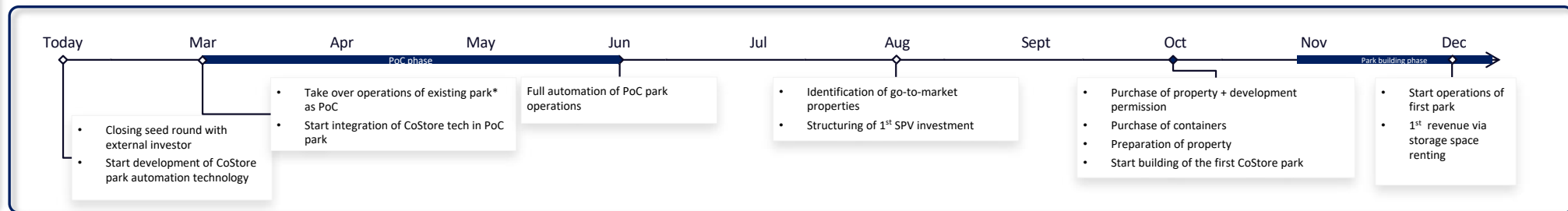
## Competition Map



## CoStore Park Financials



## Timeline



**Marcel Philipp Lang**  
Co-CEO & CPO

- Experienced venture builder (> 2 years) for corporate ventures in PropTech and infrastructure
- Experience as strategic procurement manager at EnBW AG
- High operational, financial, and growth marketing knowledge with startups

**Jannes Köpcke**  
Co-CEO & COO

- Experienced venture builder (>5 Years) for corporate ventures and startups
- Co-founder of By the ways GmbH
- Built Venture within the PropTech, FinTech and IoT sector

**Christian Lohmann**  
Advisor & Consultant

- Founded FIRST ELEPHANT in 2015
- Strategic self-storage consultant, actively contributing to 11+ new projects and 80+ conversions
- Guides new entrants in German Self-Storage, offering crucial market insights for strategic growth decisions

Our strategic partners