NEWS RELEASE

SmartStop 3PM Launches With a Simple Promise: Smarter Management. Stronger Results.

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Formerly ArgusPSM, the third-party management platform unifies under the SmartStop brand while preserving the flexibility, independence, and customized service owners value.

LADERA RANCH, Calif.--(BUSINESS WIRE)-- SmartStop Self Storage REIT, Inc. (“SmartStop”) (NYSE: SMA), an internally managed real estate investment trust and a premier owner and operator of self-storage facilities in the United States and Canada, announced that its third-party management platform, formerly Argus Professional Storage Management Powered by SmartStop, has been rebranded as SmartStop 3PM. The new name aligns the platform with the strength and recognition of the SmartStop brand while reinforcing the principle at the heart of the business: giving independent owners the freedom to choose how their business is run, as a true partner backed by the power of the SmartStop platform.

SmartStop unveiled the rebrand at the Self Storage Association (SSA) Fall Conference & Trade Show at the Aria Resort & Casino in Las Vegas.

SmartStop 3PM operates under the tagline "Smarter Management. Stronger Results," reflecting a platform built to give owners institutional-grade management without asking them to surrender their brand, their independence, or their control.

"Owners come to us for one reason: they want their business to perform at its highest level without giving up what makes it theirs," said H. Michael Schwartz, Chairman and CEO of SmartStop. "This rebrand brings the platform under the SmartStop name, but our promise to owners is unchanged. It is about choice. Whether an owner wants to operate under their own brand or ours, scale their support up or down, or gain access to the systems and expertise of one of North America's leading operators, SmartStop 3PM meets them where they are."

Benefits to Owners

SmartStop 3PM is designed around the needs of independent storage owners, offering:

- Brand flexibility. Owners can keep their established brand and local identity or operate under the nationally recognized SmartStop brand, whichever best serves their market and goals.
- Institutional-grade tools and expertise. Access to the same revenue management, marketing, technology, and operational systems that power one of the largest self-storage platforms in North America, scaled to fit an independent operation.
- Scalable support. A management relationship that adapts to the owner's needs, from full-service operation to focused support in the areas that matter most.
- Ownership of relationships. Owners retain the customer relationships, local presence, and community standing they have spent years building.

"The name on the door is new, but the team, service, and relationships our clients have built with us remain the same," said Korey Hanson, President of SmartStop 3PM. "We're carrying forward everything that has made our third-party management successful, while making it even clearer what we deliver: SmartStop's expertise and performance for entrepreneurial self-storage operators. Our commitment is to build on that foundation and help owners achieve better results, their way."

SmartStop invites storage owners attending the SSA Fall Conference to visit the SmartStop 3PM booth #2211 to meet the team and learn how the platform can support their business.

About SmartStop Self Storage REIT, Inc. (SmartStop):

SmartStop (NYSE: SMA) is a self-managed REIT with a fully integrated operations team of more than 1,000 self-storage professionals focused on growing the SmartStop® Self Storage brand. SmartStop, through its indirect subsidiary SmartStop REIT Advisors, LLC, also sponsors other self-storage programs, and, through its Managed Platform, offers third-party management services in the U.S. and Canada. As of August 31, 2026, SmartStop has an owned or managed portfolio of nearly 460 operating properties in 36 states, the District of Columbia, and Canada, comprising over 275,000 units and more than 35.3 million rentable square feet. SmartStop and its affiliates own or manage 53 operating self-storage properties across four provinces in Canada, which total approximately 47,000 units and 4.7 million rentable square feet. Additional information regarding SmartStop is available at **www.smartstopselfstorage.com**.

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