



NEWS RELEASE

# SmartStop Self Storage REIT, Inc. Highlights AI Strategy at Ai4 2025, North America's Leading Artificial Intelligence Conference

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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 Chief Operations Officer Joe Robinson and Director of Revenue Rene Hernandez presented at the Ai4 2025 conference on August 12 in Las Vegas.

Ai4 is the largest artificial intelligence event in North America, drawing thousands of executives, technologists, and innovators from leading organizations across industries, including financial services, retail, health care, and manufacturing. Robinson and Hernandez were the exclusive speakers representing the self-storage sector, underscoring SmartStop's leadership in technology innovation and its commitment to transforming operations through artificial intelligence.

Robinson and Hernandez's presentation spotlighted SmartStop's proprietary AI pricing agents, which drive millions of automated pricing changes per month. Built in-house using SmartStop's robust data warehouse and data science capabilities, the system enables dynamic, real-time adjustments that support profitable decision making, improve operational efficiency, and enhance customer experience.

"AI is a key part of our operating platform and a critical component of our broader innovation strategy," said H. Michael Schwartz, SmartStop Chairman and CEO. "Our AI-powered pricing system allows us to respond faster to market conditions and customer behavior while delivering meaningful performance improvements across the portfolio."



SmartStop's appearance at Ai4 reflects its ongoing investment in technology alongside long-term partner Kaizen Analytix, helping it maintain a competitive edge in the evolving self-storage landscape.

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

SmartStop Self Storage REIT, Inc. ("SmartStop") (NYSE: SMA) is a self-managed REIT with a fully integrated operations team of more than 600 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.

As of August 14, 2025, SmartStop has an owned or managed portfolio of 230 operating properties in 23 states, the District of Columbia, and Canada, comprising approximately 167,200 units and 18.7 million rentable square feet.

SmartStop and its affiliates own or manage 44 operating self-storage properties in Canada, which total approximately 39,000 units and 3.9 million rentable square feet.

David Corak

SVP of Corporate Finance & Strategy

SmartStop Self Storage REIT, Inc.

**[IR@smartstop.com](mailto:IR@smartstop.com)**

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