

**PRESS RELEASE**

**EMIA Invests in MyStorage to Accelerate Growth in Vietnam's Burgeoning Self-Storage Market**

Ho Chi Minh City (HCMC), 7 October 2025 – Emerging Markets Investment Advisers (EMIA), a Singapore-based private equity fund manager, has invested in MyStorage, a pioneering leader in Vietnam's self-storage industry. The investment, made through EMIA's ASEAN Frontier Markets Fund (AFMF), will fuel MyStorage's expansion and solidify its market leadership in the rapidly growing sector.



MyStorage operates four strategically located facilities across HCMC and Dong Nai Province, offering over 4,600 cubic meters of storage space, including nearly 300 climate-controlled self-storage units. The company offers its services to individuals, businesses, and international visitors seeking storage solutions for their personal belongings, seasonal items, or household goods, and enable businesses to manage inventory, archive documents, or safeguard equipment without the cost and commitment of additional real estate.

Beyond space, MyStorage is transforming the storage industry by empowering Vietnamese consumers and SMEs with smart, secure, and hassle-free solutions. Its eco-friendly approach repurposes pre-owned containers and underused building areas to minimise environmental impact and build a more sustainable supply chain, while technology underpins a consistent customer experience. Notably, the AI Size Estimator allows users to upload images and receive real-time size recommendations, streamlining onboarding. Customers also benefit

from on-site amenities, including an air-conditioned co-working area with Wi-Fi, refreshments, and showers. MyStorage's rich breadth of services also includes Vietnam's first professional wine storage. These unwavering commitments to customer care and innovation have earned the company regional recognition from the Self Storage Association Asia (SSAA), with the Technology & Innovation Award and the Creative & Effective Marketing Award.

The new capital from EMIA will accelerate MyStorage's growth trajectory, supporting facility expansion, customer base growth, and operational enhancements. A key focus will be the development of advanced digital tools and the implementation of an Environmental & Social (E&S) management system, reinforcing MyStorage's alignment with international standards and creating long-term value for all stakeholders. MyStorage's long-term vision is to build a nationwide footprint and extend its presence across the Mekong region.

#### **Statement from Mr. Aric Austin, Founder and CEO of MyStorage**

*"Vietnam's growing middle class and urbanization are creating an urgent need for modern storage solutions. Beyond capital, EMIA brings deep regional knowledge and a strong ESG focus, which aligns with our own practices like repurposing containers and piloting recycling initiatives. Together, we're building not just a larger business, but a more responsible and future-ready storage brand for Vietnam."*

#### **Statement from Ms. Sophie Taing, Investment Manager at EMIA**

*"We are thrilled to be partnering with MyStorage, an innovative self-storage player in Vietnam. With rising urban populations, changing lifestyles, and the continued growth of e-commerce, we believe the demand for smart, flexible storage solutions will continue to strengthen. What really impressed us is how MyStorage puts its customers at the heart of everything it does, using technology to make storage simpler, more efficient, and more secure. We believe this approach puts them in a strong position to lead the way as the industry transforms."*

#### **Statement from Mr. Joshua Morris, CEO of EMIA**

*"MyStorage marks AFMF's first investment in Vietnam and represents all of the values that we seek to support – a critical service which capitalizes on the opportunities, both within the B2C and B2B sectors, driven by the country's growing economic base while remaining committed to providing environmentally sustainable solutions. MyStorage is dedicated to finding solutions to the sector which are sustainable, meet customer needs and provides for technology-driven efficiencies in a traditional business sector. We are proud to partner with Aric and his strong local team as they embark on the next stage of their growth story."*

#### **About MyStorage**

Founded in 2019, MyStorage is a self-storage provider in Vietnam specialising in valet storage, private lockers, wine storage, and hyperlocal storage solutions. Serving both B2C and B2B

clients, MyStorage offers flexible, tech-enabled storage services under an asset-light model. The company operates four facilities across HCMC and Dong Nai Province.

For further information, visit: <https://mystorage.vn/>

#### **About EMIA & AFMF**

Established in 2009, EMIA is a pioneering ASEAN-frontier private equity fund manager, registered in Singapore and committed to building innovative, transparent, and sustainable businesses in Southeast Asia. EMIA invests in high-potential companies to deliver attractive returns while fostering inclusive, sustainable growth - having invested in 24 companies to date across multiple sectors in ASEAN frontier markets. EMIA's deep regional knowledge and networks equip it with a unique ability to engage with leading companies and secure partnerships that create long-term value for investee businesses.

The ASEAN Frontier Markets Fund is EMIA's third private equity fund, maintaining the strategy and investment characteristics of its predecessor funds while expanding its mandate on climate, gender, human rights, and impact, complementing EMIA's strong existing ESG framework.

For further information, visit: <https://www.emergingmarkets.asia/investments/>

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