

7 March 2023

**LifeSafe Holdings plc**  
('LifeSafe', the 'Company' or the 'Group')

**Director dealing / PDMR shareholding**

LifeSafe (AIM: LIFS), a fire safety technology business with innovative fire extinguishing fluids and fire safety products, has been notified that on 6 March 2023, Paul Jameson, Chief Operating Officer, disposed of 79,000 ordinary shares of 1p each in the Company to facilitate personal financial planning. 13,000 shares were acquired on the same date by Dominic Berger, Executive Chairman.

Director/PDMR	Position	Number of ordinary shares disposed	Price per share (p)
Paul Jameson	Chief Operating Officer	79,000	38p

Director/PDMR	Position	Number of ordinary shares acquired	Price per share (p)
Dominic Berger	Executive Chairman	13,000	38p

As a result, Dominic Berger now has a total notifiable share interest in the Company of 904,332 ordinary shares, representing 4.09% of the Company's issued share capital and Paul Jameson now has a total notifiable share interest of 1,000 ordinary shares, representing 0.005% of the Company's issued share capital.

- Ends -

**FOR FURTHER ENQUIRIES:**

**LifeSafe Holdings plc**

Neil Smith, Chief Executive Officer  
Mike Stilwell, Chief Financial Officer

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**Notes to Editors**

LifeSafe is a fire safety technology business that develops eco-friendly, novel and innovative fire extinguishing fluids with a range of life-saving fire safety products. Through its highly experienced management team, LifeSafe is seeking to create new markets for the Group in fire safety through new technologies, digital marketing and multi-channel sales.

LifeSafe has developed what the Directors believe to be a market disrupting range of eco-friendly fire safety protection products including, launched in December 2022, a new Thermal Runaway Fluid to combat thermal runaway in lithium battery fires by permanently extinguishing and preventing the re-ignition of lithium fires. This is an evolution of the Group's core FER1000 extinguishing fluid, for which the Group has been granted a patent in the UK, which has been developed by LifeSafe to extinguish five different types of fire: electrical, paper, textiles, cooking oil, and petrol and diesel.

The Group's best-selling product using this extinguishing fluid is the StaySafe 5-in-1 fire extinguisher. It was launched on Amazon Prime in the UK in August 2021 and subsequently became Amazon Prime's top-selling fire extinguisher in the UK in the same month. The StaySafe 5-in-1 and the PanSafe pan fire extinguisher were launched in Screwfix in Spring.

LifeSafe is continuing to develop new fluid derivations for the industrial market.

LifeSafe was admitted to trading on AIM in July 2022 with the ticker LIFS.L. For additional information please visit <https://www.lifesafeholdingsplc.com>.

LinkedIn: <https://www.linkedin.com/company/lifesafe-technologies>

Twitter: <https://twitter.com/LifesafeT>

**NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM**

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Paul Jameson
2	Reason for the notification	

2	Reason for the notification		
a)	Position/status	Chief Operating Officer	
b)	Initial notification/ Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	LifeSafe Holdings plc	
b)	LEI	2138004KSXCPNWGSL119	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Ordinary Shares of 1p each	
	Identification code	GB00BP83Y473	
b)	Nature of the transaction	Share Disposal	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		38p	79,000
d)	Aggregated information		
	- Aggregated volume	79,000	
	- Price	38p	
e)	Date of the transaction	6/3/2023	
f)	Place of the transaction	XLON, AIM	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Dominic Berger	
2	Reason for the notification		
a)	Position/status	Executive Chairman	
b)	Initial notification/ Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	LifeSafe Holdings plc	
b)	LEI	2138004KSXCPNWGSL119	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Ordinary Shares of 1p each	
	Identification code	GB00BP83Y473	
b)	Nature of the transaction	Share Acquisition	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		38p	13,000
d)	Aggregated information		
	- Aggregated volume	13,000	
	- Price	38p	
e)	Date of the transaction	6/3/2023	
f)	Place of the transaction	XLON, AIM	

*This announcement contains inside information for the purposes of Article 7 of the UK version of Regulation (EU) No 596/2014 which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, as amended ("MAR"). Upon the publication of this announcement via a Regulatory Information Service, this inside information is now considered to be in the public domain.*

*The person responsible for arranging the release of this announcement on behalf of the Company is Mike Stilwell, Chief Financial Officer of the Company.*

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