

5 April 2023

VENTURE LIFE GROUP PLC
("Venture Life" "VLG" or the "Group")

Director Dealings

Venture Life Group plc (AIM: VLG), a leader in developing, manufacturing and commercialising products for the international self-care market, announces that Mark Adams, Non-Executive Director, today purchased 58,504 ordinary shares of 0.3p each in the Company ("Ordinary Shares") at a volume weighted average price of 42.73 pence per Ordinary Share.

Following this purchase, Mr Adams beneficially holds 58,504 Ordinary Shares representing approximately 0.05 per cent. of the Company's issued share capital.

For further information, please contact:

Venture Life Group PLC +44 (0) 1344 578004
Jerry Randall, Chief Executive Officer
Daniel Wells, Chief Financial Officer

Cenkos Securities plc (Nomad and Broker) +44 (0) 20 7397 8900
Stephen Keys / Camilla Hume
Russell Kerr / Michael Johnson (Sales)

Singer Capital Markets (Joint Broker) +44 (0) 20 7496 3000
Shaun Dobson / Alaina Wong (Corporate Finance)
Jonathan Dighe (Sales)

About Venture Life (www.venture-life.com)

Venture Life is an international consumer self-care company focused on developing, manufacturing and commercialising products for the global self-care market. With operations in the UK, The Netherlands and Italy, the Group's product portfolio includes some key products such as the UltraDEX and Dentyl oral care product ranges, food supplements for maintaining brain function, medical devices for women's intimate healthcare, fungal infections and proctology, and dermo-cosmetics for addressing the signs of ageing.

The products, which are typically recommended by pharmacists or healthcare practitioners, are available primarily through pharmacies and grocery multiples. In the UK and The Netherlands, these are supplied direct by the company to retailers, elsewhere they are supplied by the Group's international distribution partners.

Through its Development & Manufacturing business in Italy, Biokosmes, the Group also provides development and manufacturing services to companies for consumer healthcare products, primarily medical devices.

The Company makes the following disclosures in accordance with article 19(3) of the Market Abuse Regulation:

| | | |
|----------|--|------------------------|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | |
| a) | Name | Mark Adams |
| 2 | Reason for the notification | |
| a) | Position/status | Non-Executive Director |
| b) | Initial notification /Amendment | Initial notification |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | Venture Life Group plc |
| b) | LEI | 213800S8CZUPLAB2KC70 |

| 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 Identification code | Ordinary Shares of 0.3p each in Venture Life Group plc GB00BFPM8908 | | | | | | | | | |
| b) | Nature of the transaction | Purchase of ordinary shares | | | | | | | | | |
| c) | Price(s) and volume(s) | <table><tr><th>Price</th><th>Volume</th></tr><tr><td>42.74p</td><td>23,397</td></tr><tr><td>42.71p</td><td>23,412</td></tr><tr><td>42.75p</td><td>11,695</td></tr></table> | | Price | Volume | 42.74p | 23,397 | 42.71p | 23,412 | 42.75p | 11,695 |
| Price | Volume | | | | | | | | | | |
| 42.74p | 23,397 | | | | | | | | | | |
| 42.71p | 23,412 | | | | | | | | | | |
| 42.75p | 11,695 | | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | See above | | | | | | | | | |
| e) | Date of the transaction | 5 April 2023 | | | | | | | | | |
| f) | Place of the transaction | London Stock Exchange | | | | | | | | | |

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