

**For immediate release**

**18 April 2023**

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

**Launch of new StaySafe All-in-1 fire extinguisher**

LifeSafe (AIM:LIFS), a fire safety technology business with innovative fire extinguishing fluids and fire safety products, is pleased to announce the launch of its new StaySafe All-in-1 fire extinguisher featuring the Group's next generation fluid. The new StaySafe All-in-1 is specifically designed to tackle ten different types of fire, replacing the successful StaySafe 5-in-1 fire extinguisher.

***New StaySafe All-in-1 fire extinguisher***

The Board is delighted to announce the UK launch of LifeSafe's new StaySafe All-in-1 fire extinguisher. This uses a variant of the Group's core eco-friendly patented fluid, FER1000, and significantly increases to ten the number of types of fire which can be extinguished using a single bottle, being:

- Lithium-ion batteries
- Bio-ethanol
- Motor oil
- Bio-diesel
- Diesel
- E5 & E10 petrol
- Electrical
- Textiles
- Timber/wood
- Cooking oil

The new StaySafe All-in-1 builds on and replaces the Group's successful debut product, the StaySafe 5-in-1, and makes the 'one stop shop' fire-extinguishing proposition even more compelling. The international launch of the StaySafe All-in-1 will commence in H1 2023 through the Group's consumer and wholesale sales channels.

The evolution of this new fluid builds on the launch, in December 2022, of the Group's industrial-focused Lithium Thermal Runaway Fluid, designed to permanently extinguish and prevent the re-ignition of lithium-ion battery fires.

As with all the Group's existing extinguishing fluids, LifeSafe's new StaySafe All-in-1 is a non-toxic, non-hazardous, eco-friendly solution.

**Dominic Berger, Executive Chairman of LifeSafe, said:** "I am delighted to be able to announce the launch of our new All-in-1 fire extinguisher. This once again highlights the innovative and dynamic nature of the Group and marks a major step forward in fire safety. By being able to extinguish ten different types of fire, including lithium-ion batteries, whilst being eco-friendly, this product can provide people 'peace of mind' that what matters most to them will be protected.

"Alongside our strong FY22 results figures announced today, this launch shows that the business continues to go from strength to strength and I am very excited by what lies ahead for LifeSafe."

**- Ends -**

-----

*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.*

**LifeSafe Holdings plc**

Dominic Berger, Executive Chairman  
Neil Smith, CEO  
Mike Stilwell, CFO

**Via Buchanan**

[www.lifesafeholdingsplc.com](http://www.lifesafeholdingsplc.com)

**WH Ireland Limited** (Nominated Adviser & Broker)  
Chris Fielding  
Darshan Patel

Tel: +44 (0) 20 7220 1666

**Buchanan** (Financial Communications)  
Henry Harrison-Topham  
Jack Devoy

Tel: +44 (0) 20 7466 5000  
[LifeSafe@buchanan.uk.com](mailto:LifeSafe@buchanan.uk.com)

**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 2022.

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>

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@seg.com](mailto:rns@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

MSCBIGDSIGBDGXR