

1 September 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 Dominic Berger, Executive Chairman, transferred 216,490 ordinary shares of 1p each in the capital of the Company ("Ordinary Shares") from his personal holding into his self-invested personal pension for estate and tax planning purposes ("Transfer").

Following this Transfer, his interest in the Company remains at 917,845 Ordinary Shares representing 3.62% of the Company's issued share capital.

The notification below, made in accordance with the requirements of the UK Market Abuse Regulation, provides further detail.

- Ends -

FOR FURTHER ENQUIRIES:

LifeSafe Holdings plc

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

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WH Ireland Limited

Chris Fielding
Darshan Patel
Isaac Hooper

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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 launched its best-selling first generation StaySafe 5-in-1 fire extinguisher using this fluid on Amazon Prime in the UK in August 2021. It subsequently became Amazon Prime's top-selling fire extinguisher in the UK in the same month. The StaySafe All-in-1, an evolution of the Group's core fluid which is verified to extinguish ten different fire types, was launched in the UK in April 2023. StaySafe products 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>

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	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	

	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	Transfer of Ordinary Shares into SIPP	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		N/A	216,490
d)	Aggregated information		
	- Aggregated volume	N/A - transfer between accounts	
	- Price		
e)	Date of the transaction	31/08/2023	
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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