

For immediate release

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LifeSafe Holdings plc

("LifeSafe", the "Group" or the "Company")

Launch of new non-toxic wildfire fluid

LifeSafe (AIM:LIFS), a fire safety technology business with innovative fire extinguishing fluids and fire safety products, announces the launch of its new patent pending wildfire extinguishing fluid, Wildfire Pro. Wildfire Pro is a non-toxic and fluorine-free wildfire fluid engineered to suppress, extinguish and prevent the spread of devastating wildfires. Unlike current fluorine-based fluid solutions, Wildfire Pro's non-toxic and fluorine-free properties pose no chemical threat to wildlife or natural ecosystems.

Wildfire Pro controls wildfires through LifeSafe's patent pending fluid, incorporating the Company's EndoShield and ExoSuppression technologies, which first absorbs the energy and heat from the fire, and then prevents re-ignition by stopping any further oxygen from fuelling embers. Through lengthy testing and development, it was identified that the fluid can be used as a retardant when used as a pre-treatment, presenting a truly complete solution when tackling deadly forest fires. The spraying of the fluid onto land creates a barrier to fire from which the applied area will simply not ignite. See Wildfire Pro in action at www.lifesafeindustrial.com

The greatest number of wildfires are predominantly in North America, South America, Australia and Southern Europe, with parts of Asia and Eastern Europe also experiencing a growing number of fires. Wildfires are forecast to grow by over 40 per cent. in the next 25 years as weather patterns and temperatures change. The significant total cost of wildfires is in the billions with some recent data from Europe suggesting the 2022 Wildfire season in Europe alone cost €2.97bn^[1].

Dominic Berger, Chairman of LifeSafe, commented: "We are proud to announce another new fluid to add to our family of fire suppression technologies. Wildfire Pro provides a complete solution to both tackle and prevent devastating wildfires. The launch of the new fluid will open up new partnership and geographic markets for the Group."

[1] According to the European Forest Fire Information System: <https://effis.jrc.ec.europa.eu/>

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Notes to Editors

LifeSafe is a fire safety technology business that develops eco-friendly, novel and innovative fire extinguishing fluids and life-saving fire safety products. LifeSafe has developed a market disrupting range of eco-friendly fire safety protection products; a new patent-pending Thermal Runaway Fluid to combat lithium battery fires by permanently extinguishing and preventing re-ignition, and the StaySafe All-in-1, a handheld eco-friendly and fully recyclable extinguisher which is verified to extinguish ten different types of fire and the number one selling fire extinguisher on Amazon UK. LifeSafe is successfully creating new markets for the Group in fire safety through its innovative technologies, products, digital marketing and multi-channel sales; and is continuing to develop new fluid derivations for applications in various industrial market sectors.

LifeSafe was admitted to trading on AIM in July 2022 with the ticker LIFS.

For further information please visit: <https://www.lifesafeholdingsplc.com>.

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

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

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