

RNS Number : 7138X
LifeSafe Holdings PLC
25 July 2024

For immediate release

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

AGM Statement

LifeSafe Holdings plc (AIM:LIFS), a fire safety technology business with innovative fire extinguishing fluids and fire safety products, is holding its Annual General Meeting ('AGM') today, Thursday 25 July 2024, at 9:30 a.m., at which Dominic Berger (Chair) will make the following statement:

"As previously announced on 26 June 2024, earlier this year the Group evolved its US sales model from a pure B2C to a B2B2C model, partnering with wholesalers to improve LifeSafe's gross and net margins. This new sales model is performing in line with the Board's expectations.

Over and above our consumer sales channels, our wholesale and industrial partnerships continue to progress well with sales of over £0.8 million expected to be reported through these channels in the first half of 2024.

This operational and strategic progress has generated revenues and operating performance slightly ahead of the Board's internal budgets for the first half of 2024, in line with the planned journey to profitability."

For further enquiries:

LifeSafe Holdings plc
Dominic Berger, Chairman
Neil Smith, CEO
Mike Stilwell, CFO

info@lifesafetechnologies.com

Zeus (Nominated Adviser & Broker)
David Foreman, Alexandra Campbell-Harris (Investment Banking)
Alice Lane (Corporate Broking)

Tel: +44 (0) 20 3829 5000

Notes to Editors

LifeSafe is a fire safety technology business that develops eco-friendly, novel and innovative fire extinguishing and prevention 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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