

2 September 2024

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

**Director/PDMR Shareholding**

Futher to the announcement on 23 August 2023 of the exercise of options by Jerry Randall (Chief Executive Officer) and Gianluca Braguti (Chief Manufacturing Officer), the Company announces that both Jerry Randall and Gianluca Braguti sold ordinary shares of 0.3 pence each in the capital of the Company ("Ordinary Shares") in order to satisfy personal tax liabilities resulting from the exercise of the options (the "Share Sale").

Details of the Share Sale and the resultant beneficial interests' in the Company by both Jerry Randall and Gianluca Braguti are as follows:

Director	Date of sale	Previous shareholding	Ordinary Shares sold	Price per Ordinary Share	Resultant shareholding
Jerry Randall	29 August 2024	2,309,139*	105,939	45.56 pence	2,203,200 (1.73%)
Gianluca Braguti	30 August 2024	3,923,055	77,930	46.00 pence	3,845,125 (3.03%)

For further information, please contact:

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

**Cavendish Capital Markets Limited (Nomad and Broker)** +44 (0) 20 7720 0500  
Stephen Keys / Camilla Hume (Corporate Finance)  
Michael Johnson (Sales)

**About Venture Life ([www.venture-life.com](http://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, Italy, The Netherlands and Sweden, the Group's product portfolio includes some key products such as the UltraDEX and Dentyl oral care product ranges, the Balance Activ range in the area of women's intimate healthcare, the Lift and Glucogel product ranges for hypoglycaemia, Gelclair and Pomi-T for oncology support, Earol for ear wax removal, products for fungal infections and proctology, and dermo-cosmetics for addressing the signs of ageing. Its products are sold in over 90 countries worldwide.

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 two Development & Manufacturing operations in Italy and Sweden, the Group also provides development and manufacturing services to companies in the medical devices and cosmetic sectors.

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

1	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Jerry Randall
2	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial notification

3	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Venture Life Group plc
b)	LEI	213800S8CZUPLAB2KC70
4	<b>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</b>	
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	Sale of Ordinary Shares
c)	Price(s) and volume(s)	105,939 Ordinary Shares at 45.56 pence per Ordinary Share
d)	Aggregated information  - Aggregated volume  - Price	n/a
e)	Date of the transaction	29 August 2024
f)	Place of the transaction	London Stock Exchange

1	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Gianluca Braguti
2	<b>Reason for the notification</b>	
a)	Position/status	Chief Manufacturing Officer
b)	Initial notification /Amendment	Initial notification
3	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Venture Life Group plc
b)	LEI	213800S8CZUPLAB2KC70
4	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary Shares of 0.3p each in Venture Life Group plc

	Identification code	GB00BFPM8908
b)	Nature of the transaction	Sale of Ordinary Shares
c)	Price(s) and volume(s)	77,930 Ordinary Shares at 46.00 pence per Ordinary Share
d)	Aggregated information  - Aggregated volume  - Price	n/a
e)	Date of the transaction	30 August 2024
f)	Place of the transaction	London Stock Exchange

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