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**24 September 2024**

**LifeSafe Holdings plc**

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

***New Distributor Purchase orders support growth in North America***

LifeSafe Holdings plc (AIM:LIFS), a fire safety technology business with innovative fire extinguishing and prevention fluids and fire safety products, is pleased to announce a series of purchase orders amounting to over 200,000 during 2024 to date, from Fire Suppression Solutions LLC ("FSS"), a leading US fire safety distribution business supplying advanced fire suppression technologies and training across both public and private enterprises in North America.

LifeSafe is supplying its market-leading StaySafe All-in-1 aerosol fire extinguisher and its new Multi Purpose Fluid in the Company's new 6 litre cannister using the fluid's 'Exo-suppression' and 'Endo-shield' technologies.

This business-to-business relationship represents a major growth opportunity for the Company opening new revenue streams for both the StaySafe All-in-1 and the new 6 litre cylinder proposition within the US through partnering with established fire safety businesses.

**Dominic Berger, Chairman of LifeSafe, commented:** *"We are pleased to announce the strengthening of our relationship with such an experienced and forward-thinking business such as FSS. This relationship extends the Company's reach into the US and has enabled access to new market segments. We look forward to a long and mutually successful and profitable alliance with FSS."*

**Richard Cohn at Fire Suppression Solutions, commented:** *"Since working with the LifeSafe team and testing their products we have been incredibly excited to be developing this relationship. The products work so well and offer a unique position in the market giving customers, from both domestic and commercial sectors, the opportunity to deal with multiple fire types including lithium batteries. The unique product mix and opportunities in this market are what makes this relationship so exciting."*

**- Ends -**

**For further enquiries:**

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**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. 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>

X (formerly Twitter): <https://x.com/LifesafeT>

**About Fire Suppression Solutions**

FSS is the US master distributor for multiple game-changing solutions that help protect communities, businesses, and

individuals.

FSS' mission is to deliver advanced fire suppression technologies partnered with education and training. With our team boasting decades of expertise in firefighting, law enforcement, EMS, engineering, sales, marketing, and business across private and public sectors, we are uniquely positioned to understand and fulfil the needs of all our customers.

For more information see [www.fires.us](http://www.fires.us)

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