

**1 October 2024**

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

**Board and Strategic adviser appointments**

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 the appointment of Gregor John Paterson as Non-Executive Director, effective 1 October 2024 and the non-board appointment of Garry Ridge, former CEO of WD-40 Company Inc ("WD-40 Company") (NASDAQ: WDFC) as a strategic adviser.

**Gregor Paterson**

Gregor has extensive UK equity market experience having spent over 20 years performing various corporate broking, equity sales and advisory roles. He has previously held senior positions at Cenkos Securities plc (now part of Cavendish Financial plc), Cantor Fitzgerald Europe and Zeus Capital, before joining Amati Global Investors Limited ("Amati"), an independent specialist fund management business investing in small and mid-sized companies, in July 2024.

Amati is the appointed Fund Manager of Amati AIM VCT plc ("Amati AIM VCT") which holds approximately 16.7% of the issued share capital of LifeSafe. Given that Gregor is employed by Amati and that Amati AIM VCT holds a substantial shareholding in the Company, Gregor is not considered an independent non-executive director.

In accordance with Rule 17 and Schedule 2(g) of the AIM Rules for Companies, Gregor John Paterson (aged 47) holds no other directorship other than this appointment and has not held any other directorships in the past five years.

Gregor has no personal interest in the ordinary shares of the Company. There are no further disclosures to be made under Schedule 2 (g) of the AIM Rules for Companies.

**Commenting on the appointment, Dominic Berger, Chairman of LifeSafe, said:**

"We are delighted to welcome Gregor to the LifeSafe Board. He brings with him a wealth of advisory experience and successful shareholder engagement. The Board is confident that Gregor will add significant value for LifeSafe and we look forward to his advice and guidance as we navigate the next stage of growth for the Company."

**Garry Ridge**

LifeSafe is further pleased to announce that Garry Ridge, former CEO of WD-40 Company Inc ("WD-40 Company") (NASDAQ: WDFC), has agreed to work with the Company as a business and leadership consultant and to assist the business in reviewing its global go-to-market strategy for the innovative StaySafe All-in-1 fire extinguisher.

As chief executive officer for 25 years, and a member of the board of directors of WD-40 Company, Garry was responsible for developing and implementing high-level strategies, operations, and pioneered the global expansion of the WD-40 Company brands which are now available in over 176 countries and territories around the world.

**Commenting on the appointment, Dominic Berger, Chairman of LifeSafe, said:**

"We are delighted that Garry Ridge has agreed to advise LifeSafe on its growth journey. Like WD-40, our mantra is every home, car, boat, caravan, school, office, plane, hospital and more, should have a StaySafe All-in-1 for personal protection in the event of a fire, therefore having the architect of WD-40's success on our team is truly exciting."

**Garry Ridge commented:**

"I am pleased to be working with the team at Lifesafe on business and leadership development. The StaySafe All-in-1 fire safety product is well-positioned to become a leading solution in the fire safety market. With a comprehensive go-to-market strategy that addresses both B2C and B2B segments, including specialised industries like aviation, lithium battery safety and emergency services, the product is poised for success in protecting homes, businesses, and lives from fire hazards."

**- Ends -**

**For further enquiries:**

**LifeSafe Holdings plc**

Dominic Berger, Chairman  
Neil Smith, Chief Executive Officer  
Mike Stilwell, Chief Financial Officer

[info@lifesafetechnologies.com](mailto:info@lifesafetechnologies.com)

**Zeus (Nominated Adviser & Broker)**

David Foreman, Alexandra Campbell-Harris (Investment Banking)  
Emma Ayton (Sales)

Tel: +44 (0) 203 829 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. 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>

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@lseg.com](mailto:ms@lseg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

STRMZGFLGMDZM

