

30 October 2024



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

Director/PDMR Shareholding

Venture Life (AIM: VLG), a leader in developing, manufacturing and commercialising products for the international self-care market, announces that Mark Adams, Non-Executive Director, has today purchased 116,496 ordinary shares of 0.3p each in the Company ("Ordinary Shares") at a volume weighted average price of 42.79 pence per Ordinary Share.

Following this purchase, Mr Adams beneficially holds 175,000 Ordinary Shares representing approximately 0.14 per cent. of the Company's issued share capital.

For further information, please contact:

Venture Life Group PLC
Jerry Randall, Chief Executive Officer
Daniel Wells, Chief Financial Officer

+44 (0) 1344 578004

Cavendish Capital Markets Limited (Nomad and Broker)
Michael Johnson (Sales)
Stephen Keys / Camilla Hume (Corporate Finance)

+44 (0) 20 7397 8900

About Venture Life (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	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Mark Adams
2	Reason for the notification	
a)	Position/status	Non-Executive Director
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform	

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a)	Name	Venture Life Group plc																	
b)	LEI	213800S8CZUPLAB2KC70																	
4	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																		
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	Purchase of ordinary shares																	
c)	Price(s) and volume(s)	<table><tr><th>Price</th><th>Volume</th></tr><tr><td>42.8056p</td><td>58,403</td></tr><tr><td>42.85p</td><td>23,337</td></tr><tr><td>42.48p</td><td>14,756</td></tr><tr><td>43.0p</td><td>5,000</td></tr><tr><td>42.9p</td><td>5,000</td></tr><tr><td>42.9p</td><td>5,000</td></tr><tr><td>42.9p</td><td>5,000</td></tr></table>		Price	Volume	42.8056p	58,403	42.85p	23,337	42.48p	14,756	43.0p	5,000	42.9p	5,000	42.9p	5,000	42.9p	5,000
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d)	Aggregated information - Aggregated volume - Price	See above																	
e)	Date of the transaction	30 October 2024																	
f)	Place of the transaction	London Stock Exchange																	

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