

This is a Reach (i.e. non-regulatory) announcement and the information contained is not considered to be material or to have a significant impact on management's expectations of the Company's performance.

14 January 2025

RNS REACH

LifeSafe Holdings plc

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



LifeSafe ships Wildfire Pro fluid to California

LifeSafe Holdings plc (AIM:LIFS), a fire safety technology business with innovative fire extinguishing and prevention fluids and fire safety products, has received a purchase order for 1000 litres of its Wildfire Pro fluid from its North American Distributor, Fire Suppression Solutions LLC, to support the response to the devastating wildfires in Los Angeles.

LifeSafe's Wildfire Pro fluid not only extinguishes wildfires but is a very effective fire retardant. The retardancy is particularly relevant in a wildfire scenario as the fluid can be used to create a fire barrier. Wildfire Pro fluid is non-toxic and environmentally friendly. The video below shows the effectiveness of the fluid as a fire retardant.

<https://www.youtube.com/shorts/txQmHEVbWKU>

Wildfire events are occurring more often globally, with commentators claiming this is a result of climate change. This growing problem means the market for corresponding fluids is also growing but already the US market for wildfire extinguishing fluids is over 550 million* per annum and the global market more than 1 billion in specialist fire fluids alone.

LifeSafe's Board believes that its Wildfire Pro fluid can provide emergency services with a new, highly effective method of tackling wildfires. The link below illustrates the effectiveness of LifeSafe's Wildfire Pro fluid in simulation tests.

<https://www.youtube.com/watch?v=pj4LMfNMwJY>

For more information and videos showing how effective LifeSafe's Wildfire Pro fluid is alongside LifeSafe's other innovative fire extinguishing and prevention fluids, please visit www.lifesafeindustrial.com

Dominic Berger, Chairman of LifeSafe, commented: "Although it's early days, we are convinced that our fluid can make a real difference and impact in the fight against wildfires globally and more importantly save lives and property."

Bruce Resnick of Fire Suppression Solutions, commented: "We believe Wildfire Pro could be a game changer in the fight against wildfires and are looking forward to working with the firefighting community to help reduce the huge impact and cost of events currently being seen in Los Angeles."

*Statista.com

- Ends -

For further enquiries:

LifeSafe Holdings plc

Dominic Berger, Chairman

info@lifesafetechnologies.com

Neil Smith, Chief Executive Officer

Mike Stilwell, Chief Financial Officer

Zeus (Nominated Adviser & Broker)

Tel: +44 (0) 203 829 5000

David Foreman, Alexandra Campbell-Harris (Investment Banking)

Emma Ayton (Sales)

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

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

Fire Suppression Solutions is a US distributor for multiple game-changing fire solutions that help protect communities, businesses, and individuals.

Our 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

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seg.com or visit 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

NRAFLFFFLEIVLIE