

The information communicated within this announcement is deemed to constitute inside information as stipulated under the Market Abuse Regulations (EU) No. 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR"), and is disclosed in accordance with the Company's obligations under Article 17 of MAR. Upon the publication of this announcement, this inside information is now considered to be in the public domain.

10 February 2025

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

Business outlook

LifeSafe (AIM:LIFS), a fire safety technology business with innovative fire extinguishing and prevention fluids and fire safety products, is pleased to announce significant interest developing in its business-to-business channels.

Further to the Trading Update announced by the Company on 6 February 2025, which was primarily focused on the trading performance during the financial year ended 31 December 2024 ("FY24"), the Board wishes to update on more immediate initiatives and contract negotiations which are expected to close in the coming months. The Board, however, wishes to emphasise that whilst it is increasingly positive on these developments, there are no guarantees that any of the current negotiations will complete in the timelines currently envisaged, or on terms similar to those currently being discussed, or indeed complete at all.

Commercial opportunities

Over and above its established retail channels, LifeSafe is building a solid pipeline of commercial revenue opportunities in the growing multi-billion dollar global fire safety market. There are two opportunities in particular where negotiations are drawing to a conclusion which the Board is optimistic will be announced in the coming months:

- Supply contract of LifeSafe cannisters to a European specialist in fire protection solutions for companies, worth in excess of £800k over the next two years; and
- Global distribution agreement with a multi-billion revenue business, for which the total opportunity could transform LifeSafe's current revenue, most recently reported at approximately £3.3 million for FY24, as part of which a purchase order worth around €800k is expected in the coming months.

Product developments

LifeSafe continues to develop its focused product offering in line with direct customer feedback with a number of exciting new initiatives currently being tested and certified.

Capital Markets Day

Following investor feedback, the Company intends to hold a Capital Markets Day ("CMD") to demonstrate in person both its technologies generally but also its expanded product range. The CMD will take place at the Company's testing site at Latchingdon, Essex, and whilst the date is yet to be confirmed, it is likely in May. Further details will be provided in due course.

- Ends -

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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>

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