

*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.*

**For immediate release**

**26 March 2025**

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

### **Global Distribution Agreement**

*Global distribution agreement gives LifeSafe access to worldwide professional fire safety market*

LifeSafe (AIM: LIFS), a fire safety technology business with innovative fire extinguishing and prevention fluids and fire safety products, is pleased to announce the signing of an exclusive global distribution agreement between LifeSafe and Hurst Jaws of Life, Inc and Vetter GmbH two subsidiary companies of IDEX Fire & Safety (the "Agreement").

#### **The Agreement**

The Agreement is for an initial 18-month term and relates to the exclusive global supply of the Company's wholesale and industrial fire extinguishing and prevention products into the professional fire sector. As is common with such agreements, there is no guaranteed minimum income arising from the Agreement, however LifeSafe estimates that revenue attributable to LifeSafe of between £6-8 million could be generated over the next three years.

LifeSafe believes the Agreement will rapidly open up new territories and market sectors for the Company's products.

The Agreement follows the Company's announcement entitled 'Business Outlook', released on 10 February 2025, which referred to being in advanced negotiations for a global distribution agreement. Following the signing of this Agreement, LifeSafe expect a purchase order worth around €400k will be made by IDEX Fire & Safety in the near future.

#### **About IDEX Fire & Safety**

IDEX Fire & Safety businesses are a group of diverse, speciality manufacturers of highly-engineered solutions that solve mission-critical problems within fire and safety, fire suppression, rescue, and municipal markets. These [businesses](#) are committed to customer satisfaction and show that commitment through a broad portfolio of innovative, quality products and services.

Trusted and recognised worldwide, IDEX Fire & Safety's leading brands are: Akron Brass, AWG, Class 1, Dinglee, Hale, Hurst Jaws of Life®, Godiva, LUKAS, Vetter, and Weldon. Product offerings include truck-mounted fire pumps, valves, monitors and controls, nozzles, lighting, appliances, and rescue and recovery tools.

These collaborative, cross-functional businesses and teams come together to provide comprehensive solutions to help solve mission-critical problems, save lives and better the world in which we live.

**Dominic Berger, Chairman of LifeSafe, commented:** *"I am proud to announce this global distribution agreement with IDEX Fire & Safety. It is testament to the strategy, professional team and highly effective products we have developed at LifeSafe over recent years which address the global structural challenges and opportunities within the fire safety market driven by legislative change, new technology and environmental concerns. We are delighted IDEX Fire & Safety has thoroughly tested our product and fluid ranges and have chosen to sell the LifeSafe branded products alongside their impressive brand portfolio of products."*

*This potentially transformational partnership will open the world of fire safety to both LifeSafe's current and exciting new products launching in 2025, combining the vast experience, expertise and distribution network IDEX Fire & Safety bring across their marketplace of over 120 countries."*

**Wilhelm Schnicke, VP of IDEX Fire & Safety EU Sales, commented:** *"At IDEX Fire & Safety, our mission has always been to equip those on the front lines with the most advanced, reliable, and effective products available. LifeSafe's fire extinguishing fluids and range of products perfectly fit this vision, offering innovative solutions to some of today's most pressing fire risks."*

*This global partnership with LifeSafe Technologies strengthens our ability to innovate, adapt, and deliver cutting-edge products that solve real-world challenges across public safety, firefighting, and fire protection industries. By combining LifeSafe's revolutionary product range with our global reach and expertise, we enhance safety, efficiency, and environmental responsibility for first responders and fire professionals worldwide."*

#### **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>

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