

7 July 2025

VENTURE LIFE GROUP PLC

("Venture Life", "VLG" or the "Company")

Director/PDMR Shareholding

Venture Life (AIM: VLG), a leader in product innovation, development and commercialisation within the global consumer healthcare sector, announces that Paul McGreevy, Non-Executive Chairman, has today purchased an aggregate of 66,776 ordinary shares of 0.3 pence each in the capital of the Company ("Ordinary Shares") at a volume-weighted average price of 59.90 pence per Ordinary Share.

Following the purchases, Mr McGreevy beneficially holds 963,825 Ordinary Shares representing approximately 0.75 per cent. of the Company's issued share capital.

For further information, please contact:

Venture Life Group PLC

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Jerry Randall, Chief Executive Officer

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Stephen Keys / George Lawson (Corporate Finance)

Michael Johnson (Sales)

About Venture Life (www.venture-life.com)

Venture Life is an international consumer self-care company focused on commercialising products for the global self-care market. Headquartered in the UK, the Group's product portfolio includes Balance Activ in the area of women's intimate healthcare, Earol® supporting ENT care, Lift and Glucogel product ranges for energy and glucose management and hypoglycaemia, plus the Health and Her product range supporting the hormonal lifecycle.

The products, which are typically recommended by pharmacists or healthcare practitioners, are available primarily through health & beauty stores, pharmacies, grocery multiples and e-commerce channels and are sold globally. In the UK, Ireland and the USA these are supplied direct by the company to retailers, elsewhere they are supplied by the Group's international distribution partners.

The Company makes the following disclosure in accordance with article 19(3) of the Market Abuse Regulation:

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Paul McGreevy
2	Reason for the notification	
a)	Position/status	Non-Executive Chairman
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
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	Ordinary Shares of 0.3p each in Venture Life Group plc
	Identification code	CD00DEDM0000

	Identification code	00000000000000000000									
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>59.80 pence</td><td>33,444</td></tr><tr><td>60.00 pence</td><td>16,666</td></tr><tr><td>60.00 pence</td><td>16,666</td></tr></table>		Price	Volume	59.80 pence	33,444	60.00 pence	16,666	60.00 pence	16,666
Price	Volume										
59.80 pence	33,444										
60.00 pence	16,666										
60.00 pence	16,666										
d)	Aggregated information - Aggregated volume - Price	66,776 Ordinary Shares purchased at a volume-weighted average price of 59.90 pence									
e)	Date of the transaction	7 July 2025									
f)	Place of the transaction	London Stock Exchange									

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