

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.

25 July 2025

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

Trading Update

LifeSafe (AIM:LIFS), a fire safety technology business with innovative fire extinguishing and prevention fluids and fire safety products, provides the following trading update for the six months ended 30 June 2025 ('HY25').

As anticipated by the Board, revenue for HY25 at approximately £0.9 million (HY24: £1.6 million) reflects a full period of the evolution of the Company's sales model from a pure B2C to a B2B2C model with consequent revised wholesale prices.

Revenue has also been impacted by the following factors.

Firstly, US wholesale order patterns have been impacted by the significant orders placed in December 2024 selling through to the end customer at a slower rate than expected due to unauthorised reseller competition on Amazon US. This has now been resolved through the enrolment of LifeSafe's products in Amazon's Transparency Programme which prevents the unauthorised resale of the Group's products.

Secondly, orders amounting to £0.1 million, which management had expected to be delivered and recognised in HY25, were recognised in July 2025 as a result of delivery issues within the supply chain.

As a result of these revenue delays, LBITDA for HY25 is approximately £0.7 million (HY24: £0.4 million).

The Group has begun to see revenue and orders come through from almost all of the B2B partnership arrangements announced in HY25. Distribution partners continue to work to fully commercialise their go-to-market strategies with LifeSafe working with each partner to fully support them in maximising the sales opportunity. Crucially, the Board believes the hard work has been done in securing engaged distribution partners with proven track records and channels to, in due course, supply end customers with the volume of LifeSafe's innovative products to take the Group to profitability.

Significant orders from the Company's large exclusive US-based distribution partner are still expected to be placed in the second half of 2025 as the partner promotes and demonstrates LifeSafe's products to its global distribution networks. The partner has invested significantly in sales and marketing to support its promotion of LifeSafe's range of extinguishing and prevention products with initial orders amounting to €0.5 million received in HY25 with delivery and sales recognition in the second half of 2025. The Board remains confident that this distribution partnership will be transformative for LifeSafe.

As at 30 June 2025, cash and cash equivalents was £0.14 million (31 December 2024: £0.75 million). Since the period end, the Company has received its VAT rebate of £46k relating to the quarter ended 30 June 2025. Furthermore, the Board is actively assessing and implementing strategies that will improve both the cash position and utilisation whilst increasing orders are being placed.

The business remains poised to deliver real value for shareholders.

It is expected that LifeSafe's HY25 interim results will be announced in September 2025.

- 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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