

10 October 2024

**Ten Lifestyle Group plc**  
**("Ten" or the "Company")**

**Grant of Options**

Ten Lifestyle Group plc (AIM: TENG), announces that it has granted options over Ordinary Shares to certain 'persons discharging managerial responsibilities' of the Company ("**PDMRs**"), pursuant to the Ten Lifestyle Group Plc Company Share Option Plan dated 24 August 2017 ("**CSOP Options**").

PDMR	Position	Number of new CSOP Options granted	Resulting total options held over Ordinary Shares
Alex Cheatle	CEO	15,000	1,748,680
Andrew Long	Group COO	15,000	1,148,350
Alan Donald	CFO	15,000	743,914
Victoria Carvalho	Chief Proposition Officer	15,000	383,750

The CSOP Options become exercisable after three years, subject to certain conditions, including appropriate bad leaver conditions. The Remuneration Committee believes that granting CSOP Options is aligned with the Company's strategic goals and the long-term interests of shareholders as any gain from the exercise of CSOP options is subject to the relative increase in the share price over the three-year period.

The notification below, made in accordance with the Market Abuse Regulation, provides further details in relation to the granting of these options.

1.	Details of the person discharging managerial responsibilities / person closely associated											
a.	Name	1. Alex Cheatle 2. Andrew Long 3. Alan Donald 4. Victoria Carvalho										
2.	Reason for the notification											
a.	Position/status	1. CEO 2. Group COO 3. CFO 4. Chief Proposition Officer										
b.	Initial notification /Amendment	Initial notification										
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor											
a.	Name	Ten Lifestyle Group plc										
b.	LEI	213800YK94ZUOJUMN686										
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 Identification code	Options over Ordinary Shares of 0.1 pence  GB00BF188X60										
b.	Nature of the transaction	Grant of options under the Company Share Option Plan										
c.	Price(s) and volume(s)	<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>1.</td><td>Exercise price of £0.62</td><td>15,000</td></tr><tr><td>2.</td><td>Exercise price of £0.62</td><td>15,000</td></tr></table>			Price(s)	Volume(s)	1.	Exercise price of £0.62	15,000	2.	Exercise price of £0.62	15,000
	Price(s)	Volume(s)										
1.	Exercise price of £0.62	15,000										
2.	Exercise price of £0.62	15,000										

		3.	Exercise price of £0.62	15,000
		4.	Exercise price of £0.62	15,000
<b>d.</b>	Aggregated information <ul style="list-style-type: none"> <li>• <i>Aggregated volume</i></li> <li>• <i>Price</i></li> </ul>		Price(s)	Volume(s)
		1.	Exercise price of £0.62	15,000
		2.	Exercise price of £0.62	15,000
		3.	Exercise price of £0.62	15,000
		4.	Exercise price of £0.62	15,000
<b>e.</b>	Date of the transaction	9 October 2024		
<b>f.</b>	Place of the transaction	Outside a trading venue		

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For further information please visit [www.tenlifestylegroup.com](http://www.tenlifestylegroup.com) or call:

**Ten Lifestyle Group plc**  
Alex Cheatle, Chief Executive Officer  
Alan Donald, Chief Financial Officer

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**Singer Capital Markets Advisory LLP, Nominated Advisor and Broker** **+44 (0) 20 7496 3000**  
Corporate Finance: James Moat / Oliver Platts  
Corporate Broking: Tom Salvesen / Charles Leigh-Pemberton

#### Notes to Editors:

#### About Ten Lifestyle Group Plc

[Ten Lifestyle Group plc](http://www.tenlifestylegroup.com) ('Ten') partners with global financial institutions and other premium brands to attract and retain wealthy and mass affluent customers.

Millions of members have access to Ten's services across lifestyle, travel, dining and entertainment on behalf of over fifty clients including HSBC, Swisscard and Royal Bank of Canada. Ten's partnerships are based on multi-year contracts generating revenue through platform-as-a-service and technology fees.

Ten's operations are underpinned by an increasingly sophisticated personalisation platform comprising industry-first, proprietary technology, thousands of supplier relationships and 25 years of proprietary expertise delivered from over 20 global offices. Ten was also the first B Corp-certified company on the AIM market, demonstrating its commitment to sustainability, social responsibility and ethical business practices.

Ten is on a mission to become the most trusted service platform in the world.

For further information please go to: [www.tenlifestylegroup.com](http://www.tenlifestylegroup.com).

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