

10 December 2024

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

**Director/PDMR Shareholding**

Ten Lifestyle Group plc (AIM: TENG), the global concierge platform driving customer loyalty for global financial institutions and other premium brands, announces that it has received notice that Andrew Long, Chief Operating Officer, yesterday sold 600,000 ordinary shares of 0.1 pence each in the Company ("Ordinary Shares") at a price of 45p per Ordinary Share.

Following the disposal, Mr. Long has a total interest in the Company of 2,500,000 Ordinary Shares, representing 3% of the total voting rights of the Company. This sale was a one-time transaction to provide personal liquidity to meet a specific requirement and Mr. Long has stated he will not sell additional shares for the foreseeable future.

The notification below, made in accordance with the Market Abuse Regulation, provides further details in relation to the disposal of Ordinary Shares.

**- End -**

For further information, please visit <https://www.tenlifestylegroup.com/> or contact:

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

**+44 (0)20 7850 2796**

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

1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name		Andrew Long	
2	Reason for the notification			
a)	Position/status		Chief Operating 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		Ordinary Shares of 0.1p each	
	Identification code		ISIN: GB00BF188X60	
b)	Nature of the transaction		Disposal of Ordinary Shares	
c)	Price(s) and volume(s)		Price(s)	Volume(s)

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		45p	600,000
d)	Aggregated information		
	- Aggregated volume	600,000	
	- Price	45p	
e)	Date of the transaction	9 December 2024	
f)	Place of the transaction	London Stock Exchange (XLON); AIM	

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