

16 January 2025

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 of 0.1 pence each in the Company ("Ordinary Shares") to certain 'persons discharging managerial responsibilities' of the Company ("PDMRs"), pursuant to the Ten Lifestyle Group plc Management Incentive Plan dated 9 November 2017 ("MIP Options"). The new MIP Options are being granted in respect of the three year period ending on the announcement of the Company's financial results for the year ending 31 August 2027 ("FY27 Results").

PDMR	Position	Number of new MIP Options granted	Resulting total options held over Ordinary Shares
Alex Cheatle	CEO	194,000	1,742,680
Andrew Long	Group COO	94,000	1,142,350
Alan Donald	CFO	94,000	757,914
Victoria Carvalho	Chief Proposition Officer	30,000	385,950

The nil cost MIP Options will vest subject to the performance conditions of the MIP Options based on total shareholder return ("TSR") over a three year period ending on the announcement of the FY27 Results. The Remuneration Committee believes the performance metrics appropriately incentivise and are aligned with the Company's strategic goals and the long-term interests of shareholders.

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 Management Incentive Plan							
c.	Price(s) and volume(s)	<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td></td><td></td><td></td></tr></table>			Price(s)	Volume(s)			
	Price(s)	Volume(s)							

		1.	n/a	194,000															
		2.	n/a	94,000															
		3.	n/a	94,000															
		4.	n/a	30,000															
d.	Aggregated information <ul style="list-style-type: none">• <i>Aggregated volume</i>• <i>Price</i>	<table><tr><td></td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>1.</td><td>n/a</td><td>194,000</td></tr><tr><td>2.</td><td>n/a</td><td>94,000</td></tr><tr><td>3.</td><td>n/a</td><td>94,000</td></tr><tr><td>4.</td><td>n/a</td><td>30,000</td></tr></table>				Price(s)	Volume(s)	1.	n/a	194,000	2.	n/a	94,000	3.	n/a	94,000	4.	n/a	30,000
	Price(s)	Volume(s)																	
1.	n/a	194,000																	
2.	n/a	94,000																	
3.	n/a	94,000																	
4.	n/a	30,000																	
e.	Date of the transaction	16 January 2025																	
f.	Place of the transaction	Outside a trading venue																	

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For further information please visit www.tenlifestylegroup.com or call:

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

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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 partners with 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.

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