

11 June 2025

Ten Lifestyle Group plc

("Ten" or the "Group")

Ten wins new contract with one of Japan's leading financial services providers

Ten Lifestyle Group plc (AIM: TENG), the global concierge technology platform driving customer loyalty for global financial institutions and other premium brands, is pleased to announce that it has won a new multi-year contract with one of Japan's leading financial services providers from an incumbent competitor.

Ten will launch a digitally enabled concierge and lifestyle programme for the provider's High Net Worth clients, which will include the Company's newly launched chat service functionality via LINE (a popular messaging app in Japan). It is initially expected to be a Medium¹ contract.

This win further strengthens Ten's presence and scale in Japan, one of Ten's key AMEA markets. This new contract adds to Ten's existing portfolio of leading clients in the region.

This Medium contract is expected to support revenue growth in FY 2026, alongside a strong pipeline of further opportunities being driven by Ten's AI-backed technology and digital platform. For more on these innovations, investors are encouraged to view the Capital Markets Day and Interim Results presentations at: tenlifestylegroup.com/investors/resources/

¹ Ten categorises its corporate client contracts based on the annualised value paid, or expected to be paid, by the corporate client for the provision of concierge and related services by Ten as: Small contracts (below £0.25m); Medium contracts (between £0.25m and £2m); Large contracts (between £2m and £5m); and Extra Large contracts (over £5m). This does not include the revenue generated from suppliers through the provision of concierge services.

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Notes to Editors:

About Ten Lifestyle Group Plc

[Ten Lifestyle Group plc](https://www.tenlifestylegroup.com/) 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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