

RNS Reach

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Ten Lifestyle Group plc

("Ten")

Ten launches world-leading digital dining services and AI tools to improve service levels, grow usage, and drive operational efficiency

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 the launch of two technology innovations "Ten Digital Dining" and "Guardian", which were live in production by the end of July 2025 and are being rolled out across Ten's global client programmes.

These innovations are central to Ten's AI strategy to develop proprietary technology that enhances scalability, service quality, efficiency and member satisfaction.

Ten's world-leading digital dining service

Ten proudly announces that we have successfully integrated with OpenTable, a global leader in restaurant tech, as a preferred booking partner, alongside our existing Sevenrooms integration and Ten's own dining assets, on the Ten Platform to deliver a joined-up digital dining service. These expanded offerings allow our members to enjoy improved restaurant digital booking and recommendation services.

This means that Ten's high-net-worth and mass affluent members can search and book over 60,000 restaurants in markets including the UK, USA, Canada, Middle East, Mexico, Australia and parts of Asia. Offering superior access and benefits not available on the internet or restaurant's own website (including complimentary courses, kitchen tours, cookbooks, glasses of champagne or discounts) creates value for the member and the corporate client who receives improvements in metrics including customer retention, acquisition and profitability.

Ten is constantly expanding the range and depth of benefits on the Ten Platform and will be marketing the service to our high-spending member base to acquire more Active Members and grow the frequency of use amongst existing Active Members. Restaurant bookings are a more frequent activity when compared with booking hotels or entertainment tickets.

Ten's Quality Assurance Tool: Guardian

Ten has also launched Ten Guardian, a proprietary AI tool that reviews all member-facing communications, including emails, quotes and research, in real time and retrospectively. Trained using real service data and Ten's quality standards, AI Guardian assesses tone, accuracy and brand alignment at scale.

Guardian supports a more consistent, higher-quality service experience across all channels and drives faster turnaround times.

Alex Cheatle, CEO of Ten Lifestyle Group, said;

"Launching the best digital dining service into multiple markets and developing Ten Guardian represent a step-change in our ability to serve more members with higher quality, greater consistency and improved operational efficiency."

"These innovations combine Ten's 25+ years of expertise and assets with the latest technology to build the world's most trusted concierge service at scale."

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

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Notes to Editors

About Ten Lifestyle Group plc

[Ten Lifestyle Group plc](http://TenLifestyleGroup.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: <https://tenlifestylegroup.com/>

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