

5 January 2026

Ten Lifestyle Group plc
("Ten" or the "Group")
Ten wins new fully digital contract

Ten Lifestyle Group plc (AIM: TENG), the global concierge technology platform driving customer loyalty for financial institutions and other premium brands, is pleased to announce that it has won a new multi-year contract with an existing corporate client to launch a fully digitally customer experience programme to around one million of the bank's premium clients in the Europe region. The Group already provides concierge services to the bank's private banking customers across global markets.

The new contract will launch in early in the second half of our financial year, and is initially expected to be a Medium¹ contract, with opportunities to expand the new fully digital programme into other global markets.

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

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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 corporate clients. 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 27 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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