

24 February 2026

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

Ten wins new Large contract with leading financial services provider

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 a leading financial services provider within the AMEA region.

Ten will launch a digitally enabled customer experience programme for the provider's High and Ultra Net Worth clients. The Group will support the launch with the establishment of a new in-market operating presence, enhancing service coverage and operational capability that will support mid-term growth in a valuable and high-growth region. Transition from the incumbent provider is expected to start in the second half of the Group's financial year ending 31 August 2026, with the contract expected to be a Large¹ contract once transition is complete in FY 2027.

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](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. 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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