

RNS Reach

29 April 2026

Ten Lifestyle Group plc

("Ten")

Ten partners with Graebel on launch of new Executive transition service

Ten Lifestyle Group plc (AIM: TENG), a leading global customer experience and loyalty platform for financial institutions and other premium brands, is pleased to announce that it has partnered with Graebel Companies, Inc., a global leader in workforce mobility and managed services, on the launch of Catalyst, a new executive transition experience designed to help leaders arrive ready to perform from day one.

Catalyst combines structured transition support with Ten's technology-enabled concierge service to help senior leaders and their families settle quickly following a move. This contract is expected to be categorised as a Small¹ contract with the potential to grow.

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.

Alex Cheattle, CEO of Ten Lifestyle Group, said;

"We are pleased to support the launch of Catalyst and look forward to building a partnership with Graebel.

This launch demonstrates how Ten's technology and digitally enabled service model can be applied in new verticals, in this case the Employee vertical, supporting senior executives. It reflects the strength of our customer experience platform in addressable markets beyond financial services."

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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://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: <https://tenlifestylegroup.com/>

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