

RNS Reach

30 July 2026

Ten Lifestyle Group plc

("Ten")

Ten announces new partnership with select AEG Presents venues and events

Ten Lifestyle Group plc (AIM: TENG), a leading global customer experience and loyalty platform for leading premium brands today announces a new partnership spanning a selection of AEG Presents' leading UK venues, festivals and live entertainment events.

Under the agreement, Ten becomes an official partner across key AEG Presents venues and events, including Indigo at The O2, Watford Colosseum, University of Wolverhampton at The Halls and the iconic C2C: Country to Country festival. The partnership will provide eligible Ten members with enhanced access to a curated range of high-demand events and tours, with tickets made available through Ten's closed-user member ecosystem.

Ticket inventory will be distributed via Ten Box Office, Ten's proprietary ticketing platform, which enables eligible members to discover and book a curated programme of premium live entertainment, including theatre, music, family shows and sporting events. Through Ten Box Office, members can access official ticket inventory and selected opportunities made available specifically through Ten's closed-user member ecosystem, rather than through general public sale.

The partnership represents a further step in building a scalable entertainment supply model, supported by ongoing digital integrations across ticketing partners and markets. By combining guaranteed inventory, strong partner relationships and data-led selection of events, Ten is continuing to expand its ability to deliver meaningful, differentiated personalised experiences to members and clients alike.

Lucy Chillingworth, Global Director of Live Entertainment for Ten Lifestyle Group plc, said:

"We are delighted to be partnering with AEG Presents on these venues and events. Ten has worked with the AEG for a number of years, and we are pleased to extend the relationship. Offering our members with access to official tickets is central to Ten's entertainment proposition and this partnership further strengthens our ability to deliver trusted, high-quality live experiences. We are excited by the opportunity ahead and look forward to building a long-term, expansive relationship."

-End-

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

Ten Lifestyle Group plc
Alex Cheadle, Chief Executive Officer
Alan Donald, Chief Financial Officer

**+44 (0) 20 7850
2796**

**Singer Capital Markets Advisory LLP, Nominated Advisor
and Broker**
Corporate Finance: James Moat / Anastassiya Eley
Corporate Broking: Charles Leigh-Pemberton

**+44 (0) 20 7496
3000**

Notes to Editors

About Ten Lifestyle Group plc

[Ten Lifestyle Group plc](http://www.tenlifestylegroup.com) partners with global 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, entertainment and retail benefits 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: <https://tenlifestylegroup.com/>

LinkedIn: <https://www.linkedin.com/company/tenlifestylegroup/>

X: @TenLifestyle

Instagram: tenconciierge

About AEG Presents:

Combining the power of the live event with a focus on true artist development, AEG Presents is a world leader in the

music and entertainment industries. Operating across five continents, the company has an unparalleled commitment to artistry, creativity, and community. Its tentpole festivals and multi-day music events - which include the iconic Coachella Valley Music & Arts Festival and the legendary New Orleans Jazz & Heritage Festival alongside BST Hyde Park, Stagecoach, Hangout Festival, Electric Forest, and Firefly - continue to set the bar for the live music experience. AEG Presents promotes global tours for artists such as The Rolling Stones, Ed Sheeran, Elton John, Taylor Swift, Celine Dion, Justin Bieber, Kenny Chesney, Paul McCartney, and Katy Perry, in addition to - through its network of clubs, theatres, arenas, stadiums and renowned partner brands such as The Bowers Presents, Concerts West, Frontier Touring, Goldenvoice, Madison House Presents, Marshall Arts, Messina Touring Group, PromoWest Productions, and Zero Mile Presents - creating and developing an unmatched infrastructure for artist development and audience reach. More information can be found at www.aegpresents.com.

AEG's European headquarters are located in London.

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@lseg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRADGGDRRBDDGLC