

18 August 2026

Ten Lifestyle Group plc
("Ten" or the "Company")
Appointment of Non-Executive Director

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 the appointment of Matthew ("Matt") Lindsey as a Non-Executive Director of the Company with effect from 18 August 2026.

Matt is an experienced product and technology leader with more than 20 years' experience building and transforming digital businesses, with particular expertise in digital product strategy, artificial intelligence, personalisation, e-commerce and customer experience.

Most recently, Matt served as Chief Product Officer at YOOX NET-A-PORTER, where he was a member of the Executive Committee and led the global product organisation across its portfolio of luxury e-commerce brands. He was jointly accountable with the Chief Technology Officer for the Group's technology investment portfolio and led product strategy, AI-driven personalisation and technology transformation initiatives.

Prior to YOOX NET-A-PORTER, Matt was Global Vice President, Digital Product at Burberry, with responsibility for its digital products globally, including web, apps, in-store technology and customer relationship management. Earlier in his career, he held a number of senior engineering and product roles at Expedia, including Director of Global Product.

Matt (aged 45) currently works as Principal and Strategic Advisor at Huntington Strategic Ventures, advising senior leaders on AI product strategy and digital transformation.

The Board is confident that Matt's extensive product, technology and digital transformation experience will complement the existing Board as Ten continues to develop its technology platform and pursue its growth strategy.

In connection with Matt's appointment, Matt will join the Nomination Committee, which will continue to be chaired by Julian Pancholi, with Alex Cheadle also remaining a member. Edward Knapp has been appointed Chair of the Remuneration Committee, with Julian Pancholi continuing as a member.

Jules Pancholi, Non-Executive Chairman of Ten Lifestyle Group, said:

"I am delighted to welcome Matt to the Board. He brings extensive experience in product, technology and digital transformation, having held senior leadership roles across some of the world's leading digital and consumer businesses.

His experience in scaling digital products, applying AI and personalisation to improve customer outcomes and leading technology transformation will be highly relevant as we continue to develop Ten's platform and pursue our strategy for long-term growth."

Additional Information

There is no further information to be disclosed in accordance with Schedule Two paragraph (g) of the AIM Rules.

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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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