

27 August 2026

Ten Lifestyle Group plc

("Ten")

**Ten wins new contract in the Americas with a new client,
part of one of the world's most valuable companies**

Ten Lifestyle Group plc (AIM: TENG), the leading global customer experience and loyalty platform for financial institutions and other premium brands, is pleased to announce that it has won a multi-year contract with a new client, part of one of the world's most valuable companies.

Under the contract, Ten will support the launch of the client's new multi-category consumer concierge service, initially in the Americas. The proposition will combine Ten's proprietary digital platform and existing technology-enabled global team of expert Lifestyle Managers to provide high-touch service across travel, dining and lifestyle experiences.

The service is expected to launch during H1 FY2027 and is expected initially to be categorised as a Medium¹ contract, with opportunities to grow and expand into additional markets over time.

The contract further demonstrates demand for Ten's technology-enabled customer experience proposition and its potential to extend into new customer segments.

For reasons of commercial confidentiality, Ten is not able to identify the client at this stage. The Group expects to name the client when the service launches.

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 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) ("Ten") 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

information, please contact ms@seg.com or visit www.ms.com.

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