

15 May 2019

Ten Lifestyle Group plc

Investor Short Story

Ten to tackle low transparency and engagement for AIM company investors through short story commissioned from Ben Moor

Ten Lifestyle Group plc (AIM: TENG), a leading technology-enabled lifestyle and travel platform providing luxury concierge services to private and corporate clients, is pleased to announce the creation of a short story by award-winning actor and author, Ben Moor. Ten commissioned the story to bring to life its business and vision in a way that cuts through the limitations of being a listed business to inspire prospective investors with the Company's potential.

Ben has brought to life Ten's services via four characters that live in the near-future where daily life such as travel, living, entertainment and dining are all organised and anticipated by Ten's concierge services.

The video and short story can be found here: <https://www.tenlifestylegroup.com/a-chain>

Discussing the story, **Alex Cheatle, CEO of Ten Lifestyle Group**, said: "Although we have enjoyed the marginally higher profile that came after our IPO and listing on AIM, we are the only business of our kind to have ever listed on the London Stock Exchange and are considered small-cap. This brings significant challenges when it comes to illustrating for private investors what our business could look like in the future as almost none but the very richest have access to sell-side research and comment.

"Even institutional investors may struggle post MiFID II if they do not have contracts in place with the very limited number of brokers which follow us. To try to help, we have taken the decision to commission a piece of creative content from well-known author and actor Ben Moor to illustrate how our services could impact the lives of users in the (near) future. The content, 'Imagine a Future with Ten', is light-hearted and fun but more importantly is available to all investors.

"We believe that our services to customers lead the way in our markets. We hope that commissioning fun, useful and creative content will also lead the way in communicating with investors."

- End -

For further information, please visit <https://www.tengroup.com/> or contact:

Ten Lifestyle Group Plc

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Notes to Editors:

About Ten Lifestyle Group Plc

[Ten Lifestyle Group plc](#) is a leading, travel and lifestyle concierge service, helping wealthy individuals to discover, organise, and enjoy travel, dining, live entertainment, and the world of luxury, cheaper, and quicker than they could themselves.

Underpinned by industry-first technology, Ten provides its trusted concierge service to its more than 2 million members 24/7, 365 days a year, wherever they are in the world. Founded in 1998, the growing business now has over 800 staff, 22 global offices and is listed on the AIM market of the London Stock Exchange (AIM: TENG).

For further information about Ten Lifestyle Group Plc, please go to: <https://www.tengroup.com/>