

Agenda

- Introductions and Status
- Product & Technology
- Platform demo
- Content
- Proposition development
- Growing existing clients
- New clients / verticals
- Discussion

1

Investment Case

Established market leader

Long-term, well retained corporate contracts, global HNWI / affluent member base

Growth

Sustained revenue, proven ability to activate Members from a growing eligible base, a strong sales pipeline

Improving profitability

Driven by technology and operational efficiencies

Huge market opportunity

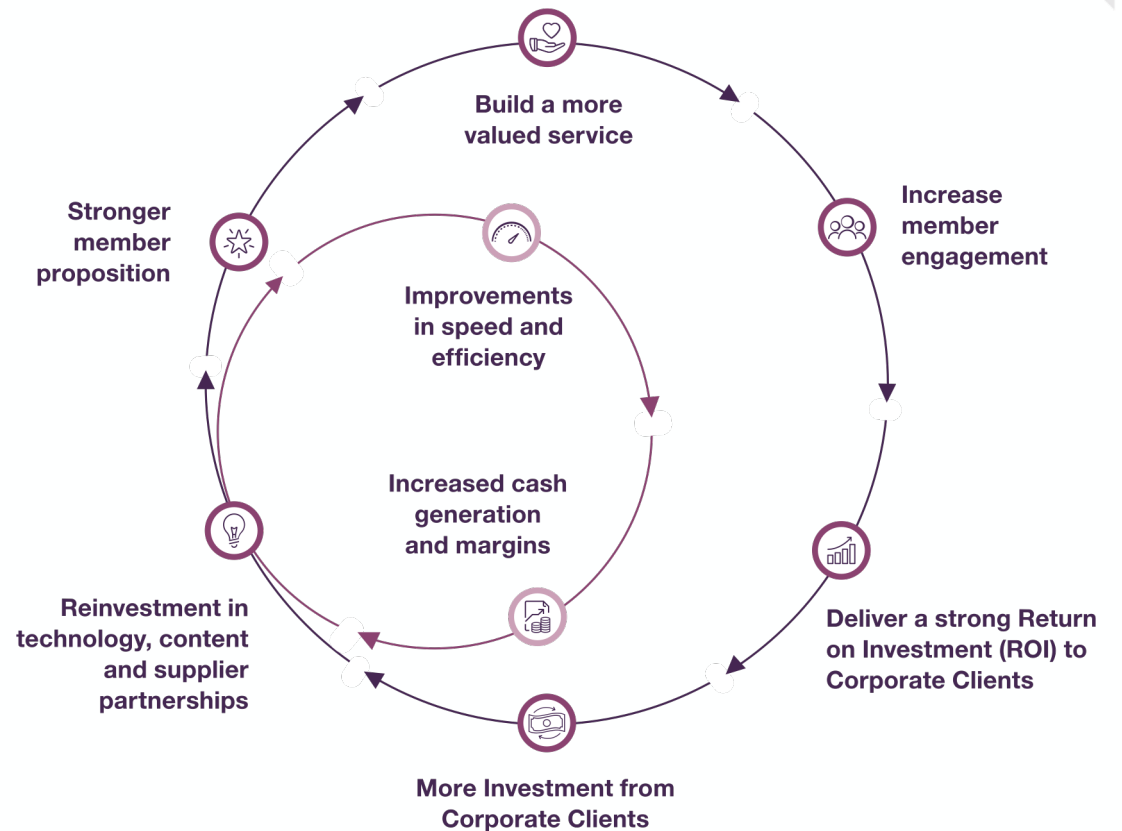
Best way to organise dining, travel, entertainment and premium shopping

Proven growth engine

Investment in tech delivers a stronger member proposition, engagement, and client ROI

Ten's Growth Engine

Growing Proposition, Profitability and Scale



Watch the Growth Engine video at
www.tenlifestylegroup.com/investors/



Ten Product

an overview

November 2021

TEN

Travel

Dining

Entertainment

Events

Offers & Experiences

Inspiration



Home • Dining search

Exceptional Dining. Reserved for you.

Priority access and prime-time tables held aside at the world's best restaurants – available only for you

🔍 Search by name or location

19th Nov

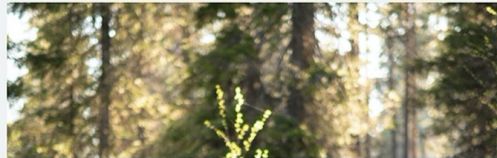
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2 Guests

Search

☐ I am flexible

Our selection for you



TEN

Travel

Dining

Entertainment

Events

Offers & Experiences

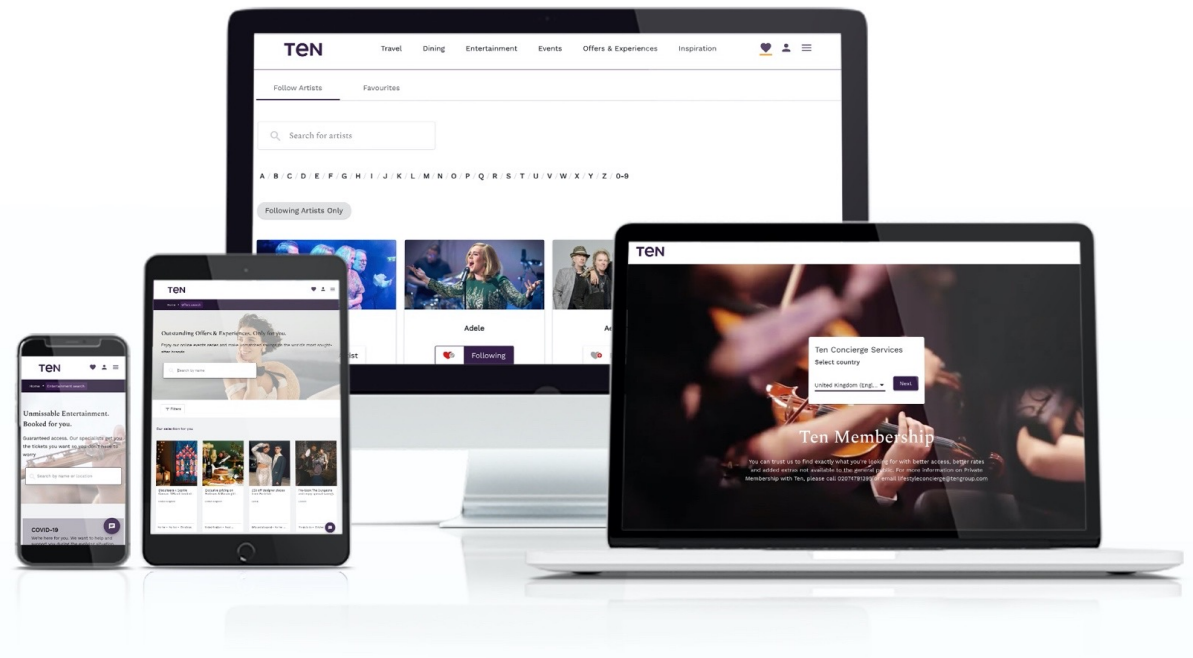
Inspiration



Home • Dining search

Ten Platform overview

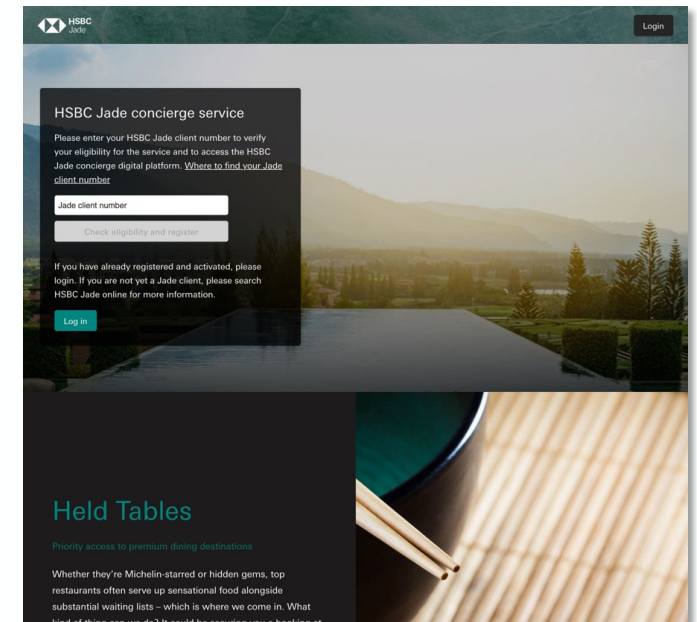
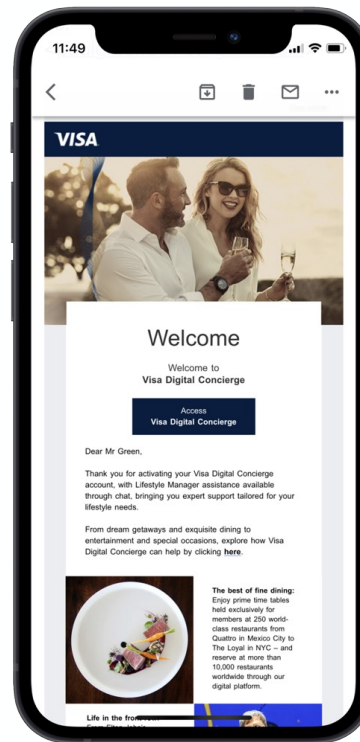
- Multi-tenanted and mobile-friendly web application
- 350,000+ activated users
- 344 instances in existence today
- 19 languages
- 39 currencies
- 54+ countries
- Transactional and ecommerce (PCI DSS Level 1)
- Enriched with inspirational editorial content
- Able to geo-locate members and provide proximity-based recommendations
- Underpinned by preferences gathering and personalization strategy
- Covering the best in Travel, Dining, Entertainment and Events, Offers and Experiences



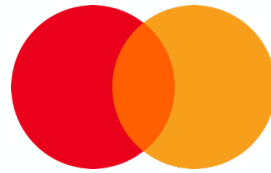
Customisation

Our Platform is flexible, and we can create multiple versions of the Platform to tailor the digital experience to different client segments.

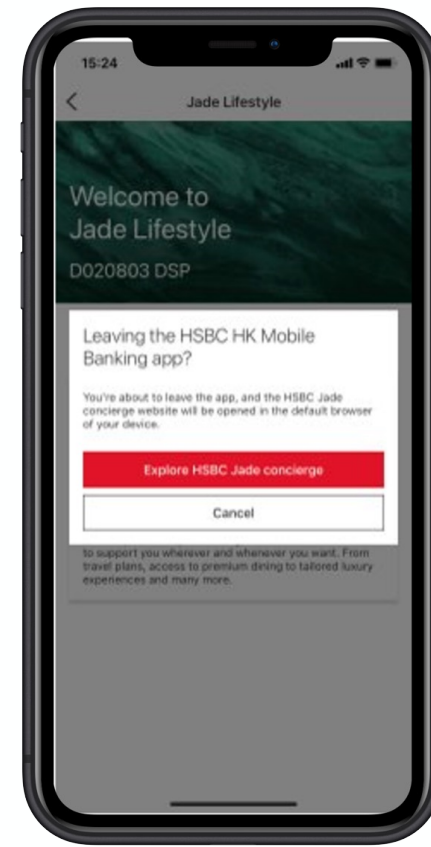
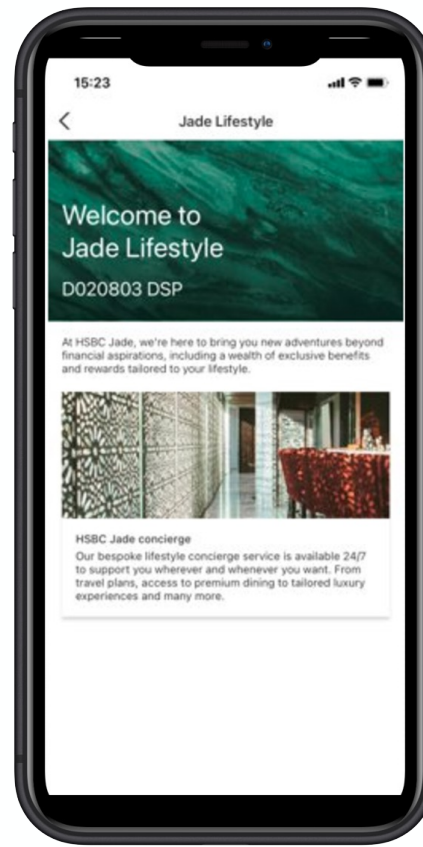
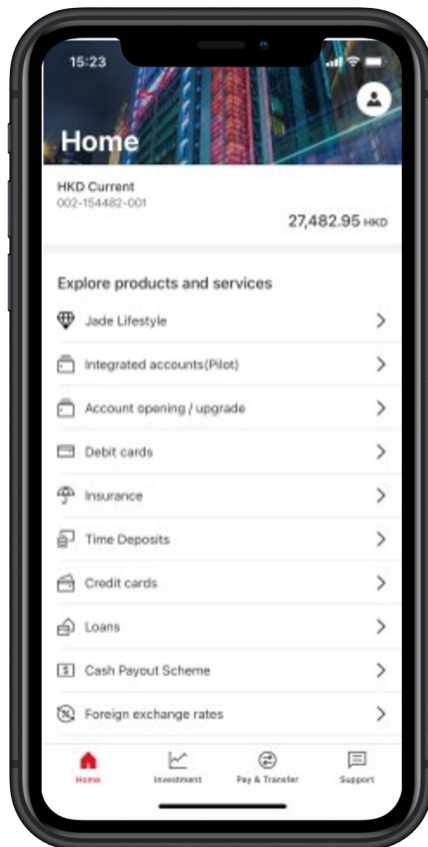
- Modules and sub-modules can be on/off
- Full white labelling / branding capabilities
- Languages, currencies and home markets
- Content and assets
- Payment controls that drive spend on card
- Design customisations and integrations, including SSO.
- Easy-to-integration suite of Ten Open APIs

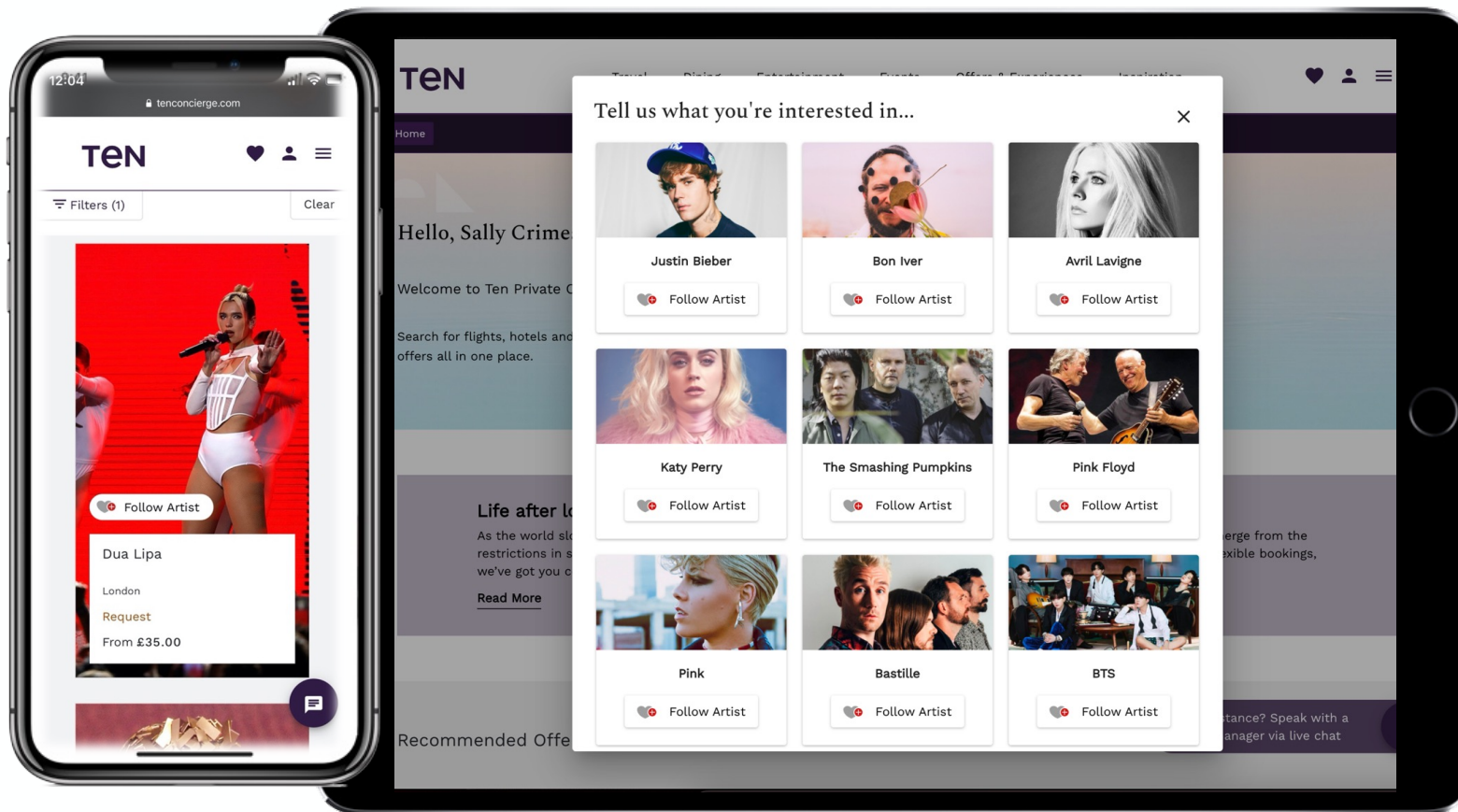


Examples



Example of Single Sign On (SSO)





Preferences

- Follow artists
- Favourite events & shows
- Favourite restaurants
- Favourite hotels
- Special occasions
- Travel plans & destinations
- Special interests
- Profile building

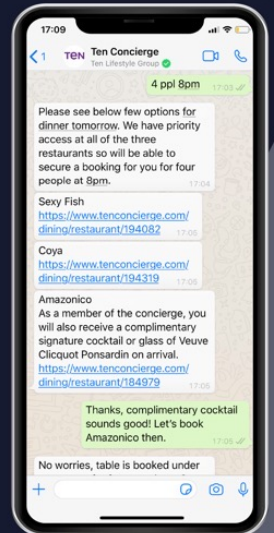
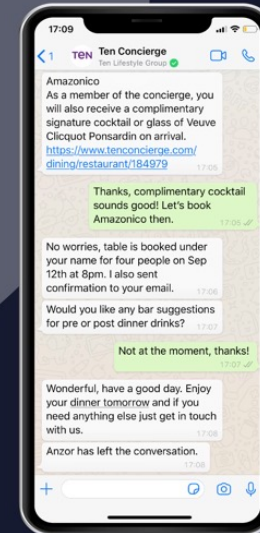
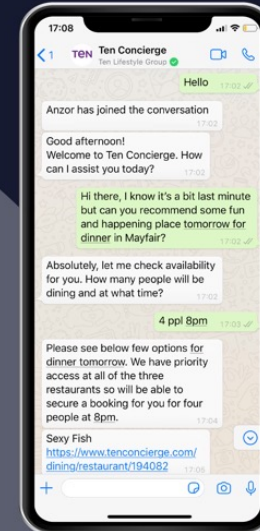
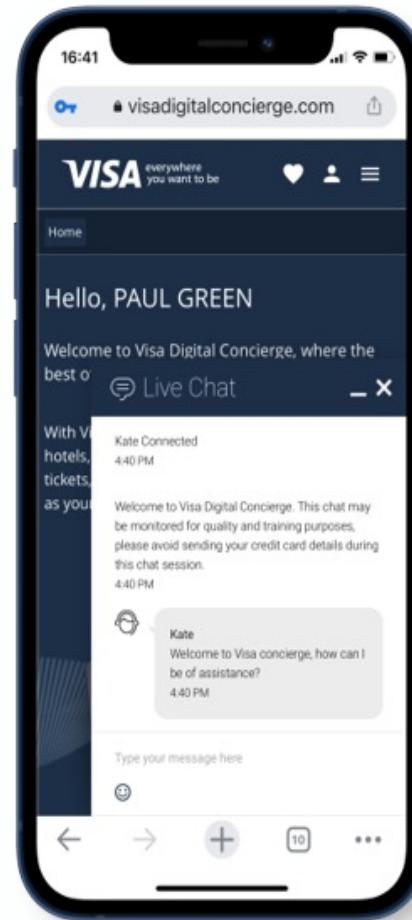
WhatsApp and Webchat

Chat channels available

- Webchat through Ten Platform
- WhatsApp

Chatbot capabilities

- Chatbot intelligent request routing
- Chatbot FAQs
- Chatbot brief taking (in development)
- Chatbot contextual proactivity (in planning)



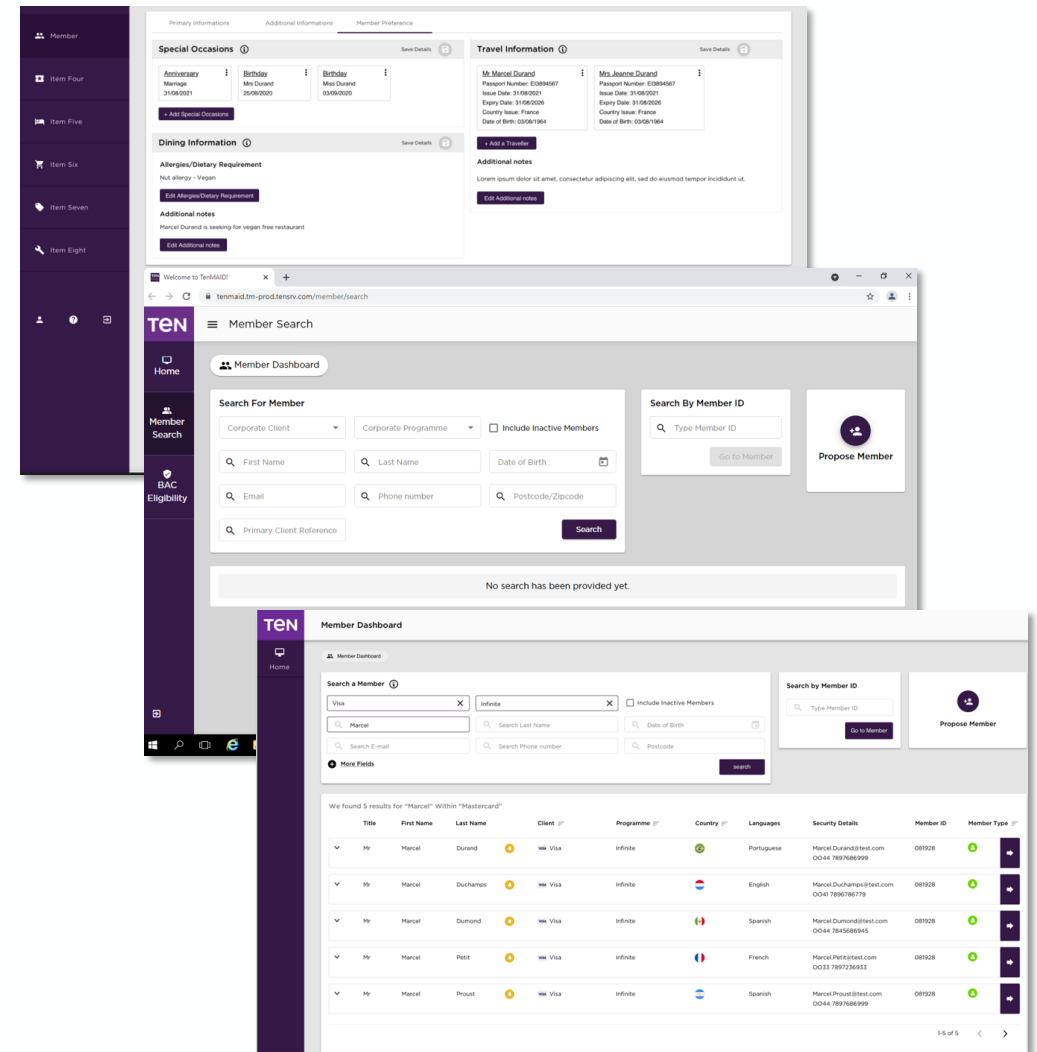
Ten Platform Demo

A new era of internal tools

Our internal tools, Ten MAID and Ten Travel System are undergoing major optimisations and upgrades.

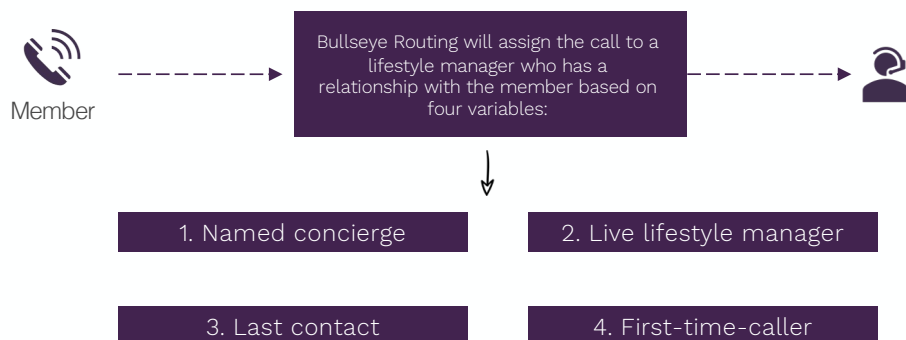
Our aim is to improve the employee experience whilst making our Lifestyle Managers >10% more efficient.

This would save the business c. £2m pa, whilst improving service levels for our members and employee satisfaction through greater automation and intuitive workflows.



Bullseye routing

The aim of bullseye routing is to get the member to the right LM as immediately as possible, as often as possible.



Direct-to-LM (trialing now)

Via IVR and other methods, the member can specifically elect which Lifestyle Manager, or team, they wish to speak to, whether it be by phone, email or chat.

CX: Journey Design



In the last two years, we have invested heavily into CX by designing and implementing data and insights-driven new member journeys, whilst optimizing existing ones, here are two examples:

Onboarding journey

Series of communications, features and proactivity designed to

- 1) Encourage registration and activation
- 2) Encourage the member to make their first and second requests within a target timeframe.

Recovery journey

Series of communications and proactivity designed to

- 1) Recover members at risk of disengaging
- 2) Re-engage those that have disengaged

Content & Communications

TEN

We combine creativity and data to provide a tailored content and communications service for clients seeking to reach, influence and resonate with high and ultra-high net-worth individuals.





7 million+

HNWI/UHNWI lifestyle data points

Who we are

7

Email specialists

29

Writers, creatives and
media producers

8

Senior content and
comms managers

20+

Translators/writers

BBC

MASERATI

NATIONAL
GEOGRAPHIC
TRAVELER

Esquire

lonely planet

ELLE
DECORATION

Wallpaper*

NME
NEW MUSICAL EXPRESS

Condé Nast
Traveler

VOGUE

Robb Report

TORONTO STAR

marie claire

starwood
Hotels and
Resorts

InStyle

THE SUNDAY TIMES

In numbers

10k+

Restaurant reviews

309

Travel &
Lifestyle guides

+25%

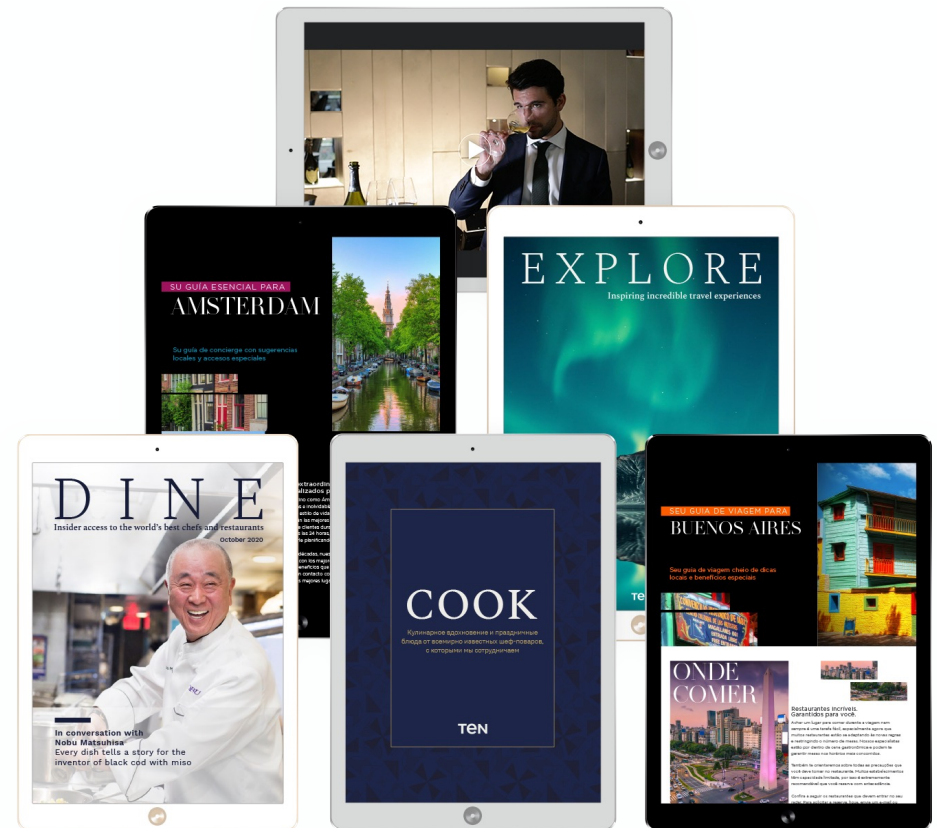
Articles yoy

25

Digital magazines

10 mil

CRM Email sends pa





Access to talent

We regularly interview A-list influencers and experts to create the most engaging, thought-provoking, original and authoritative content, including:

- Celebrity chefs
- Restaurateurs
- Hoteliers
- Fashion designers
- Interior designers
- Stylists
- Health and well-being experts
- Sports personalities
- Award-winning authors
- Renowned sommeliers
- And many more...



Christian Louboutin,
designer



Heston Blumenthal,
chef



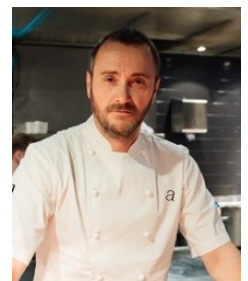
Sarah Moss,
author



John Barnes,
footballer



Elias Ambühl,
freestyle skier



Jason Atherton,
chef

A blurred background image of an orchestra, specifically focusing on violinists. The image is dark and moody, with the warm tones of the violins and the skin of the players' hands providing contrast. The focus is on the hands and fingers of the violinists as they play.

30%

Our guides and magazines
increase conversion rates by
almost a third

Our results



People reading our articles are
3x more likely to convert



Members who read guides go on to
make **38% more bookings** and **spend
16% more**



Our targeted emails have an average
open rate of **70%** and **conversion
rate of 15%**



Our videos drive a **4x increase in
conversion rates** and have a **90%
completion rate**





Stay Active

Requesting members receiving
at least one email/month who
are requesting a year later

75%

A large white number '4' is positioned on the left side of the image. The background is a photograph of a ballerina's feet in white pointe shoes, standing on a light-colored wooden floor. The lighting is warm and focused on the feet, with a soft shadow cast on the floor.

4

How many mails?

Four emails per month
drives optimal usage.

(7-18 requests/year)

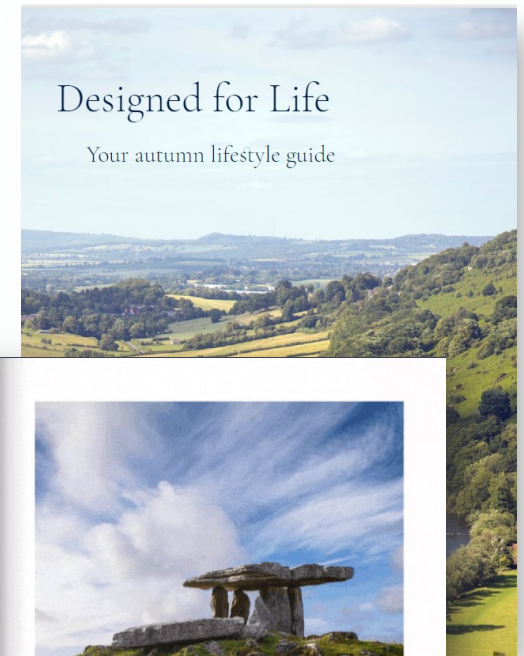
Introducing our new content agency

In June 2022 we launched Content x Ten, our new content agency to provide content solutions for current and prospective clients seeking to reach and influence U/HNWIs.

- New business in FY 22 so far (Medium contract)
- A ready supply of 'warm' financial clients plus diversification into tourist boards
- Scalable business - use trusted freelancers only as required
- Builds relationships with new and existing clients, allowing us to showcase our expertise in concierge and develop new business



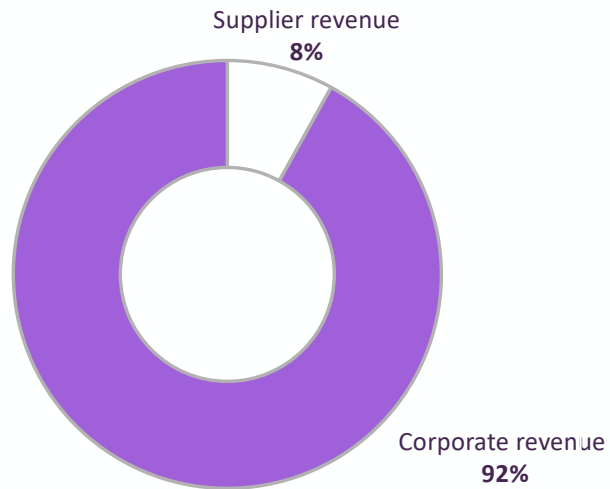
In your guide...	
08	Cultural experiences Go to page
20	Culinary adventures Go to page
26	Scenic trails Go to page
40	Essential restaurants Go to page
50	In the kitchen with... Darina Allen Go to page
60	Our members' favourite hotels Go to page
72	Travel the Wild Atlantic Way Go to page



Poulnabrone dolmen, the Burren

Our Revenue Model

Typical Contract



High-touch Requests

×

££ Per High-touch

+

Digital Requests

×

£ Per Digital

=

Total Corporate Client Revenue

Long term contracts often with agreed minimums

Overview of categories

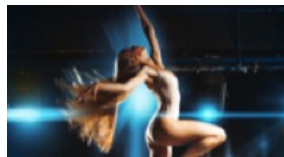
Dining

- Priority access and exclusive benefits at thousands of the world's best restaurants
- 10,000+ reviews online
- Industry insights and expertise
- Exclusive hosted events
- Grow held tables and 'one click' booking



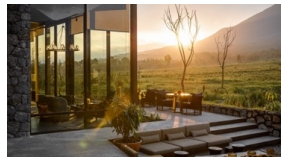
Entertainment

- Access to the best seats, best packages and face value tickets often not available to the general public or sold out
- Partnerships with major venues
- **Guaranteed inventory at most desirable events in key cities using CRM and member base**



Travel

- Exclusive benefits at over 3000+ 4* /5* hotels
- Competitive rates at over 650,000 hotels
- Exclusively negotiated discounted flights and car hire



Retail & Events

- Exclusive offers on premium brands
- Hosted events
- Complimentary tickets to many events
- Online Masterclasses
- Live online events e.g. Shearer / John Barnes
- **Card link technology with critical mass of luxury brands plus OSS offers – geo located**



Inspiration

- In depth destination and city guides designed to inspire members and help them get the most of their travels
- Articles and interviews with industry experts
- **Magazines given broader distribution to engage more active members**



Book Club

- Exclusive audiences with some of the most prominent and celebrated authors.
- Opportunity to engage in Q&A direct with authors

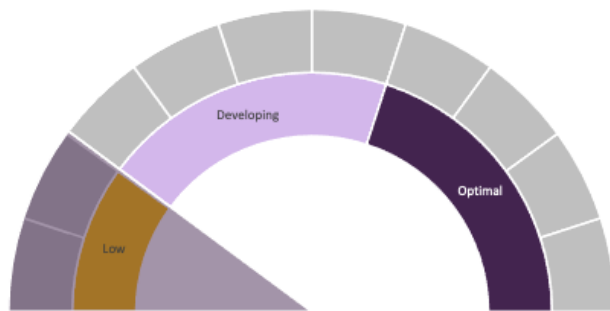


Our Corporate Clients

Visa	RBS/NatWest	HSBC	DNB (Norway)	RBC	Credit Suisse
SEB	Coutts	American Express	City National Bank	CIBC	Rakuten
Mastercard	Barclays	St James's Place	SMBC	ABSA	Bank of China
Diners Club	Merrill Lynch	Tokyo	Maserati	St George	Westpac
SuMi TRUST	AlphaCard	SwissCard	Scotiabank	OCBC	Neiman Marcus
China Merchants Bank	BEA	ICBC	US Bank	Credit Saison	Isetan

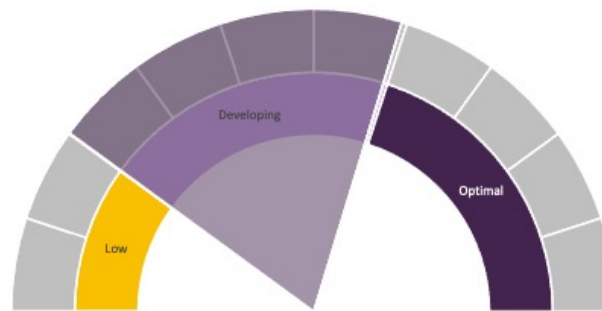
* Japan Asset Man, New UK WM contract, Law Firm, Tech firm, Digital First (Mass Affluent), Commercial, Major Private Bank (Americas)

Active Member Penetration evolution



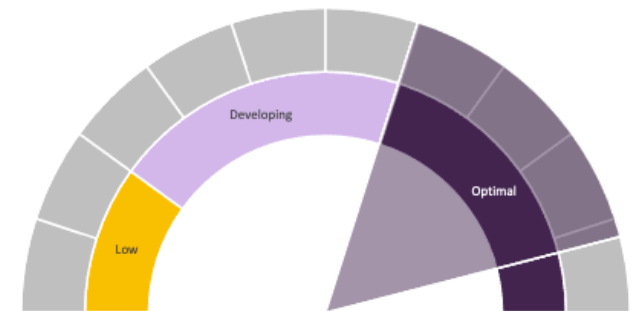
“New” (<3 years)

New clients are ‘white space’ or replacing competition.
Penetration starts low and builds.



Developing (3-6 years)

Increasing ‘proof’ grows budgets and turns Ten from ‘cost’ to ‘ROI driver’/partner



Optimum (>6 years)

Ten becomes a hero benefit and integrated part of the total corporate proposition

Member Activation toolkit



Social Media

Brand
Marketing

Advisor
Advocacy

Print

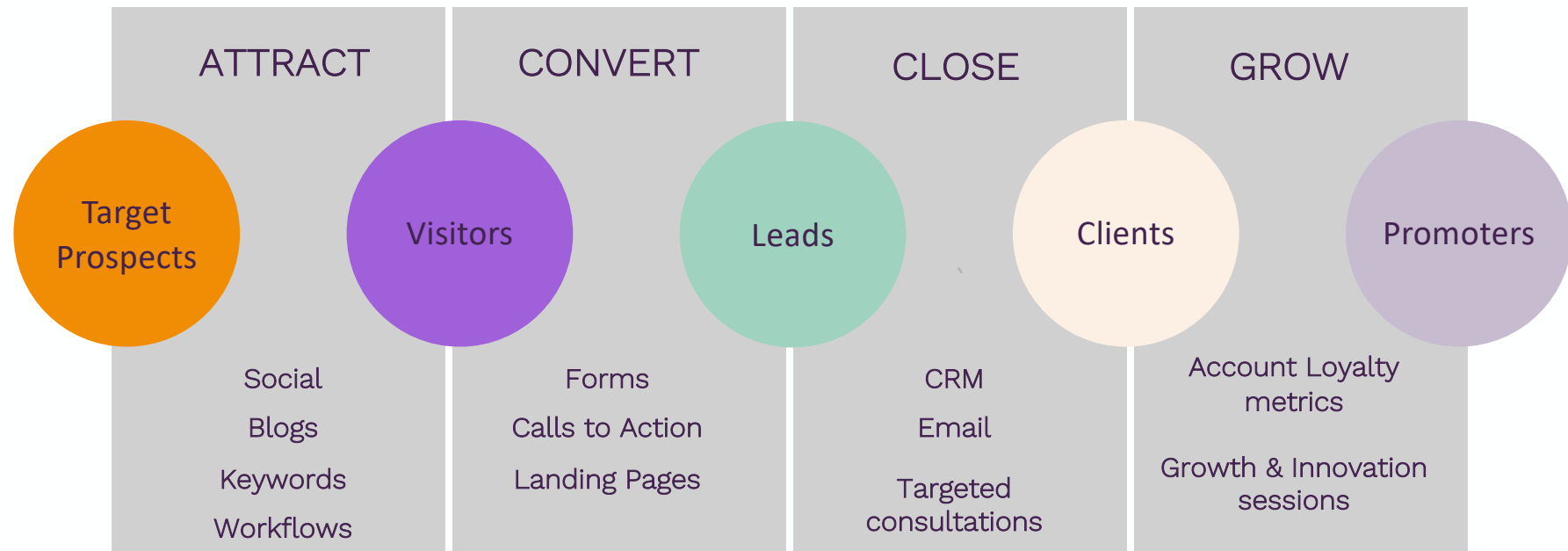
Mail Drops

Influencers

Banking Apps

Mobile

B2B Marketing

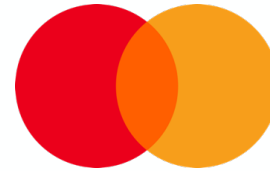


Investment in our B2B marketing





Client growth



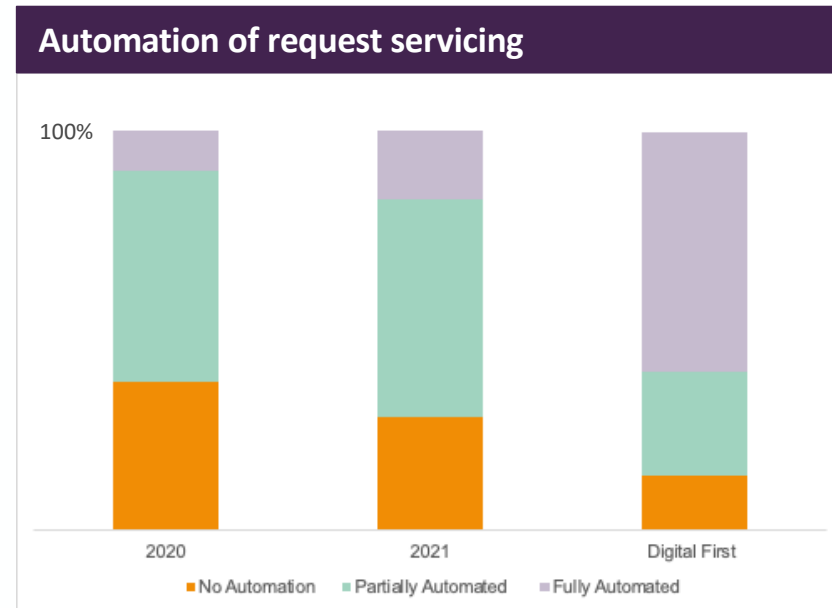
Digitization and ‘digital first’

Digital transformation

- Fully-automated requests increasing
- 70% of requests are now serviced using automation (2020: 63%)
- Record levels of requests from engagement emails and via chat, WhatsApp or on the Ten Platform

Digital first developing for ‘Medium’ value clients

- Marketing, proposition and on boarding drives digital use
- Phone/email still exists for ‘helpline’ but not main channel
- Category development (retail, live events, travel) supports online
- Examples = Networks, Diners Card, Barclays Travel Pack Plus
- Unlocks Medium value “premier” clients
- (The additional scale benefits High / Very High value members)



An aerial photograph of a serene lake with turquoise water. A line of small, reddish-brown wooden boats is arranged in a gentle curve across the middle of the lake. On the right side, a small wooden building with a dark roof sits on a forested shore. The surrounding area is densely packed with tall, green evergreen trees. The image is framed by a thin white border, which includes geometric shapes like an 'X' in the top-left, a semi-circle in the bottom-left, and a diagonal line in the bottom-right.

Discussion