



EXPERIENCES × TEN

Strategy
and creative
thinking



Impactful events
and extraordinary
experiences



Lasting connections
with your clients
and employees

WHAT WE DO

Our expertise will meet your business objectives; engaging, acquiring, and retaining valuable customers. We create **tailored strategies to support your brand's ambitions** – our industry experts will work collaboratively with you, blending strategic and creative thinking to deliver a **customised solution**.

150 In 2023 alone, we delivered 150 events across **five continents**.

20+ In the past year, we managed more than 20 **bespoke experiences** and event programmes.

10,000+ Our events reached more than 10,000 **high- and ultra-high-net-worth individuals**.

1998 We've developed **long-standing client relationships**, delivering tailored programmes since Ten's inception more than 25 years ago.

+91 These events saw an average **Net Promoter Score (NPS)** of +91.

2023 We achieved **B Corp Certification**, illustrating a commitment to ESG principles that positions us to curate socially responsible, environmentally conscious events and experiences.

550+ We've secured more than 550 **benefits and experiences** with the world's leading brands.



Introducing Experiences × Ten

WHY TEN?

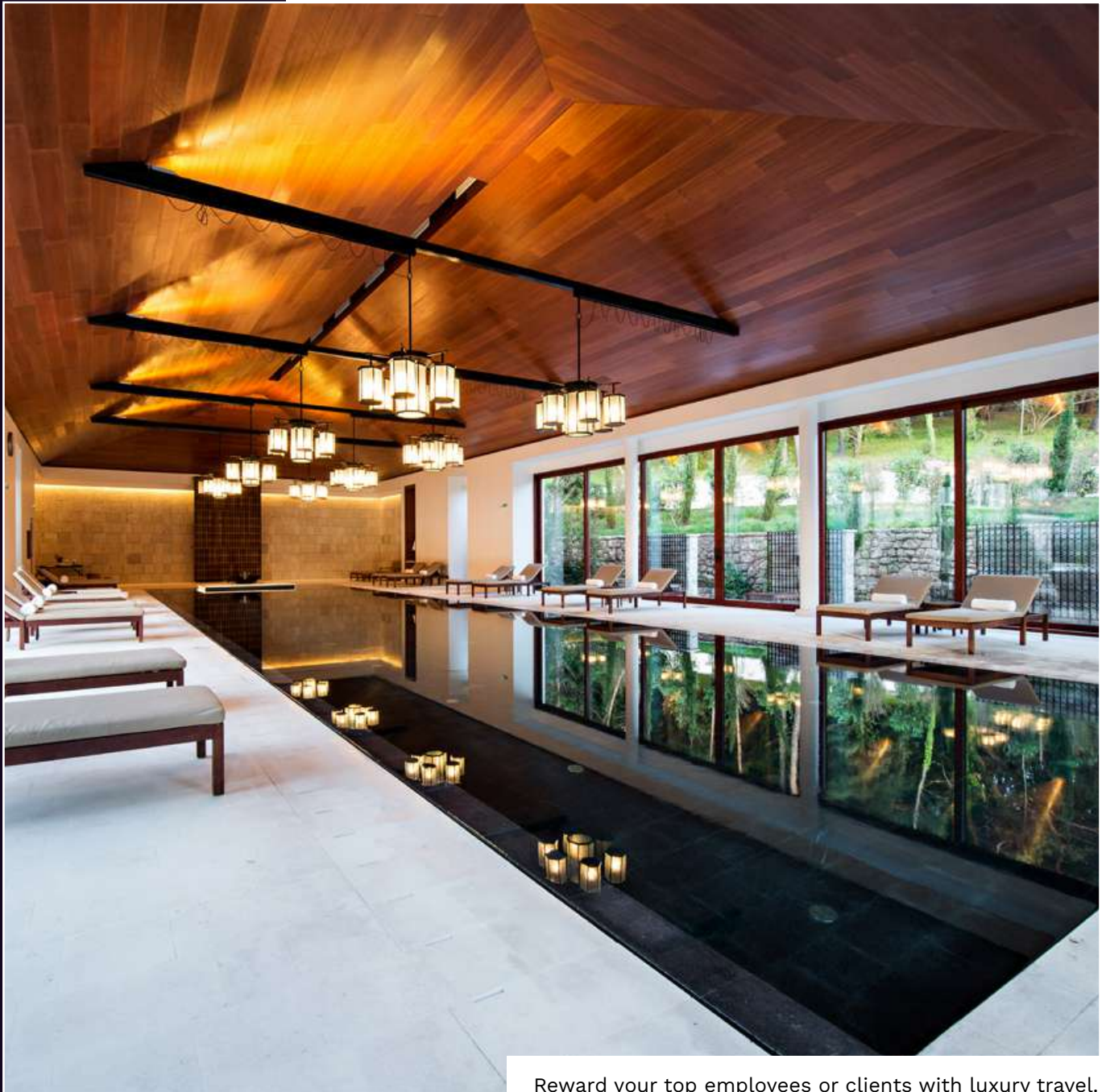
Ten has more than 25 years' experience in **delivering tailored programmes through our long-standing global brand partners** across retail, dining, travel, and entertainment. Our global infrastructure sets us apart, allowing us to both curate and manage programmes through our operational teams, providing an **end-to-end digital experience** and seamless guest list management system.

Our in-house content, design, and communications teams can support with **tailored copy, media assets, translations, and well-developed eCRM and AI capabilities**. With all these services combined, we offer comprehensive solutions and an unbeatable customer experience.



OUR SERVICES

We offer **tailor-made solutions** to meet your brand ambitions, ensuring a **seamless and high-quality** customer experience throughout.



Reward your top employees or clients with luxury travel.

Incentives and rewards

Recognise and **retain your top talent** or reward and incentivise high-value clients. Our **bespoke programmes include gifting, luxury travel experiences,** and team-building events.



Curated brand benefits and offers

Exclusive programmes of the finest benefits, experiences, flash sales, and presales across popular, heritage, and emerging brands. The programmes can have a **global or local emphasis and straddle dining,**

entertainment, travel, and retail. We also recommend supporting programmes with engaging and inspiring schedules of seasonal eCRMs, **high-quality gift guides, or luxury magazines** from our content team.



Event programmes

Help your clients get the most out of life with a curated series of one-off events that are not open to the general public. Ten's **tailor-made events include intimate dinners with celebrity chefs,** private shopping evenings, after-hours gallery tours, and networking or thought leadership workshops. Should you wish to **evaluate your clients' response to an existing Ten programme,** we can offer access to our upcoming events calendar.

Pictured left: Ten's members enjoyed a personalised shopping experience at Swarovski's flagship Oxford Street store.



Concierge logistics

With our extensive roster of partner brands, Ten can gain access to **the finest hotels, restaurants, experiences, and transport to elevate an existing event or trip.** Our travel specialists will ensure your business and clients enjoy coveted brands at the best rates and with exclusive benefits. Our **experienced on-the-ground hosts will ensure a seamless experience,** including full guest management and on-site support.

Inspirational experiences and hospitality

For the past 25 years, Ten has arranged bucket-list experiences, **once-in-a-lifetime journeys,** and money-can't-buy adventures for our members. These personalised packages involve privileged access, exclusively available to an elite group of individuals globally. **Our established worldwide reputation allows us to leverage access to an extensive global network of partners and in-house specialists** across travel, wellbeing, dining, sport, entertainment, art and culture, luxury retail, and more.



BENEFIT FROM OUR PARTNERSHIPS

We are proud to work with so many **wonderful brands**,
including the following.

Ferrari

PORSCHE

FORTNUM & MASON
EST 1707

Royal
Botanic
Gardens **Kew**



Pernod Ricard
Créateurs de convivialité

Moët Hennessy

FARFETCH

HARVEY NICHOLS

STELLA MCCARTNEY

**SAATCHI
GALLERY**

Harrods

NOBU



Our members enjoyed a private viewing of *Vision & Virtuosity*, the Tiffany & Co. exhibition at London's Saatchi Gallery.

CLIENT EXPERIENCE HIGHLIGHTS

Our Retail, Experiences & Events team regularly **procures singular experiences that evoke emotion**, create memories, and reflect our clients' brands.



The Prado Museum

ZEGNA

Tailored experiences for employees

Client brief

To reward the luxury menswear fashion brand Zegna's **top sales assistants globally** with an experience crafted to their individual preferences.

Our solution

- We surveyed the **20 winners** to find out their personal preferences.
- We curated **two personalised options**: one based on the winner's preference and another 'wildcard' option, working to a budget agreed by the client.
- Reward packages included: VIP access and experience at

Shanghai Disney Resort; an art discovery trail in Naoshima, Japan; **a private tour of The Prado Museum** and dinner at Club Allard in Madrid; and outdoorsy adventures at Troutbeck, Upstate New York.

Impact

This new approach to rewarding employees has **proved so popular with the Zegna team that we work with the client annually**. Our experiences have superseded Zegna's pre-pandemic reward scheme.

PATEK PHILIPPE

Concierge logistics for a VIP preview

Client brief

To provide full concierge logistics for **50 VIP clients attending a luxury watch preview** in London, including accommodation, transfers, dining, and local experiences. The client was keen for the weekend to **run seamlessly**, and to provide an enjoyable VIP experience.

Our solution

- Accommodation at **The Savoy**, Strand.
- **Luxury transportation** throughout.
- Private dining experiences at **Duck & Waffle** and Berners Tavern.

- VIP tickets to a **West End musical**.
- **Helicopter ride** to Coworth Park, Berkshire to enjoy the Bentley Motors Royal Windsor Cup.
- Traditional English **afternoon tea**.

Impact

The client received positive feedback from its VIP guests, leading to **deeper client relationships and new business leads**. We have continued our work for Patek Philippe on subsequent events and offers.



Patek Philippe's luxury watch preview.



Over the past eight years, Ten has orchestrated numerous ultra-exclusive VIP travel experiences for our clients, during our Grand Exhibitions in London, Singapore, New York, and Tokyo. The team’s exceptional skill at crafting intricate and unique itineraries, utilising Ten’s global service network, is unparalleled. Our VIP guests have consistently been amazed by the experiences provided.

—General Manager, Patek Philippe Asia

HSBC

Exclusive events and benefits programme

Client brief

To differentiate the **HSBC Premier** banking product by offering exclusive benefits, offers, and events.

Our solution

- A **global programme** available in the USA, Canada, France, UK, the UAE, Hong Kong, Singapore, and China.
- Offered to a **closed user group**.
- Drawing on our long-standing relationships to offer **products, experiences, and events** not available on the open market.

Impact

We're entering the sixth year of this programme, and **expanding our services to two levels** of HSBC's client base.



HSBC Premier account holders enjoyed an exclusive evening viewing of Marylebone gallery SoShiro.

Fortnum & Mason hosted a Christmas celebration for SPW clients.



Schroders Personal Wealth

UK event series

Client brief

To host a series of events with the goal of **nurturing client relationships**, retaining investments, and encouraging greater investments and purchases of additional SPW products.

Our solution

Ten ran a series of events across the UK, inviting the private bank's most valuable clients to enjoy **elite lifestyle experiences**:

- Private shopping experience at Harrods' **H Beauty** store, Bristol.
- Private reception at the **National Football Museum**, Manchester.
- Exclusive wine tasting masterclass at **Harvey Nichols**, Leeds.

- Private dinner at **Kitchen W8** in Kensington, London.
- Christmas celebration at **Fortnum & Mason**, London.
- VIP experience of **The Nutcracker** at the Birmingham Hippodrome.
- Private reception and tour of the **Palace of Holyroodhouse**, Edinburgh.
- Private viewing at **Iconic Images Gallery**, London.

Impact

SPW gave positive feedback on these opportunities to **reward and informally interact** with its most valued clients. The bank has kept our event services and lifestyle concierge package at the heart of its client relationship strategy.

IMPACTFUL EVENTS AND EXTRAORDINARY EXPERIENCES

We exploit our global offices, partnerships, and contacts to **offer our concierge service members elite access**, unbuyable experiences, and a lifestyle limited only by their imagination. Our **exclusive events are a major part** of this – we hope the following selection provides inspiration for your activities.



Victoria and Albert Museum x Ten

Through our partnership with the museum, Ten hosted two **private viewings** of its blockbuster exhibition, ***Gabrielle Chanel. Fashion Manifesto***. The exclusive viewings began with a Champagne reception in the V&A's elegant domed interior.

Peter Jones & Partners x Ten

In collaboration with **the iconic John Lewis & Partners-owned department store** on Sloane Square, we offered Ten's members **exclusive after-hours access** for a Black Friday shopping evening. Guests enjoyed complimentary sparkling wine and canapés, a live brass band, access to **Black Friday savings in advance of the general public**, and complimentary makeovers, massages, gift wrapping, and engraving services.



Bond Street x Ten

We welcomed members to an **invitation-only evening of luxury shopping** on London's famous street. The British capital's finest flagship boutiques, including Gucci, Dior, and Cartier, stayed open for **two hours of curated experiences**, bespoke gifting, and festive entertainment.



Fortnum & Mason x Ten

We celebrated Christmas at London's world-famous department store, inviting members to **experience the essence of Fortnum's at an exclusive drinks reception**. The evening included gourmet F&M canapés, stories from the 300-year-old institution's official archivist, and **a workshop in decorating a chocolate Yule log** with the resident head chef.



Le Gavroche x Ten

Following chef Michel Roux Jr's decision to close his **two-Michelin-starred restaurant**, the waitlist for tables expanded to more than 5,000 hopefuls on some evenings. Through our partnership with the legendary Mayfair restaurant, **we arranged an exclusive evening**, featuring a meet-and-greet, Q&A, signed Smythson menu, and four-course dinner with wine pairings.

[Read our interview with Michel Roux Jr](#)

The O2 x Ten

Our members enjoy **premium access to the arena thanks to our long-term relationship** – from hiring our suite for an event to accessing premium seats in the lower bowl to be close to the action. Members can also take advantage of the **VIP lounge** and valet parking.



Velaa Private Island x Ten

We can arrange a **takeover of this luxury resort in the Maldives**, providing complete privacy for your clients and their guests. In the idyllic Noonu Atoll, enjoy a culinary experience curated around your favourite cuisines, as well as **a range of adventure sports**, including snorkelling, hiking, and sailing.





Four Seasons Safari Lodge Serengeti x Ten

With a **private experience at this Tanzanian safari lodge**, we'll schedule incredible days of game drives, **hot-air balloon rides**, and bush-camp dinners in one of the world's richest wildlife sanctuaries.

[Read our South African safari guide](#)

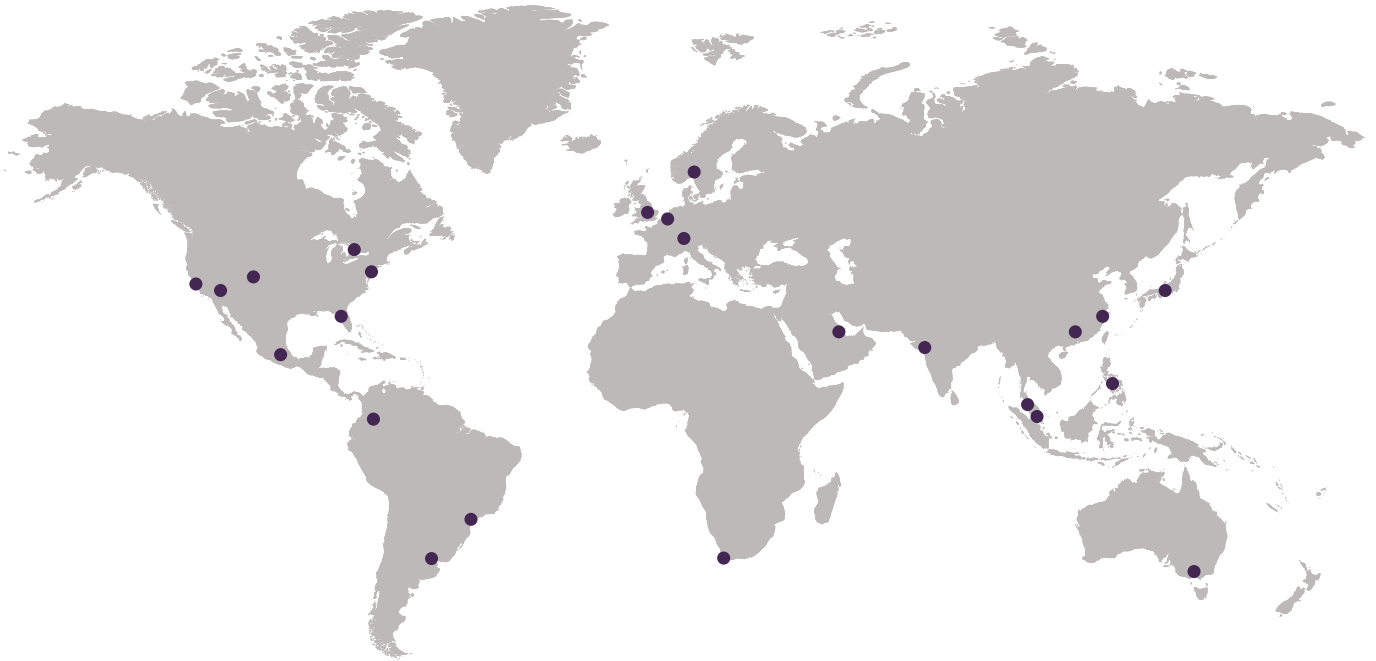
LEARN MORE ABOUT TEN

Because our **global travel and lifestyle management company** helps 100,000-plus high- and ultra-high-net-worth individuals every day, **we're experts in procuring leading partnerships** and exclusive opportunities.

- 1998** — Ten invented lifestyle management in 1998, becoming the **global market leader** in bespoke concierge services and events.
- 2017** — Listed on the Alternative Investment Market of the **London Stock Exchange** in 2017, Ten is a dependable public company.
- £10m** — Since 2017, we have **consistently invested** an average of £10m per year in technology (including AI and data security).
- 1st** — We are the world's first full-service concierge and the first **AIM-listed company** to gain B Corp Certification.
- 50+** — We've achieved **100% client retention** in the past three years, with 50-plus corporate partners and **a positive reputation** among our supplier base.
- 55** — Multidisciplinary content team of some 55 specialists globally – including **a growing content agency – with proven results in combining creativity and data** to provide tailored digital content and communications that engage and inspire members.
- +70** — Ten's high NPS of +70 shows we double down on **customer experience**.
- 1,300+** — Our publicly owned company employs more than 1,300 staff across **24 locations worldwide**, with in-house product, content, tech, and design teams.
- 10,000** — A vast portfolio of **partnerships, with the most prestigious and aspirational** travel, dining, entertainment, retail, and lifestyle brands – including the world's finest 10,000 restaurants.
- 9 million** — Our data team can access more than nine million **lifestyle points for everything from standard reporting to rich data visualisation**, while our proprietary CRM software, TenMaid, collects, codifies, and allows us to exploit every piece of knowledge throughout the business.

Visit tenlifestylegroup.com

THE RIGHT PARTNER FOR YOUR BRAND



Insights

Thanks to Ten's global database and our reporting capabilities, **we can predict preferences and behaviours** within the high- and ultra-high-net-worth segments. Some 85% of our members agree for us to share detailed lifestyle data and insights with our partners, which both **illustrates their trust in Ten** and gives us more than nine million high- and ultra-high-net-worth lifestyle data points.

Global presence

With more than 24 locations worldwide, we have **unparalleled partnerships with the world's most prestigious brands**, allowing us to deliver both local and global appeal. This gives us the right expertise, cultural sensitivity, and language requirements to **create memorable experiences** and events tailored to your goals.



Brand partners

Partnering with **leading luxury brands** is a key strategy for Ten; since launching in 1998, we've partnered with world-famous brands across retail, dining, entertainment, travel, and more. We work with **both well-established and up-and-coming brands**, allowing our team to select the right partners for your strategy.



Industry experts

Our global partnerships team has an **in-depth knowledge of what resonates with high- and ultra-high-net-worth clients**; we provide value through our experience, industry connections, and exclusive insights.

OUR CLIENTS

We work with **some 50 corporate clients** to provide **first-class experiences** for 100,000s of high- and ultra-high-net-worth individuals across the globe.



COMPREHENSIVE SERVICE

Get in touch to find out **how your business can benefit** from our Retail, Experiences & Events team's **broad suite of services** – as well as those of the wider company.

Brand

- Strategic proposals
- Conceptual programme design
- Ensuring brand association
- Reflecting values and proposition

Procurement

- Inspirational event and experience proposals
- Brand selection
- Partner negotiations and procurement
- Contracting invoice management
- Copy and imagery creation
- Concierge logistics

Hosting

- On-the-ground event hosting expertise
- No-hassle guest list management
- Bespoke and branded guest list management system

Additional capabilities

- Data analysis
- eCRM
- Content
- Communications

Let's create a memorable event

To find out more about producing
bespoke events for your clients,
get in touch with our Retail,
Experiences & Events team.

tenlifestylegroup.com

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