

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. If you are in any doubt as to the action you should take, you are recommended to seek your own financial advice from your stockbroker, solicitor, accountant or other independent adviser authorised under the Financial Services and Markets Act 2000 (as amended). If you have sold or transferred all of your shares in Ten Lifestyle Group plc, please forward this document and the accompanying form of proxy to the purchaser or transferee, or to the person who arranged the sale or transfer, so they can pass these documents to the person who now holds the shares.

A Form of Proxy is enclosed and should be completed and returned to our registrars, Equiniti Limited, Aspect House, Spencer Road, Lancing, West Sussex BN99 6DA, by no later than 12.30 p.m. on Friday, 24 October 2025. You can also vote online at www.shareview.co.uk.

Ten Lifestyle Group Plc

(Incorporated and registered in England under the Companies Act 2006 with registered number 08259177)

13 October 2025

Notice of General Meeting 2025

To be held at the offices of Ten Lifestyle Group plc, Level 9, Regent's Place, 338 Euston Road, London, England NW1 3BG, on Tuesday 28 October 2025 at 12.30 p.m.

Letter from the Chairman

Dear Shareholder

PROPOSED CHANGE OF NAME TO TEN TECHNOLOGIES GROUP PLC

A general meeting ("General Meeting") of Ten Lifestyle Group plc (the "Company") will be held on Tuesday 28 October 2025 at 12.30 p.m. at Level 9, Regent's Place, 338 Euston Road, London NW1 3BG to consider a resolution to change the Company's name to Ten Technologies Group plc, as set out in the Notice of General Meeting.

Since Ten's IPO in 2017, the Company has evolved into a leading customer experience platform for financial institutions and premium brands. Our proprietary technology and AI-enabled systems work alongside our expert Lifestyle Managers to deliver a seamless, high-quality service to our members around the world and support new business wins.

The proposed new name, Ten Technologies Group plc, reflects what the business is today: a technology-driven innovator with digital platforms, products and expertise at the core of its strategy and future growth.

Your Board believes that the resolution is in the best interests of the Company and its shareholders as a whole and unanimously recommends that you vote in favour of it, as the directors intend to do in respect of their own holdings.

Yours sincerely

Jules Pancholi
Chairman

13 October 2025

Notice of General Meeting

Notice is hereby given that a general meeting ("**General Meeting**") of Ten Lifestyle Group plc (the "**Company**") will be held on Tuesday 28 October 2025 at 12.30 p.m., at the Company's offices at Level 9, Regent's Place, 338 Euston Road, London NW1 3BG, to consider and, if thought fit, to pass the following resolution, which will be proposed as a special resolution:

Special resolution

That the registered name of the Company be changed from "Ten Lifestyle Group plc" to "Ten Technologies Group plc".

By order of the Board

Keziah Watt

Company Secretary

13 October 2025

Registered office: Level 9, Regent's Place, 338 Euston Road, London NW1 3BG
Registered in England and Wales No. 08259177

Voting and proxy instructions

You will receive a hard copy form of proxy but will also be able to vote electronically using the link at www.shareview.co.uk. You will need your user ID and password to sign in. If you do not have a Shareview portfolio you will need to register at www.shareview.co.uk and follow the instructions.

If you do not have a form of proxy or believe that you should have one, or if you require additional forms, please contact our registrars, Equiniti Limited, on +44 (0)371 384 2030 (or from outside the UK, please ensure the country code is used). Lines are open 8.30 a.m. to 5.30 p.m., Monday to Friday (excluding public holidays in England and Wales). Calls will be charged at the standard geographic rate and may vary by provider.

CREST members who wish to appoint a proxy or proxies using the CREST system may do so by following the relevant instructions set out in the CREST Manual.

Shareholders are encouraged to submit voting instructions as early as possible by completing and signing the form of proxy sent to you with this Notice of General Meeting and returning it to our registrars as soon as possible.

Shareholders are also strongly encouraged to appoint the Chairman of the meeting as their proxy rather than a named person. This ensures your vote will be counted even if you or your nominated proxy are unable to attend the meeting.

Our registrars must receive your form of proxy by 12.30 p.m. on Friday 24 October 2025. This will enable you to exercise your right to vote remotely.

The results of the voting will be announced via a regulatory information service and posted on the Company's website as soon as practicable after the meeting.

The quorum for the General Meeting is two members present in person or by proxy and entitled to vote on the business to be transacted.

To give shareholders a chance to engage with management, please email any questions regarding the business of the General Meeting to investorrelations@tengroup.com by 12.30 p.m. on Friday 24 October 2025. Questions and responses will be published on the Company's website where appropriate.

A copy of this document is available at www.tenlifestylegroup.com/investors/resources/.

Notes to the Notice of General Meeting

1. Entitlement to attend and vote

To be entitled to attend, speak and vote at the General Meeting (and for the purpose of determining the number of votes they may cast), shareholders must be entered on the Company's register of members at 6.30 p.m. on Friday 24 October 2025 (or, in the case of an adjournment, at 6.30 p.m. two business days before the adjourned meeting). Changes to the register of members after the relevant deadline shall be disregarded in determining the rights of any person to attend, speak and vote.

2. Appointment of proxies

Shareholders entitled to attend, speak and vote may appoint one or more proxies to attend, speak and vote on their behalf. A proxy need not be a shareholder. Shareholders are strongly encouraged to appoint the Chairman of the meeting as their proxy to ensure their vote is counted if they (or any other appointed proxy) are not able to attend.

3. Form of proxy

To be valid, completed forms of proxy must be received by the Company's registrars, Equiniti Limited, Aspect House, Spencer Road, Lancing, West Sussex BN99 6DA, by 12.30 p.m. on Friday 24 October 2025. Alternatively, shareholders may vote electronically via www.shareview.co.uk using their User ID and password.

4. CREST proxy appointments

CREST members may appoint a proxy or proxies through the CREST electronic proxy appointment service in accordance with the procedures described in the CREST Manual. The message must be transmitted so as to be received by Equiniti (RA19) by 12.30 p.m. on Friday 24 October 2025. If you are an institutional investor, you may be able to appoint a proxy electronically via the Proxymity platform, a process which has been agreed by the Company and approved by the Registrar, Equiniti Limited. For further information regarding Proxymity, please go to www.proxymity.io. Your Proxy must be lodged by 12.30 p.m. on Friday 24 October 2025 in order to be considered valid. Before you can appoint a proxy via this process you will need to have agreed to Proxymity's associated terms and conditions. It is important that you read these carefully as you will be bound by them, and they will govern the electronic appointment of your proxy.

5. Joint holders

Where more than one joint holder votes, the vote of the senior holder (as shown first in the register of members) will be accepted to the exclusion of the votes of the other joint holders.

6. Corporate representatives

A corporation which is a shareholder may authorise one or more corporate representatives to act on its behalf. A corporation's representative may exercise the same powers as the corporation could itself exercise if it were an individual shareholder, provided no more than one representative exercises powers over the same share.

7. Voting results

The results of the voting will be announced via a Regulatory Information Service and published on the Company's website as soon as practicable after the General Meeting.

8. Documents available for inspection

This Notice of General Meeting and any documents required to be made available under the Companies Act 2006 can be viewed on the Company's website at www.tenlifestylegroup.com/investors/resources/.

9. Communication

You must not use any electronic address provided in this Notice or any related documents to communicate with the Company for any purposes other than those expressly stated. General queries about the meeting can be directed to investorrelations@tengroup.com.

Ten Lifestyle Group Plc
Level 9, Regent's Place
338 Euston Road
London
NW1 3BG

www.tenlifestylegroup.com