



Delighting Customers through Innovation

H1 FY22 – February 2022

Approved for release by the Board of Gratified Limited

Financial Summary 1H FY22

Growth and investment was the focus for the first half of FY22. Key milestones achieved during 1H FY22 included: the Australian launch of the Mosaic platform and the signing of Click Frenzy to a new SaaS contract, signing over 40 new content partners for Neat Ideas and realigning the business to be uniquely placed to deliver a seamless and fully configurable end-to-end loyalty and rewards enterprise platform

Revenue from continuing operations

\$4.7m v \$1.3m
265% ↑
vs H1 FY21

Annual recurring revenue (ARR)

\$2.2m v \$1.7m
29% ↑
vs H2 FY21

SaaS revenue

\$1.3m v \$0.9m
44% ↑
vs H2 FY21

Average monthly rewards revenue

\$650k vs \$265k
145% ↑
vs H2 FY21

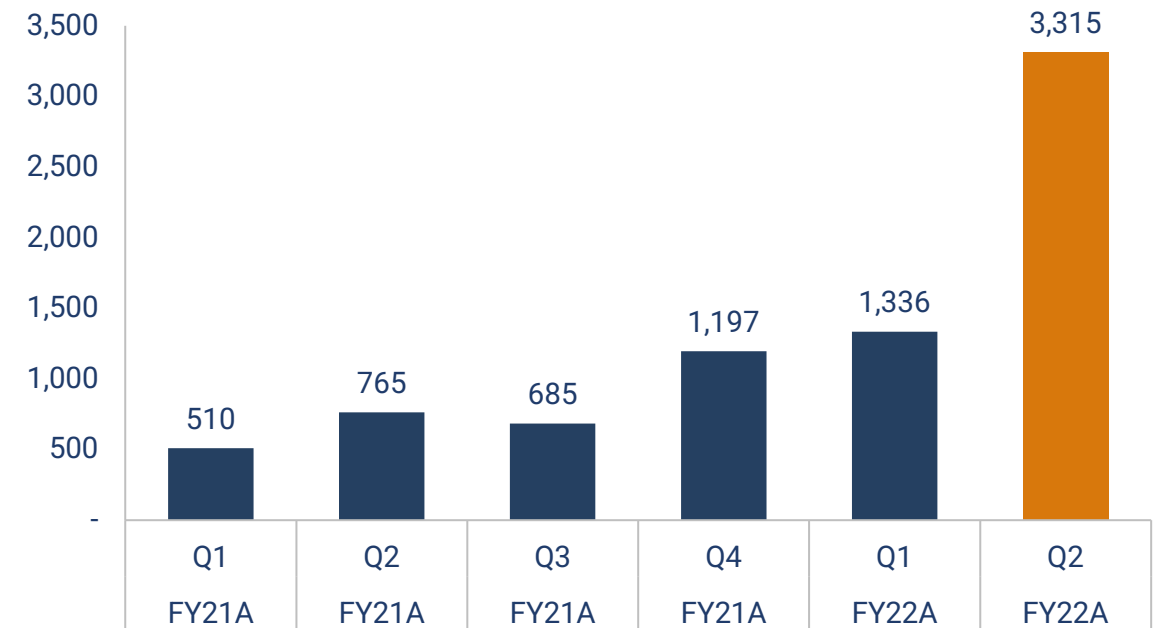
Gross profit

\$1.3m v \$1.0m
28% ↑
vs H1 FY21

100% customer retention

Delivered revenue growth supporting the continued investment in the Mosaic platform coupled with building increased activity in the rewards business

Revenue (\$'000)



Continued strong performance in H1 FY22 with 265% growth in revenue vs H1 FY21

+265%

H1 FY22 REVENUE GROWTH

SaaS and Reward Revenue v H1 FY21

Strong H1 FY22 results

“In 2022 Brands will re-evaluate their new normal and rising customer expectations” Deb Hillstrom, director, customer strategy and loyalty ICF Global Advisory

PLATFORM GROWTH

RaaS (Rewards as a Service)

44% growth in SaaS revenue

Strong pipeline of new business opportunities in each region in which we operate

Click frenzy expected to go live in March followed by a second enterprise client in May

STRENGTHENED TEAM FOR GROWTH

New strategic hires

Sarah Fallon joined as CEO of the rewards business unit. 20 years experience with Entertainment Group

Daniel Coterill joins as Head of Sales for Eastern States. Previously held similar role with Entertainment Group.

NEW STRATEGIC PARTNERS

Product Expansion

New agreement with Humm signed to help grow reward sales

New agreement with Ukheshe one of the largest payments platform providers in Africa and the Middle East

Enterprise grade loyalty & rewards



60+

ENTERPRISE
CLIENTS



>25M

CONSUMERS ON
OUR PLATFORMS



300+

PARTNER
NETWORK

Innovative Tech Solution Overview

Configure, don't customise



Loyalty Ecosystem

Mosaic is the engine that drives sustainable activity and revenue growth



Core Loyalty & Rewards Platform

Mosaic is designed with ease of use and configurability at the forefront.



New Partnership Agreement signed



Gratified recently signed 3-year Partnership Agreement to integrate our Mosaic Enterprise loyalty and rewards platform into Ukheshe's Eclipse payments platform.

They chose Mosaic based on the ease of configuration and microservices architecture

Ukheshe has established operations in 40 countries across Africa, the Middle East and Europe

They have over 2 million users of payment apps utilising their API, with over 340,000 merchants onboarded and process over US\$10 billion per annum in payments

The logo for Ukheshe Technologies, featuring the words "Ukheshe" and "Technologies" in a white, sans-serif font, stacked vertically, set against a solid orange rectangular background.

Ukheshe
Technologies

SaaS overview

Mosaic overview

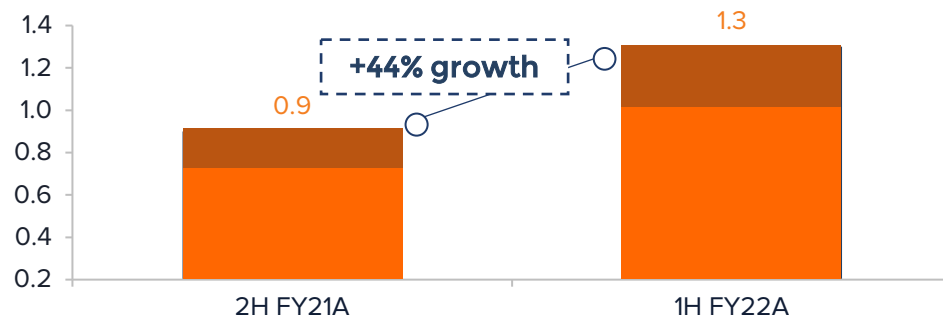
- Enabling brands to create outstanding **customer experiences**.
- Providing **state of the art technology & rewards**, with the objective to accelerate brand recognition and advocacy.
- **Fully API driven rules engine** is developed as SaaS,



Select SaaS customers



SaaS revenue vs H2 FY21

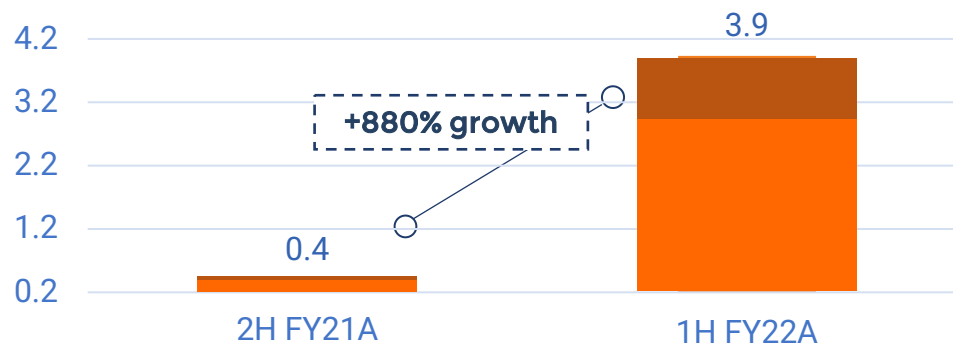


Rewards overview

Neat Ideas overview

- Neat Ideas provides members and employees access to an extensive catalogue of personalised 'best in class' rewards and offers
- It has over 50 enterprise clients and provides content from over 350 merchants
- The business currently provides access to over 4 million end users.
- Revenue continues to grow towards pre-COVID numbers with significant potential upside as trading returns to normal

Rewards revenue vs H2 FY21



Select customers

Over 50 corporate clients



Insurance
For the better



Some content providers we work with



Rapidly growing
direct partner
network 300+

Largest range of
brands across all
verticals,
including
entertainment,
health, dining,
retail and more

Dedicated
partnership
managers

Sourcing of
curated, bespoke
offers

... and many more

Case Study

Delighting Customers through Innovation



Case Study



OVERVIEW

Click Frenzy is an online shopping platform, offering a range of retailer/brand deals provided by 100's of retailers/brands over three main annual events. In return for Retailer/Brand participation, Click Frenzy advertise these events to their 1.7 million+ subscribers and ~1m members through email, SMS, social media and other digital marketing channels.

CHALLENGE

There is no connection of the member to their purchases with retailers. Therefore, there is no visibility of member transaction behaviour such as how much they spend, how often and with which brand/retailer.

APPROACH

Gratificii delivers a Card Linked offers solution for Click Frenzy to manage their member program. Click Frenzy members can now accumulate rewards by simply paying with their Visa, MasterCard or EFTPOS credit or debit card. No need for loyalty cards, coupons or offer codes.

Card Linking provides a win-win-win solution

1. Additional revenue for Click Frenzy
2. Stronger rewards proposition for Click Frenzy Members
3. Measurable transaction revenue uplift with no integration requirement for Click Frenzy partners

How it works

1



**Registers Card
to the program**

Consumer registers
their credit or debit
card(s) to the
program once.

They now can earn
automatically.

2



**Pays with card
at Merchant**

Customer shops at
merchant or venues
and pays with their
credit card.

No need to sign in,
show coupon, show
card or scan code.

3



**Receives
instant reward**

Rewards can be
points, cashback,
vouchers, free gifts.

The rewards are
instantly added to
the customer's
loyalty wallet.

4



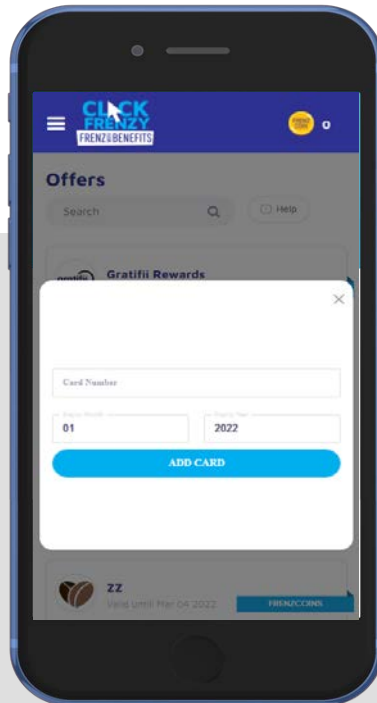
**Tailored redemption
options**

Customer can
withdraw cash, or
turn their points or
cash into **vouchers** to
spend at the
merchants or venues.

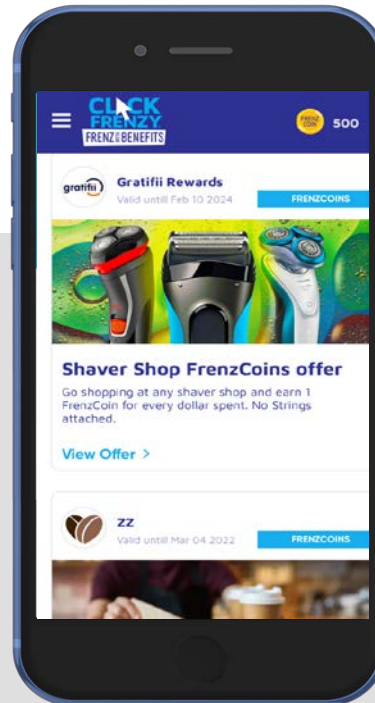
Or the customer can
use their points to
pay for the next meal.

Simple and Rewarding

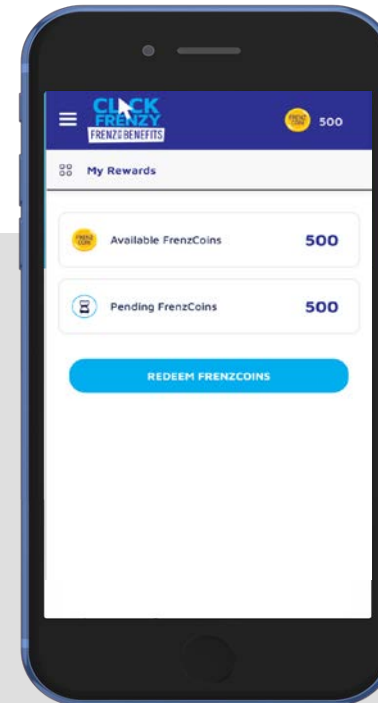
Click Frenzy's close-loop program vision, brought to life using Gratifii's loyalty engine Mosaic



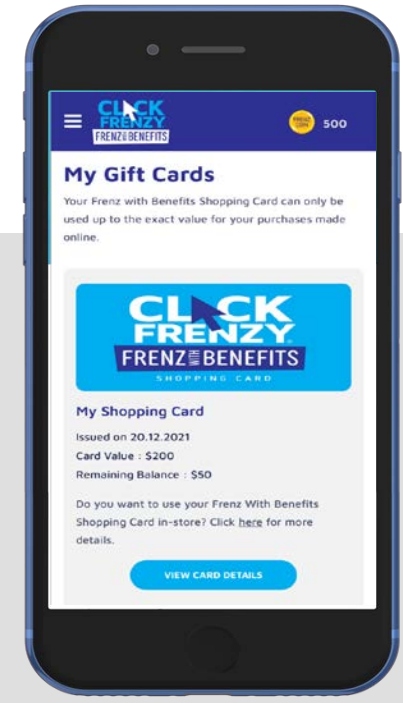
Step 1
Member registers
payment card(s)



Step 2
Member shops at
participating merchants
with the registered card



Step 3
Member earns Click
Frenzy loyalty Currency
into loyalty wallet



Step 4
Member redeems for a
shopping card to use at
participating merchants

Expanded management team

to drive growth



Iain Dunstan
Managing Director
& CEO



Mark Schoombie
CTO



Justin Jefferies
COO



Renier Meintjes
COO AMEA



Daniel Nissen
Chief Revenue
Officer



Alexa Hien
Head of Product



Sarah Fallon
CEO Neat Ideas

H2FY22 Outlook – continued growth

“It’s crucial for brands and retailers to understand the shopping habits of their customers so they win their loyalty for the years to come.” Businesswire January 2022

PLATFORM GROWTH

RaaS (Rewards as a Service)

Continued sales momentum with high customer engagement and growing enterprise pipeline

Strengthen the sales team to deliver on growing opportunities

Over 35 new enterprise pipeline opportunities globally

CARD LINKED OFFERS

Scheduled to ‘go-live’ with Click Frenzy in March

Creation of new payment revenue streams

Door-opener to more client opportunities

Leverage opportunities in retail sector with cashback offering

NEAT IDEAS CONTENT

Content Expansion

New content providers signed with emphasis on:

- Dining and F&B
- Sports and events ticketing

Strengthen offer content on eastern seaboard with new sales team

Iain Dunstan
Managing Director & CEO

iaind@gratifii.com

