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ASX ANNOUNCEMENT

Graffiti signs initial two-year contract with Niterra Australia

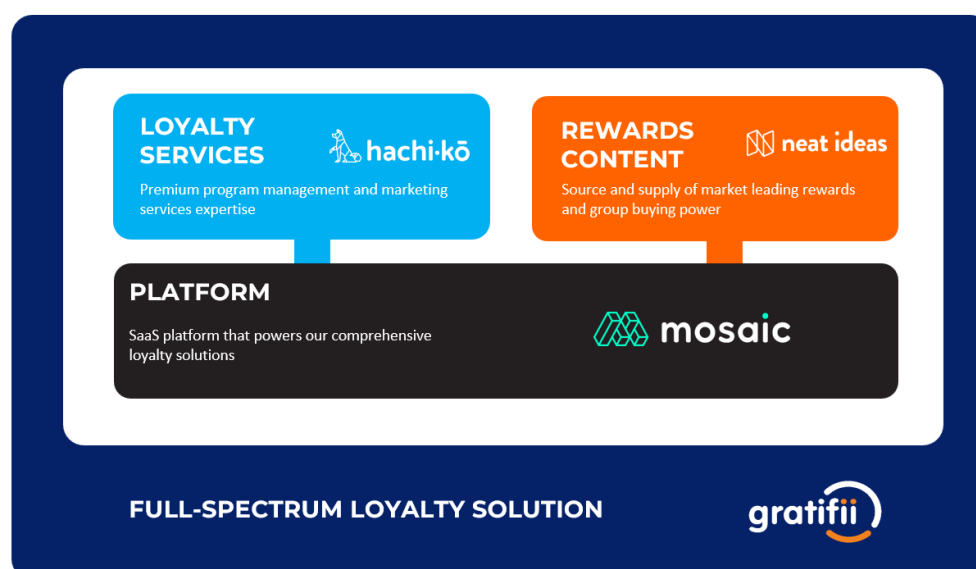
Key Highlights

Gratifii has executed a new material contract with the Australian subsidiary of Niterra Co., Ltd. (formerly NGK SPARK PLUG CO., LTD.), a public company established in 1936 and based in Nagoya, Japan.

The 2-year initial contract is expected to generate approximately \$225,000 licence and management fees per annum plus implementation fees and additional rewards revenue.

- Graffiti has commenced the project delivery to facilitate a two-month accelerated implementation.
- Gratifii will deliver a branded front-end site along with integrated loyalty management services to launch the campaign, its first 'end-to-end' loyalty solution since acquiring Hachiko in August 2022

Gratifii Limited (ASX: GTI) (**Gratifii** or **the Company**) is pleased to announce it has today signed a material contract with Niterra Australia (formerly NGK Spark Plugs Australia) (**Niterra**), a wholly owned subsidiary of Niterra Co., Ltd, to deliver its loyalty platform, channel engagement, and rewards program, coupled with loyalty management services from Hachiko, its loyalty marketing agency.



This is Gratifii's first material contract where the Company will provide a complete loyalty and rewards solution in line with its vision of providing a highly effective alternative to traditional (bespoke, complex and expensive) enterprise loyalty platforms for mid-to-top tier brands.

Under the contract, Gratifii will deliver a digital loyalty program, including a front-end site, rewards content, and program communications, to drive engagement and market position with Niterra's core customers such mechanical workshops and distribution partners.

The platform is expected to be live within two months ahead of the proposed mid-year launch, a notable step-change in Gratificii's capacity to execute and onboard new clients.

The 2-year initial contract, with 1-year rolling renewals, is expected to generate revenue of approximately \$225,000 in licensing and management revenue per annum, plus approximately \$30,000 in set-up fees. Additionally, the contract will generate rewards revenue from Niterra's trade repairer channel when they claim eligible product sales through the program.

Racquelle Felices, Marketing Manager at Niterra Australia, said "We are thrilled about this new loyalty program which we believe will provide our customers with even for value and strengthen the relationship we have with them. The loyalty program is just one of many ways that we are constantly looking to improve and innovate our offerings to better service our customers.

Gratificii Managing Director and CEO, Iain Dunstan, stated "This is a significant contract for Gratificii as it brings together our loyalty services, rewards, and platform offerings as a complete solution to deliver world class channel engagement. It is anticipated the client will be live within the coming months as a result of the new developments recently completed with our other existing clients."

Paris Mouratidis, Executive General Manager of Sales & Marketing at Niterra Australia, said "Our trade repairer relationships are the cornerstone of our aftermarket business, and we look forward to working with Gratificii to drive engagement and rewarding those businesses for their loyalty."

Gratificii confirms that all pre-conditions have been met and the contract is unconditional.

GTI confirms that this announcement has been approved by the Board of Directors.

For further information, contact:

Iain Dunstan
CEO & Managing Director
Gratificii Limited
E: iaind@gratificii.com

Alastair Murray
Investor Relations & Corporate Advisor
Candour Advisory
E: alastair@candouradvisory.com.au

About Gratificii Limited

Gratificii Limited (ASX:GTI) is an ASX listed company transforming the way that loyalty and rewards are managed and delivered. Our single platform is a complete solution offering affordable, market-leading functionality and configurability. Over 90 mid-to-top tier brands rely on Gratificii for their loyalty and rewards across Australia, New Zealand, Singapore, South Africa and UAE.

To learn more, visit: www.gratificii.com

About Niterra

Niterra is a global leader with over 16,000 employees¹ and a market capitalisation of ¥562.1Bn JPY (\$6.34bn AUD)². With over 40 years of sales and distribution experience in Australia, Niterra is considered a key partner to trade, reseller and distribution businesses within the Australian automotive aftermarket industry. The Australian automotive service and repair industry consists of over 36,000 businesses and 76,000 workers³.

¹ <https://www.ngkntk.co.jp/english/corporate/profile/overview.html>.

² Niterra Co., Ltd Market Capitalisation and JPY/AUD exchange rate (1JPY = 0.011 AUD) as of 14 March 2023.

³ IBIS World Motor Vehicle Engine and Parts Repair and Maintenance in Australia, 2 August 2022.