12 December 2024 **ASX ANNOUNCEMENT**

December market update - Company growth and market expansion following key acquisitions

Gratifii Limited (ASX: GTI) (**Gratifii** or the **Company**), is pleased to update the market with a presentation on the material progress made following the successful finalisation of recent acquisitions, which have been pivotal in driving our expansion. With both vertical and horizontal growth strategies in place, we are focused on cross-selling and up-selling initiatives to create long-term value.

Gratifii believes it is at the precipice of the next phase of growth, underpinned by increased market demand for value-driven services amidst the impact of rising costs. Our strengthened position alongside an expanded client base, and broader service offerings uniquely position us to capitalise on these opportunities.

We are on track to deliver a material increase in cash receipts this quarter compared to the prior quarter. This underscores the momentum of our strategy, and we remain committed to innovation, market expansion, and delivering value to shareholders.

We look forward to providing further updates as we continue to execute our growth strategy.

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

Ben Newling
Company Secretary

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About Gratifii Limited

Gratifii 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 85+ mid-to-top tier brands rely on Gratifii for their loyalty and rewards across Australia, New Zealand and Southeast Asia. To learn more, visit: www.gratifii.com

MARKET UPDATE

Company growth and market expansion following key acquisitions

12 December 2024

ACQUISITION FINALISATION

- 5 Nov - completed the acquisition of Ticketmates Australia Pty Ltd (Club Connect), a market leading loyalty and rewards platform provider
    - Provides significant scale and cross-sell opportunities
- 2 Dec - completed the acquisition of marketing consultancy business **Rapport Group Limited**
    - Expanded foothold in the New Zealand market and increased capability in marketing and loyalty services
- Working through acquisition integration plan to benefit from financial / human resource synergies

HIGH LEVEL GROWTH STATISTICS

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Members
From 15 million to 23 million

Clients
From 85 to 93

Employees
From 30 to 50 + contractors

Suppliers
From 150 to over 2,000

Offers
From 500 to 5,000+

Revenue
From $30 million to $84 million
(pro-forma annualised basis)

Profitability
Clear path to EBITDA profitability
(pro-forma annualised basis post synergies)

Opportunity
Unlocking opportunities in a $7bn+ market*

*https://www.prnewswire.com/news-releases/australia-loyalty-programs-market-report-2024-2028-loyalty-programs-have-emerged-as-a-vital-tool-for-the-success-of-retail-businesses-302092812.html

PARTNER GROWTH

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4 new partner agreement have been signed

FASTTER

- 5-year unconditional contract with **Fastter**, a telecommunications studio that develops and manages virtual mobile networks
- Gratifii are the first Australian company to offer a branded B2B2C telco product to its 85 clients and ~20M end-users (active & inactive)

POKITPAL

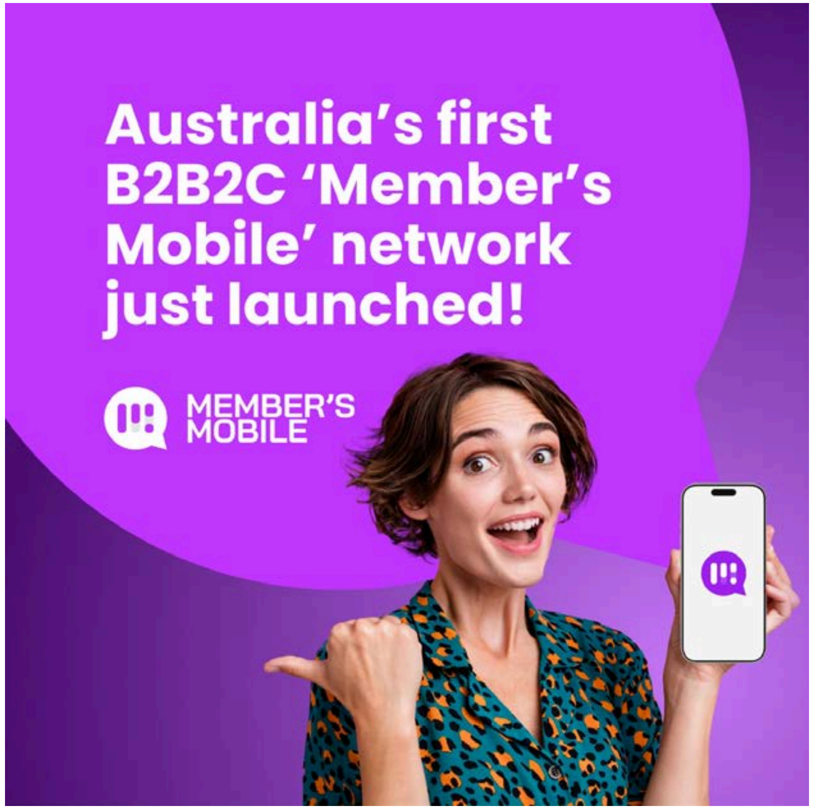
- Partner contract signed with **PokitPal**, a rewards and cashback platform to expand its card-linked offers across popular Australian destinations and attractions
- Collaboration introduces 700+ new card-linked offers including iconic Australian experiences, giving users access to rewards at top-tier entertainment and cultural destinations

xe

- Agreement with **xe.com** to facilitate high-volume of money to domestic and international bank accounts for the members of our clients' programs
- Across 200+ countries and territories, and 170+ different currencies
- Allows us to streamline existing programs which pay cash to members, and expand our offering to better support multi-country, multi-currency loyalty and incentive programs

CAPABILITY GROWTH

New product offer added, currently in negotiations with several enterprise clients



- Branded 'Member's Mobile', this telco offering is powered by Fastter and delivers mobile phone plans at reduced costs
- Coverage on the full Optus 5G network
- Available as a fully white-labelled offering
- On track to go live in February
- Fastter has a track record of delivering material earnings to its partnering platforms
- Looking to further expand into broadband offerings

CLIENT GROWTH

3 new rewards clients have gone live this quarter, adding ~100k members

- **Mymoto** has teamed up with thousands of dealers across the nation providing a selection of cars for sale, financing and servicing options.
- They are the go-to platform for customers looking to find, buy and service their car online

- **RAAFA** is one of Australia's largest not-for-profit retirement living and residential care providers
- They primarily support veterans and serving members of the Australian Defence Force and Air Force members and their families

- **West Rewards** are subscribers to the West Australian Newspaper and Sunday Times Newspaper
- Owned by Seven West Media

REWARD + INCENTIVE OFFER GROWTH

An additional 1,200 experience offers have been added since completion of acquisition

HIERARCHY OF VALUE
CROSS/UP SELL OPPORTUNITIES

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- Strategic engagement loyalty program design, implementation and management
- Partner collaborations, conferences, events and incentive experiences
- Creative consultancy services incl. corporate /product messaging, complete brand design and asset development
- Loyalty and engagement services, incl. website, EDM, social content, end-to-end campaigns
- Administration – procurement and fulfillment of program requirements

Acquisitions bring the opportunity to deepen client relationships and grow revenue with expanded product and service capabilities to **cross & up-sell to 23 million members***

*Active and inactive

STRONG OUTLOOK

Gratifii has a clearly identified strategy to deliver sustained growth

- ✓ Completing integration of Club Connect & Rapport acquisitions
- ✓ Deliver record cash receipts through upcoming holiday period
- ✓ Realising the acquisition synergies to deliver sustainable profitability
- ✓ Accelerate implementation and rollout of partner opportunities (Fastter, EML, etc.)
- ✓ Continued pipeline conversion (from mid-tier to large Australian enterprises)
- ✓ Current revenue represents only a small share of the estimated $7bn* rewards market in Australia/New Zealand providing opportunities for sustained growth

*https://www.prnewswire.com/news-releases/australia-loyalty-programs-market-report-2024-2028-loyalty-programs-have-emerged-as-a-vital-tool-for-the-success-of-retail-businesses-302092812.html

QUESTIONS?

INCENTIVE & REWARD PROGRAMS YOU'LL LOVE