



31 August 2021

ASX ANNOUNCEMENT

## Gratificii FY21 Preliminary Full Year Results

The Board of **Gratificii Limited (ASX:GTI)**, (“Gratificii” or the “Company”) is pleased to release its unaudited financial results for the 12 months ended 30 June 2021 (“FY21”) and operational highlights for the year.

The results reflect the operations of Gratificii Limited and its subsidiaries (together the ‘Group’) for the 12 months to 30 June 2021.

### FY21 Highlights

- Established a **Turnkey Solution** for Rewards as a Service (RaaS) integrating our core pillars:
  - Mosaic Enterprise Platform
  - Card Linked Offers functionality in partnership with Open Sparkz.
  - Curated rewards content through the acquisition of Neat Ideas.
- Operating Revenue including SaaS and Rewards Content from clients – **Up circa 49% YoY, and Total Revenue up 65%.**
- SaaS revenue from blue-chip clients **up circa 8% YoY.**
- Neat Ideas Reward Content sales contributed **\$846k since acquisition in May 2021 (pro-forma FY21A Full Year revenue of \$6.8m).**
- **Zero** client churn rate during the year.
- **Enterprise engagement increasing** as preparations accelerate for re-opening post Covid with an emphasis on Christmas holiday uplift **directly enhancing enterprise sales pipeline.**
- **Rebranded Gratificii (GTI)** and expanded **the executive team including** new global COO, Chief Revenue Officer, Head of Product and new Head of Operations for Africa and the Middle East launched.
- Successfully **raised \$8m** to invest in technology platform and acquire Neat Ideas.

## Total Operating Revenue (in Million AUD)

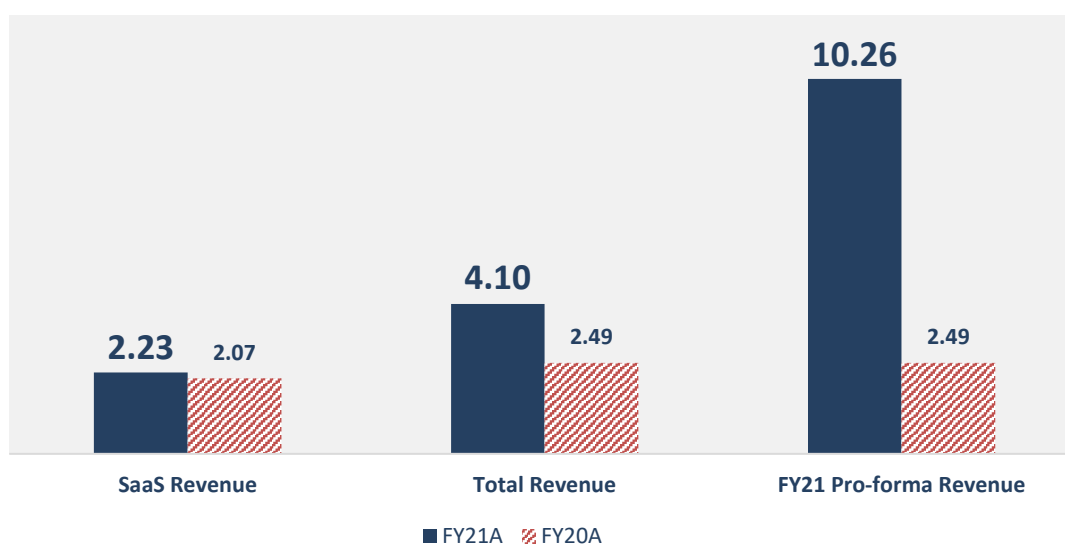


Figure 1: FY21 and FY20 Revenue. Total Revenue FY21 of 4,103,123 calculates at SaaS Revenue 2,231,771 plus Rewards Content 845,606 plus other revenue R&D and Government Grants 1,025,746. Pro-forma Revenue FY21 10,255,511 calculates at SaaS Revenue 2,231,771 plus Rewards Content 6,805,079 plus Government Grants 1,218,661. FY2020 Revenue of 2,489,633 calculates at SaaS Revenue 2,070,111 plus Other Revenue R&D and Government Grant 419,522 less Paid by Coin Pty Ltd 1,368,600.

Revenue	FY21A	FY21A Pro Forma	FY20A	Growth FY21A on FY20A
SaaS Revenue	2,231,771	2,231,771	2,070,111	8%
Rewards Content	845,606	6,805,079	-	
Total Operating Revenue	3,077,377	9,036,850	2,070,111	49%
Other Revenue R&D and Govt Grants	1,025,746	1,218,661	419,522	145%
<b>Total Revenue</b>	<b>4,103,123</b>	<b>10,255,511</b>	<b>2,489,633</b>	<b>65%</b>
Revenue Closed Operations				
Paid by Coins Pty Ltd	-		1,368,600	
Total Reported Revenue	3,077,377		3,438,711	

Table 1 Revenue comparison and breakdown FY21A, FY21A Pro-forma and FY20A.

SaaS revenue (Mosaic software revenue) and Reward Content (Neat Ideas) increased circa 49% YoY and Total Revenue up circa 65%.

Pleasingly, SaaS enterprise revenue was up circa 8% YoY, despite some retail and hospitality clients receiving discounted platform fees arising from the latest COVID lock down.

### Introduction of Card Linked Offers

In June, the Company signed an Agreement with Open Sparkz to deliver Card Linked Offers (CLO's) to its clients and prospects.

The introduction of CLO's will create new revenue streams for the Company and assist it to monetise the deals and offers it currently provides to its 50+ corporate clients.

CLO's provides real time access to card transaction data from Visa, Mastercard and Eftpos making transactions seamless and Point Of Sale (POS) agnostic.

### **Acquisition of Neat Ideas**

Gratific added new ways to redeem loyalty points with the acquisition of 100% of Neat Ideas in May 2021.

This enables clients to offer rewards and curated offers to their staff and customers. Gratific added 50 enterprise clients and gained access to four million customers as a result of the acquisition. The combined offering places Gratific at the forefront of innovation in rewards management.

### **Increased investment in R&D**

During the year, \$2.3m was invested in the continued development of the company's Mosaic Enterprise Platform.

The accelerated development undertaken during FY21 will enable the company to deliver a unique turnkey solution centred on the Mosaic platform, together with Card Linked Offers and curated deals via Neat Ideas.

Release of the Mosaic platform, with its enhanced functionality and flexibility, is expected in October 2021, coinciding with a number of implementation timelines on current pipeline delays/requests for tender submitted/currently being submitted in Australia and the Middle East.

### **Outlook**

The Company has worked with its blue-chip customer base to better plan and design campaigns to enhance the loyalty experience of staff and customers during the COVID headwinds experienced by some clients.

This has created the opportunity for a number of hospitality and Food & Beverage companies in particular, to re-think their current loyalty and rewards products, which has created an uplift in the pipeline of potential enterprise clients for the Gratific turnkey solution (RaaS platform).

The impact of the COVID-19 pandemic is on-going and while it has had some impact on our retail and hospitality clients, it is not practicable to estimate the potential impact, positive or

negative on the Company post the reporting date as the situation continues to be rapidly evolving.

The Company has cash resources of over \$2 million at the end of the Financial Year.

GTI confirms that this announcement has been approved by the board of directors of GTI.

**For further information, contact:**

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**About Gratifi Limited**

Gratifi Limited (ASX:GTI) is a full-stack customer engagement technology provider that delivers end-to-end technology solutions for businesses to engage with their customers. Its primary focus is providing liquidity for digital assets through its newly developed Mosaic Enterprise Engagement Platform. With mobile payment, ordering, booking and local offer capability; the Mosaic EEP will be the gateway to delivering a new digital lifestyle rewards program.  
To learn more, please visit: [www.gratifi.com](http://www.gratifi.com)