



8 November 2021

ASX ANNOUNCEMENT

Executive Chairman's Speech

On behalf of the Board of Directors of Gratificii, and as your Executive Chairman, I am pleased to welcome you to 2021 Annual General Meeting. The past financial year has been one of enormous business change and turnaround.

We have launched our "turnkey solution" for Rewards as a Service with our cloud-based Mosaic platform driving card linked and curated offers as a single offering. This has been a culmination of design, development and execution by the Gratificii team, and I am very proud of everyone who was part of the evolution of the business.

The loyalty management market in which we operate has continued to grow stronger, and the demand for loyalty and reward solutions has risen. Simultaneously, we have had to manage widespread and unexpected macroeconomic disruption from COVID-19 which finally seems to be abating.

The company has evolved significantly, and moved forward in several key areas, particularly with our acquisition of Neat Ideas that adds rewards content as part of our turnkey end-to-end service offering and strengthen our core proposition. It provides us with the ability to attract new business from SME's to large enterprises, enables cross-sell opportunities, and delivers access to over four million end users.

Mosaic, our next generation software incorporates leading microservices architecture, and new feature sets. With its simple integration practices, and the use of events ("promotions"), the system can be quickly and easily customised for engagements without needing to invest in further development costs. It takes the entire stakeholder ecosystem in account, including customers, suppliers, partners, employees, and other businesses. Mosaic's simple self-service system helps transform engagement with the ability to monitor and measure more simply and affordably. The initial feedback has been very positive, and our pipeline continues to expand in Australia, South Africa and the Middle East.

To reflect all these business improvements, the company underwent a rebranding exercise, changing its name from Mobecom to Gratificii, and with its relaunch, a change in our ticker symbol on the ASX to GTI.

New deals

Over the past 12 months, we have signed four new enterprise client contracts. Each of these new relationships further validate the early adoption of our next generation digital enterprise loyalty, rewards, and engagement platform, Mosaic.

We recently announced the first Mosaic client in Australia with our agreement with Click Frenzy, the online marketplace. Earlier this year, we signed a two-year Platform as a Service (PaaS) license agreement on a rolling 12-month renewal, with British American Tobacco (BAT) South Africa to expand a loyalty program for its extensive merchant base. Their monthly transactions have increased from 189 in July to over 1,000 in October. Based on this success, they have recently agreed to licence an additional Mosaic module in December. We also signed a new contract with Flash Mobile, who built Africa's largest informal retail point of sale network, processing millions of daily transactions through over 190,000 merchants. In late 2020, we signed a three-year PAAS license agreement with The Unlimited, a South African financial services business specialising in insurance, with approximately 700,000 customers. They are expected to go live in March 2022.



We have an ever-growing pipeline of new sales opportunities here in Australia and in South Africa and the Middle East.

New people

We welcomed three new Non-Executive Directors to Gratificii's Board over the past financial year, to increase the number of independent directors. Mr Bryan Zekulich and Mr Mike Hill were appointed in December 2020, and Mr Stephen Borness was appointed in May 2021. We are delighted to have people of this calibre to help us drive Gratificii forward.

We also welcomed Mr Justin Jeffries as our new Chief Operations Officer, Mr Renier Meintjes as Head of Operations for Africa and the Middle East, Ms Alexa Hien as our Head of Product and Daniel Nissen as our Chief Revenue Officer.

We also opened our Middle East office in the Dubai Free Zone.

Outlook

The acquisition of Neat Ideas, coupled with our OpenSparkz partnership, completes the Mosaic platform, and provides flexible and ubiquitous access to customer preferred loyalty programs to grow engagement and improve loyalty for customers and employees across the markets where Gratificii operates.

We believe the Company is now positioned to deliver on the opportunities we find before us. We have strengthened our Balance Sheet, restructured the Board, added experience to our senior management teams, begun delivering the next generation of platform services to our growing customer base, are generating a growing stream of SaaS revenue.

On behalf of the Board, I would like to thank our shareholders, our clients and our employees for their support and contribution during the year.

This announcement has been approved by the Executive Chairman of GTI.

For further information, contact:

Iain Dunstan
Executive Chairman
i.dunstan@Gratificii.com

Adrian Thirsk
P&L Corporate Communications
adrian.thirsk@plcorporate.com.au
0410 287 609

About Gratificii Limited

Gratificii Limited (ASX:GTI) is a full-stack customer engagement technology provider that delivers end-to-end technology solutions for businesses to engage with their employees and 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.gratificii.com