

AGM Presentation



Delighting Customers through Innovation



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Preliminary Results Presentation July 2021

Continuing forecast revenue growth in FY22

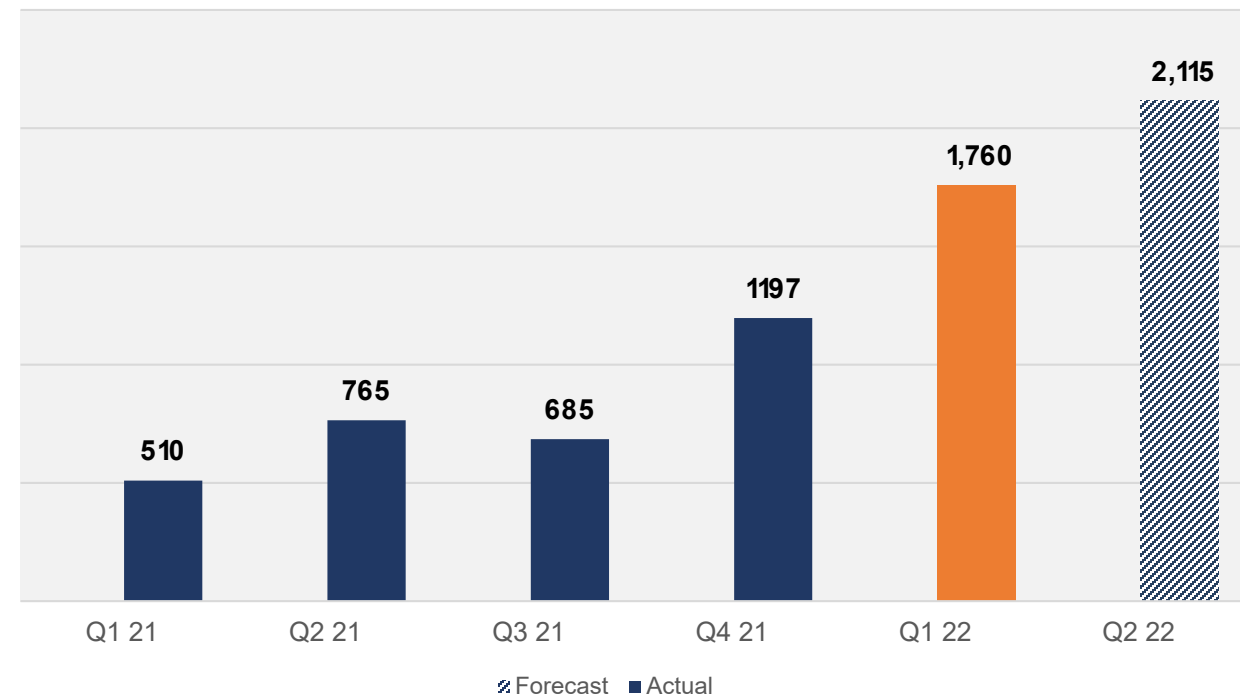


48.7%

FY21 REVENUE GROWTH
SaaS and Reward Offer Revenue

7.8%↑ YoY **ZERO** churn
FY21 SAAS REVENUE
(FROM BLUE CHIP CUSTOMERS)
= 100% RETENTION

Quarterly Client Receipts (\$'000)



Rewards as a Service (RaaS)

Mosaic Enterprise Platform

- API driven
- Highly configurable
- Earn and burn management
- Rules Engine
- Self Managed SaaS Platform
- PCI compliant



Card Linked Offers

Frictionless / Real-time/
Personalised payments

Our #1 objective is to enable our clients to provide the best customer experience across all channels.



Exclusive, Curated Offers

Enterprise rewards platform, enabling brands to provide customer and employee benefits

- Customise Products
- eVoucher & Gift Branding
- Fully Managed
- Promote your own products



Developed a turnkey solution for loyalty & rewards programs

Mosaic - Our loyalty and rewards platform

Designed to take the complexity out of managing your enterprise program.



Your program, your choice

We help our clients design & deliver a unique program that suits your business and customers



Card linked Rewards

Customers register their selected credit card(s) to the program once and automatically earn rewards every time they shop with participating merchants.

—

Zero friction

Real time rewards



Spend based loyalty

Customers earn points or cash for every transaction, stored in their secure customer wallet. Redemption options are innovative and engaging.

—

Long term loyalty

Endless reward options



Status and Tiers

Want to reward your best customers for tenure or high engagement and spend? Tiered programs allow you to give more to your most loyal customers.

—

Brand advocacy

Targeted rewards



Offers & Rewards

Whether they are always-on or delivered as surprise and delight, merchant funded offers are a cost-effective way to enhance your loyalty program.

—

Value add

Curated rewards

Card Linked Offers



Q2 FY22

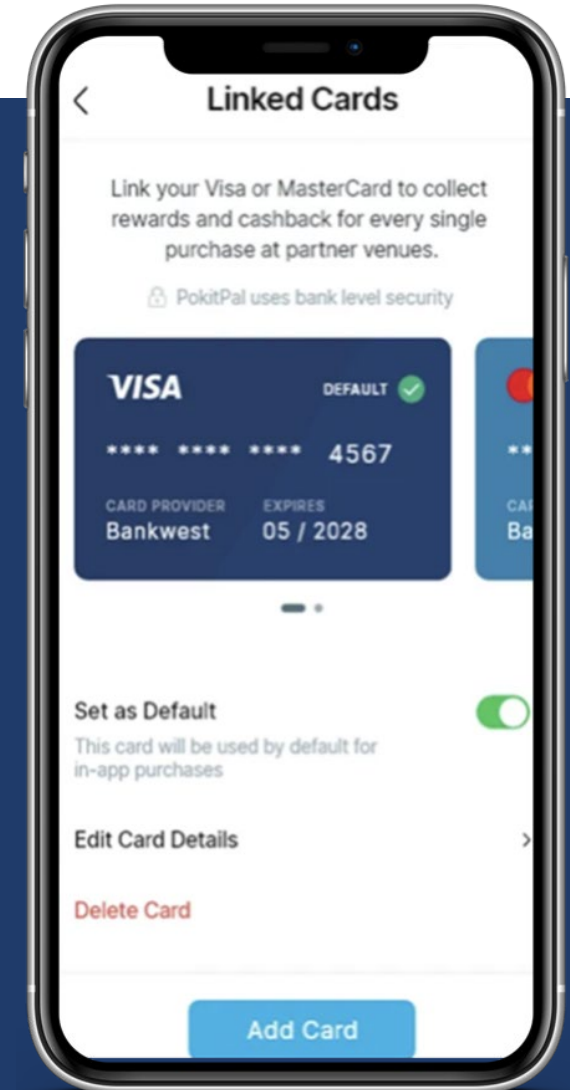
Deliver Card Linked Offers in partnership with OpenSparkz



Agreement signed with OpenSparkz to deliver frictionless customer experience:

- No need to present loyalty card or even open the app
- No POS integration required
- Merchant funded offers
- Available online and instore

Once the card is linked to the loyalty account, customers can automatically access offers and earn rewards or cash.



How it works



CLO Offer examples

Always on / Points Examples

Get **2 points per \$** every time you shop at Bunnings.



Get **3 points per \$** every time you shop at Toys R Us.



Get **100 points** when you spend **\$50** or more at Dan Murphy's.



Cashback Examples

Get **\$10 cashback** when you spend **\$50** At Bunnings.



Get **5% Cashback** every time you shop at Toys R Us.



Get **\$20 cashback** if you shop at least **3 times** at Dan Murphy's this December.



Bonus Offer Examples

Get **2,000 bonus points** if you spend **\$100** or more.



1,000 bonus points for the first **100** customers who spend over **\$100**.



Get **10,000 points** if you shop at **10** merchants during the month of May.



Case Study

New Australian Mosaic client





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: Gratifii powers 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

Case Study



Major corporates trust Gratifi



With their loyalty and rewards programs

Expanded management team to drive growth



Iain Dunstan
Executive Chairman



Mark Schoombie
CTO



Justin Jefferies
COO



Renier Meintjes
COO Africa and
Middle East



Daniel Nissen
Chief Revenue Officer



Alexa Hien
Head of Product

FY22 Outlook

Gratificii has a three-pillar growth platform establishing the only 'turnkey' solution' (Rewards as a Service) to the loyalty and rewards sector

Platform Growth

RaaS (Reward as a Service)

- **Continued sales momentum** with high customer engagement and growing pipeline
- **New Chief Revenue Officer** with over 15 years loyalty and rewards experience starts Sept
- Opportunities in UAE with **Dubai office** now operating in Free Zone

Card Linked Offers

Launched in October 2021

First sale – Second week November

- Creation of **new payment revenue streams**
- Door-opener to **more client opportunities**
- More opportunities in **'bricks and mortar'** businesses

Neat Ideas Content

Content Expansion

- **New content providers signed** with emphasis on dining and F&B
- **Expand offer content** in most populated parts of Australia (NSW, VIC, QLD)



DELIGHTING CUSTOMERS THROUGH INNOVATION