

## December Market Update

### Gratifii on track to exceed October 21 forecasts for 2Q FY2022

- **Q2 revenue forecast upgraded from \$2.1m to \$2.9m**
- **This represents an uplift of 65% vs prior quarter**
- **Improved trading conditions in South Africa and re-opening of Victoria and NSW are driving the improved outlook**
- **The Company maintains its earlier advice on a cashflow positive (which includes operating cashflow) quarter in Q2 FY22**

Gratifii Limited (ASX:GTI), the enterprise loyalty and rewards company is pleased to announce that it expects revenue for 2Q FY22 to be approximately \$2.9m, up from a forecast of \$2.1m in October 21 (included in the 1Q FY22 Quarterly Activities Report and Appendix 4C Cashflow Statement lodged with the ASX on 26 October 2021), representing a 37% uplift (from the October 21 forecast) and a 65% uplift from 1Q FY22A (unaudited) revenues.

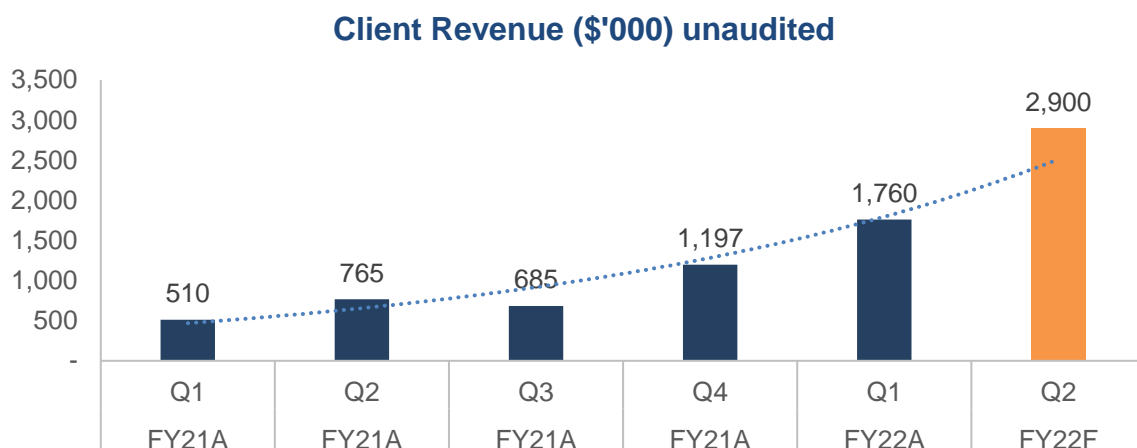


Figure 1: Client Revenue is materially consistent with cash receipts in the above Figure.

Gratifii Executive Chairman, Iain Dunstan, said, "Trading in South Africa has improved on the back of opening after Covid restrictions, notwithstanding the new variant, with some negative impact from currency movements. Key driver of the expected revenue outcome

is growing volumes in the reward business supported by the opening of Victoria late in October 21. We expect these conditions to continue through December 2021 and into the March 2022 quarter.”

The Company is highly engaged in the implementation of the Click Frenzy contract, with a focus on the technology development to set up the Card Linked Offer for Click Frenzy’s customer base of 1.7 million. Current expectations are for first transactions in February 2022, with implementation fees being invoiced in December through to the “go live” timing in February 2022.

### Unique Turnkey Solution

The Company’s sales pipeline continues to improve based upon the Mosaic platform offering and extended breadth of the solution. Key to the continued strong growth in the pipeline is the benefits and flexibility in the Gratifii turnkey solution which includes three key pillars, the technology platform, the curated offers and the ability to offer card linking and cashback.



This unique offering has enabled the company to engage with new enterprise prospects in Australia, New Zealand, Singapore, South Africa and the Middle East.

### **Current Pipeline**

Since the release of the 1Q FY22 Appendix 4C on 26 October 2021, the Company has added a further 6 enterprise opportunities to the pipeline taking the total number of active opportunities to 34 (which are opportunities where the Company is engaged on working with the client projects and are being pursued by the Company). The Company is currently in contract negotiations with one new enterprise client who the Company hopes will be secured in early 2022. Post the lockdowns, the Company has been adding new opportunities each week as the global focus turns to growth. The retail and hospitality industries have been particularly strong as they look to bounce back from Covid restrictions.

Further, the Company has been working closely with a select group of loyalty consultants in each market that the Company operates in. This has created additional opportunities, as the Company now gets included in any relevant new RFP opportunities as they arise. This has led to an increase in pre-qualified opportunities within the pipeline.

The Company has also been working with a number of the existing Neat Ideas clients with a view to upgrading them to the Mosaic Platform in 2022.

Additional information on the pipeline will be provided in the December Quarterly Activities Report and Appendix 4C Cashflow Statement in late January 22.

### **Strategic New Hire**

On 10 January 2022, Sarah Fallon will be joining as the new CEO for the Neat Ideas business unit based in Perth. Sarah was previously General Manager - Memberships for the Entertainment Group. Sarah brings with her over 20 years' experience in leading successful sales and operational teams across Australia, New Zealand, Asia and South Africa. Sarah will work closely with John Beardsley the previous owner to ensure a smooth succession plan.

### **FY22 Outlook**

Based upon the current pipeline, expectations for new contract wins and the current trends associated with increased activity within our imbedded customer base (volumes improving on easing of restrictions), the Company is confident of the continued trend of growth in our revenues for the remainder of FY22 and beyond.

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

David Hwang  
**Company Secretary**

**For further information, contact:**

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**About Gratifii Limited**

Gratifii 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, curated content, 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.gratifii.com](http://www.gratifii.com)