



Delighting Customers through Innovation

Investor Presentation
April 2022

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Corporate Snapshot



About Gratificii Limited (ASX:GTI)

Gratificii (ASX:GTI) is an ASX-listed technology company that enables businesses to drive customer engagement with loyalty and rewards programs. The core product, Mosaic™, is a customer enterprise engagement platform that is modular, scalable and globally portable.

The Company helps clients implement loyalty and rewards programs with expertise in consumer engagement, content management and creation and management of loyalty ecosystems.

Gratificii has innovated in the loyalty, rewards and engagement verticals for over a decade, currently serving over 60 enterprise clients, reaching 25m customers in the retail, hospitality, telecom, banking, insurance, and financial service industries.

Corporate Snapshot (6 April 2022)

Share Price	\$0.028
Shares on Issue	629.2m
Market Capitalisation	\$17.6m
Convertible Notes	\$5.1m
Cash (Dec 31 st 2021)	\$2.6m
Enterprise Value	\$20.2m
1H FY22 Net Cash from Operations	\$0.6m
Top 20 Holders	58.7%
Bombora Investment Mgmt.	~19.9% ⁽¹⁾

Board of Directors

Iain Dunstan - CEO & Managing Director

- 30+ years of financial services and tech experience
- Previously: CEO of IncentiaPay / CEO of Rubik Financial Ltd (turnaround and exit) / Founder of Bravura Solutions
- Graduate Member of AICD & holds Masters of Commercial Law and an MBA

Mike Hill – Non Executive Director

- 20+ years of company management across several industries and companies
- Founder of Bombora Group / Chairman of Janison Education Group, PKS Group & AHAlife Holdings
- Previously: Ops manager of Iron Bridge (PE firm) / Partner at E&Y / Numerous board positions
- FAICD, Bachelor of Arts (Accountancy)

Stephen Borness – Non-Executive Chairman

- 30+ years' experience leading and developing technology companies
- Non-exec director of Beamtree Holdings (BMT.ASX)
- Previously: Launched CRM technology Company / Investment banker (US, EU, AUS)
- Fellow of AICD, Bachelor of Business, MBA & CPA

Bryan Zekulich – Non Executive Director

- 20+ years' experience in M&A, ECM and advisory
- Portfolio Manager at Bombora Investment Mgmt.
- Board member, treasurer and Company secretary of Australian Investment Council, and director of Hockey Australia Ltd
- Previously: Managing Partner of EY's PE division
- Fellow of ICAA and FINSIA, Bachelor of Commerce

(1) Assumes conversion of all convertible notes.

Investment Highlights



Substantial Global Market

Loyalty and rewards management market is valued at US\$4.4bn 2021, growing to US\$18.2bn in 2028 at 22.4% CAGR¹



Highly Scalable SaaS Platform

Mosaic is a highly scalable SaaS enterprise platform with potential transaction revenue per customer. Targeting high value clients (\$200-500k p.a)



Commercially Validated Enterprise Platforms

Gratificii's platforms (Mosaic & Neat Ideas) are validated by 60+ enterprise clients. Additional high value SaaS modules to be released over CY2022/23



Demand Fueling Growth Profile

Gratificii generated 1H FY22 revenue of A\$4.7m up 265% on 2H FY21. Late-stage deal pipeline supports significant growth profile



Highly Experienced Board & Management

Experienced Board have a material investment in the company and a history developing and leading technology companies.

Management team with loyalty and rewards experience across companies such as IncentiaPay, Virgin, Collinsons, CBA and TCN – The Card Network

Corporate Timeline

Historical Achievements

CY2022 Targets



New Partnership Agreement signed



**Ukheshe
Technologies**

Gratificii recently signed 3-year Partnership Agreement to integrate our Mosaic Enterprise loyalty and rewards platform into Ukheshe's Eclipse payments platform.

Ukheshe chose Mosaic based on the ease of configuration and microservices architecture.

On evidence of the growing relationship with Ukheshe, Gratificii have signed a proof-of-concept agreement for an initial 100 pre-paid debit card issue over a 6-week period. If successful, there is expected to be an issuance of a further 35,000 pre-paid debit cards

About Ukheshe

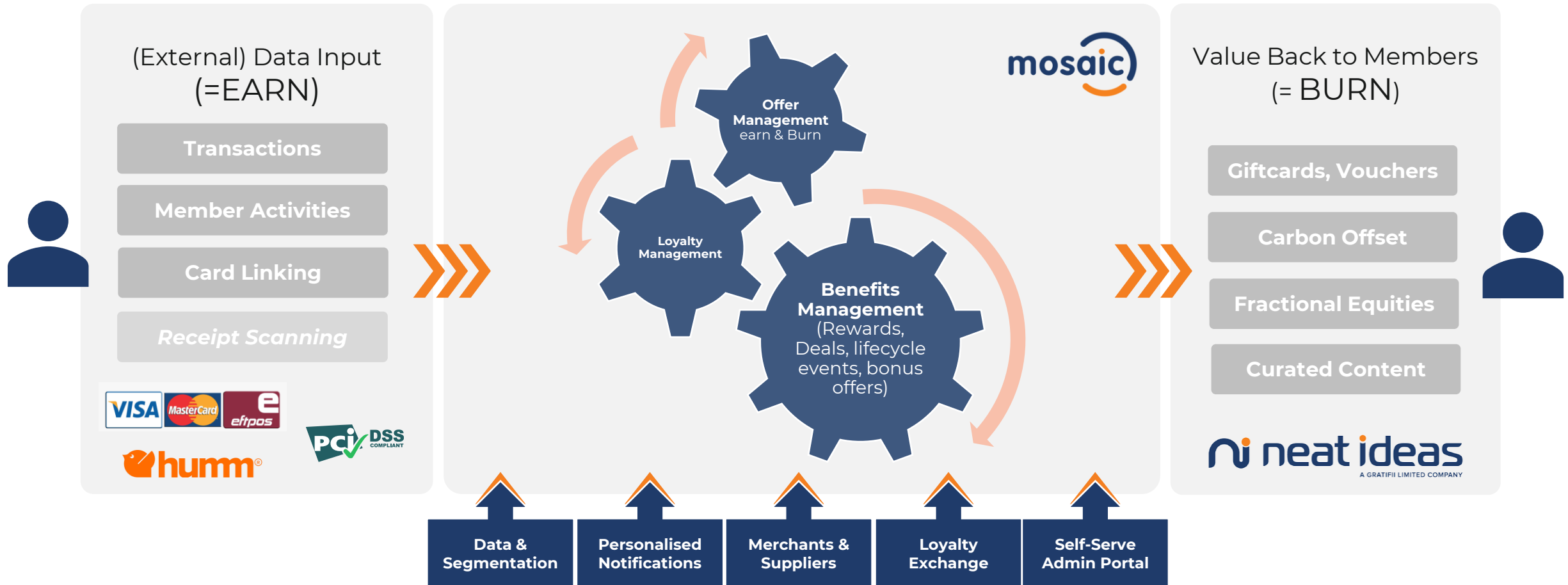
Ukheshe is a technology company with a single API to integrate their whole suite of payment solutions. The Company has established operations in 40 countries across Africa, the Middle East and Europe.

They have over 2 million users of payment apps utilising their API, with over 340,000 merchants onboarded and process over US\$10 billion per annum in payments.

Ukheshe recently completed a US\$187m Series B capital raise to fund its growth initiatives.

Loyalty Ecosystem

Mosaic is the engine that drives sustainable activity and revenue growth



Rewards as a Service (RaaS)

Problems with the Traditional Model

For Enterprises

No measurable ROI from loyalty & rewards platforms

For Consumers

Doesn't create real loyalty, more often than not actually irritates

Technology

Existing software is complex, hard to modify and expensive

Gratificii has solved these issues with a turnkey loyalty & rewards solution

Mosaic Enterprise Platform

Gratificii's highly configurable, enterprise grade loyalty and rewards platform

Provides large organisations a suite of market leading, highly configurable, value generating tools and reports



Card Linked Rewards

Gratificii's expanded capability to automatically deliver rewards when a card is used

Removes the requirement for loyalty cards / QR codes facilitating a frictionless loyalty and rewards eco system, enhancing customer experiences across all channels



Exclusive, Curated Offers

Rewards platform that sources and delivers the best deals on entertainment, travel, and lifestyle products for clients to pass on to their members and employees

The capability to source and deliver rewards is critical as it completes Gratificii's loyalty and rewards eco system

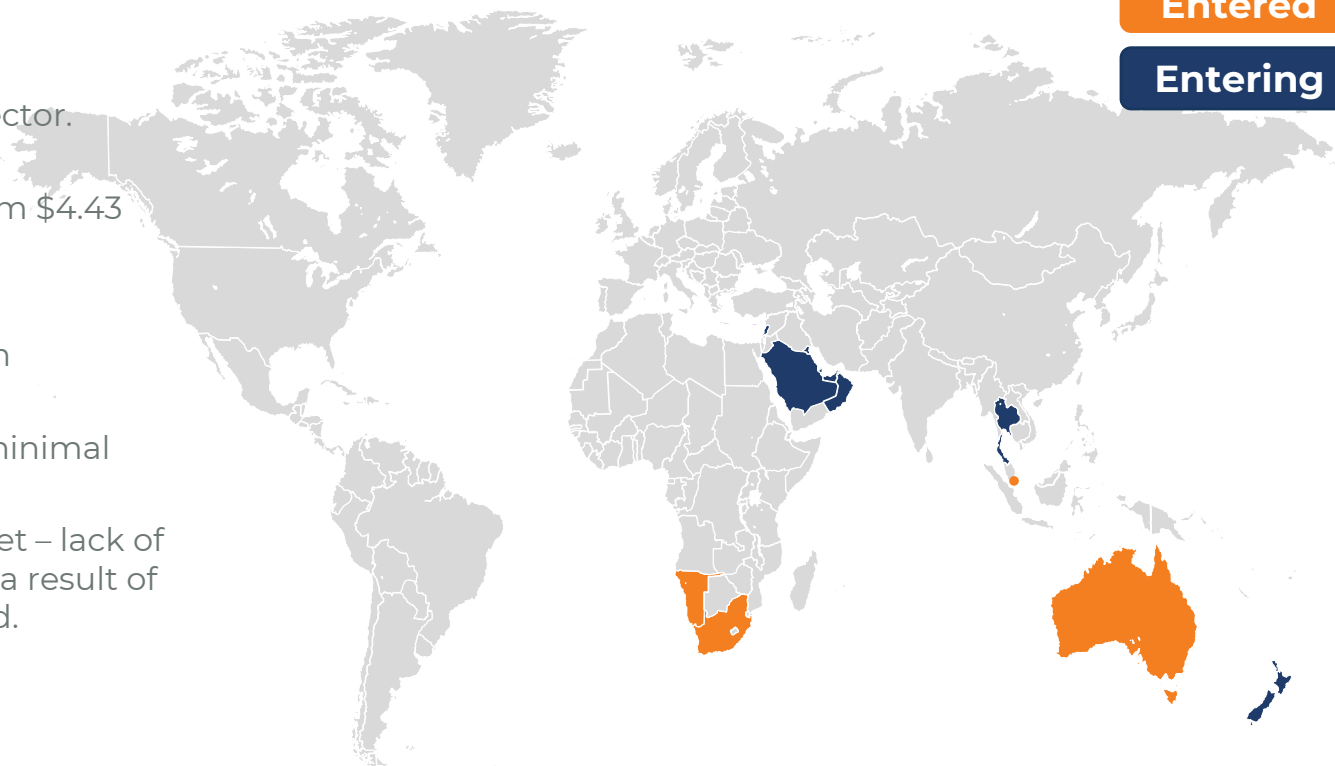


Significant Demand for Loyalty & Rewards

Enterprises are focusing on loyalty and reward management systems as we emerge from COVID-19

Strong Growth Forecast

- COVID-19 had a significant impact on the loyalty and rewards sector. Enterprises are now looking to upgrade their outdated systems.
- The global loyalty management market is projected to grow from \$4.43 billion in 2021 to \$18.22 billion in 2028 at a CAGR of 22.4%¹
- **Gratificii's target markets:**
 - **APAC:** Establishing a strong presence. Entering Thailand from Singapore office
 - **Africa:** Strong presence established in South Africa + facing minimal competition
 - **Middle East:** Entering 7 Gulf countries (GCC). Attractive market – lack of existing loyalty systems due to reduced use of credit cards as a result of local legislation. Office now open with additional staff planned.



Entered

Entering

Target Industries



Hospitality



Retail



Financial Services



Telecommunications



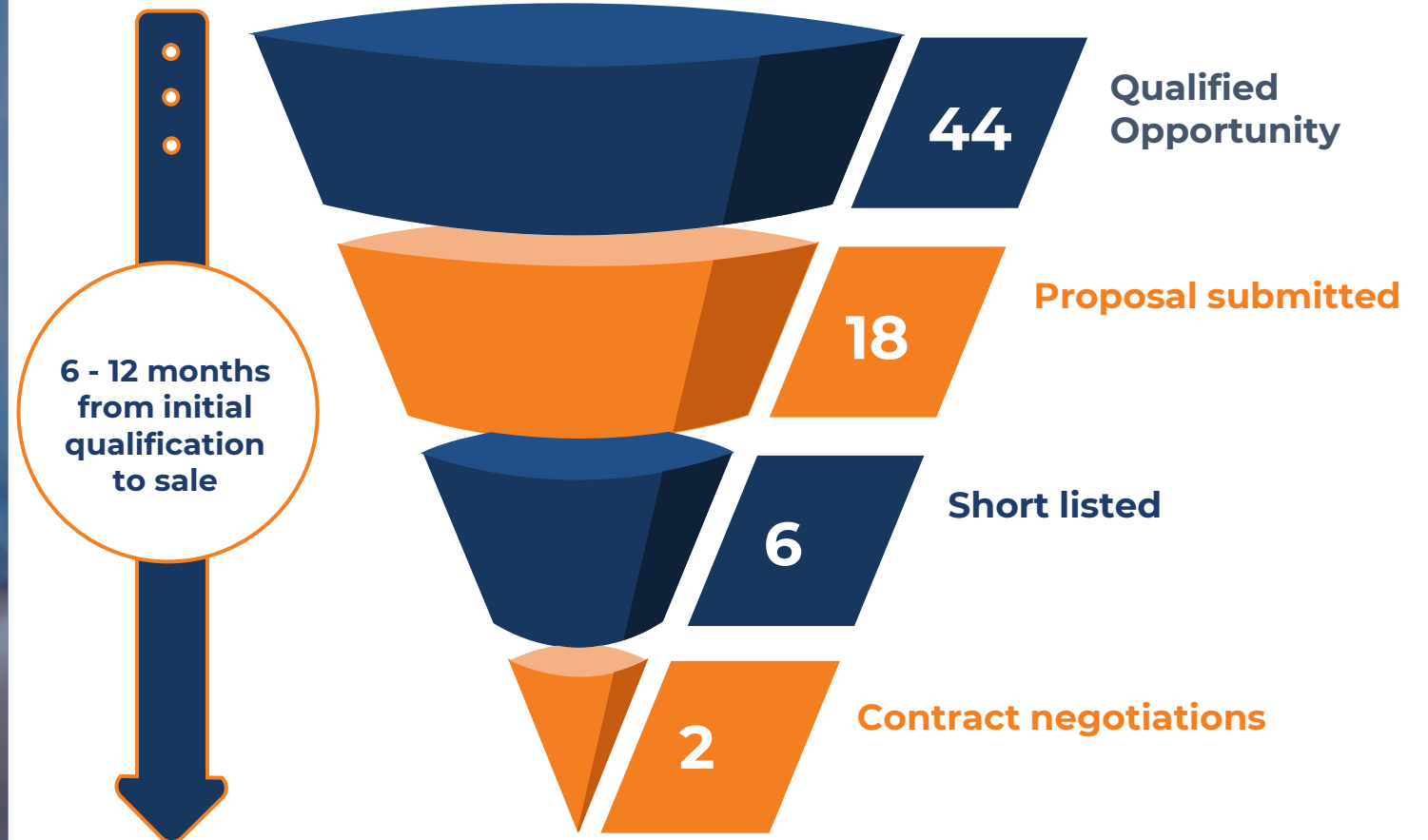
Healthcare

Global Deal Pipeline

Gratificii's sales pipeline is **undergoing a period of significant growth**, driven by partners, consultants and customers that **have identified Mosaic as a 'world-class' platform.**

+292%

Over
Last six months



Enterprise grade loyalty & rewards



60+

ENTERPRISE
CLIENTS



>25M

CONSUMERS ON
OUR PLATFORMS



400+

PARTNER
NETWORK

SaaS: Mosaic Overview

Mosaic provides market leading loyalty and rewards capabilities to large enterprises

Mosaic overview

- **Market leading loyalty and rewards platform** that provides end-to-end capabilities for large enterprises
- **Highly configurable state of the art technology & rewards** capable of accelerating brand recognition and advocacy
- **Enables brands to leverage their data** to create outstanding customer experiences

Loyalty and rewards should not be a cost. Mosaic aims to be a clear value add to large enterprises, generating immediate and sustainable net positive outcomes.

Select SaaS customers



Revenue Model

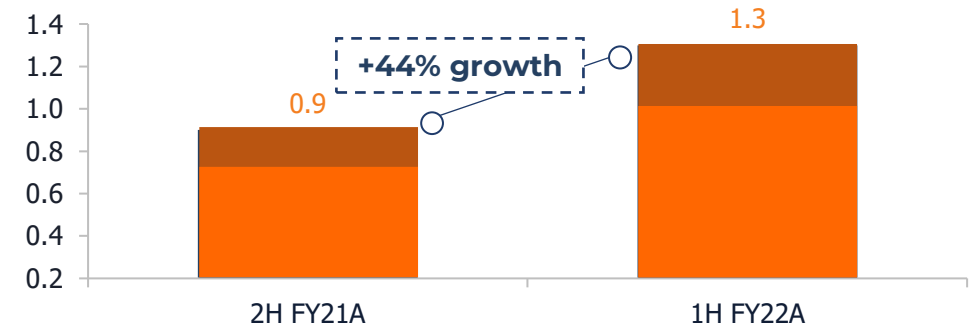
Fully API driven engine, delivered as SaaS

A high margin broad-based revenue model comprising:

- ✓ SaaS license fees (paid monthly)
- ✓ Implementation and integration service fees
- ✓ Enterprise specific usage based (volume) fee (users, % of online ordering etc.)

Revenue per customer is uncapped: Engagement = Revenue

SaaS revenue vs H2 FY21



Rewards (Neat Ideas) Overview

A bespoke platform that provides Gratificii and its clients access to best in class rewards and offers (content)

Neat Ideas (Rewards) overview

- **Neat Ideas sources the best deals** on entertainment, travel, and lifestyle products for clients to pass on to their employees and members.
- **Over 50 enterprise clients** and provides content from over 400 merchants
- **Millions of end users** - The business currently provides access to over 4 million end users.
- **Revenue continues to grow** towards pre-COVID numbers with significant potential upside as trading returns to normal

Select Rewards customers

Over 50 corporate clients



Revenue Model

- **Gratificii earns a margin on the content (for rewards) delivered clients**
- **Content is purchased either outright or on consignment:**
 - The Company combines these two options to maximise margin, whilst limiting capital expenditure and risk
 - Content is combined (i.e. Movie tickets and meal discount) to enhance Gratificii's margin
- **Continued development** of the platform to further enhance margins

Rewards revenue vs H2 FY21



Gratificii's Content Providers

Gratificii's attains content (purchase & consignment) to deliver market leading Rewards



Content
=
Tickets, meals,
discounts etc.
=
Rewards

Rapidly growing
direct partner
network 400+

Largest range of
brands across all
verticals, including
entertainment,
health, dining, retail
and more

Dedicated
partnership
managers

Sourcing of curated,
bespoke offers

... and many more

1H FY2022 Financial Results

Benefiting from significant demand



Financial Summary 1H FY22

Growth and investment was the focus for the first half of FY22.

Key milestones achieved in 1HFY22 included:

- The Australian launch of the Mosaic platform
- The signing of Click Frenzy to a new SaaS contract
- Signing over 40 new content partners for Neat Ideas
- Realigning the Neat Ideas to be uniquely placed to deliver a seamless and fully configurable end-to-end loyalty and rewards enterprise platform

Revenue from operations

\$4.7m v \$1.3m **+265%**
vs H2 FY21

Annual recurring revenue (ARR)

\$2.2m v \$1.7m **+29%**
vs H2 FY21

SaaS revenue

\$1.3m v \$0.9m **+44%**
vs H2 FY21

Avg. monthly rewards revenue

\$650k vs \$265k **+145%**
vs H2 FY21

Gross profit

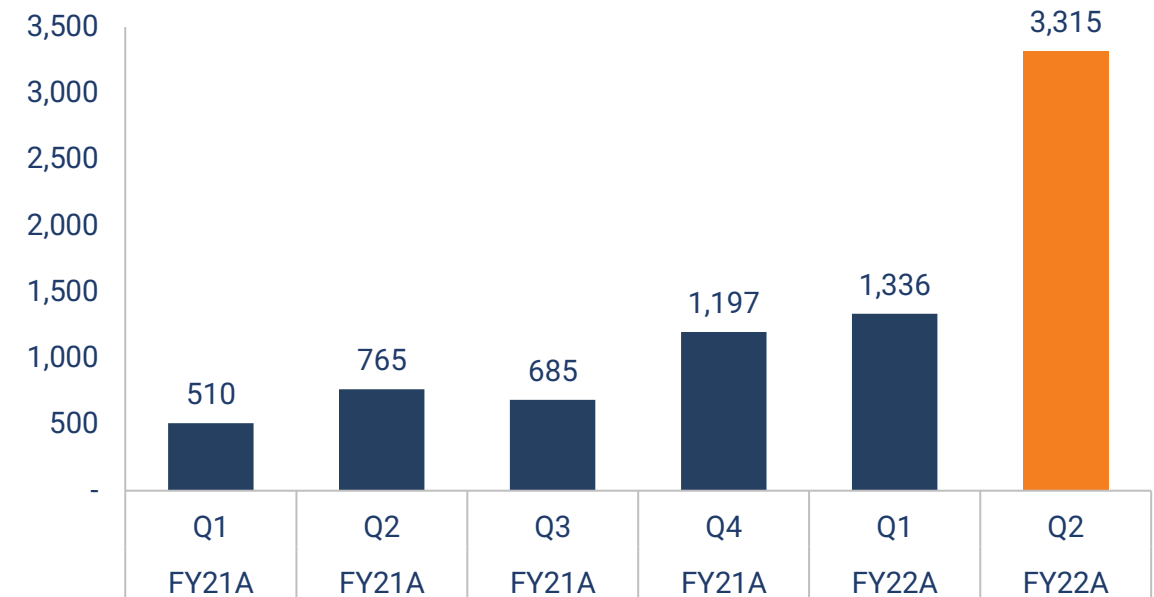
\$1.3m v \$1.0m **+28%**
vs H2 FY21

Customer retention

100%

Delivered revenue growth supporting the continued investment in the Mosaic platform coupled with building increased activity in the rewards business

Revenue (\$'000)



Q3 is a seasonally low quarter for GTI on rewards revenue and cash due to negative working capital cycle to replenish inventory from peak in December / January.

Q4 is typically seasonally a stronger quarter for revenue and cash due to Easter and June holiday periods.

+265%

H1 FY22 REVENUE GROWTH

SaaS and Reward Revenue v H2 FY21

H2 FY22 Outlook

“It’s crucial for brands and retailers to understand the shopping habits of their customers so they win their loyalty for the years to come.” Businesswire January 2022

PLATFORM GROWTH

RaaS (Rewards as a Service)

Continued sales momentum with high customer engagement and growing enterprise pipeline

Strengthen the sales team to deliver on growing opportunities

Over 35 new enterprise pipeline opportunities globally

CARD LINKED OFFERS

Scheduled to ‘go-live’ with Click Frenzy in July

Creation of **new payment revenue streams**

Door-opener to **more client opportunities**

Leverage opportunities in retail sector with cashback offering

NEAT IDEAS CONTENT

Content Expansion

New content providers signed with emphasis on:

- Dining and F&B
- Sports and events ticketing

Strengthen offer content on eastern seaboard with new sales team

20-30% revenue growth forecast to continue for H2 FY22

Assumptions: 1) Compared to H1 FY22, 2) based on existing contracted revenue until 30 June 2022, 3) recurring revenue in Q1 continues into Q2

Mosaic's 5 Pillars of Success

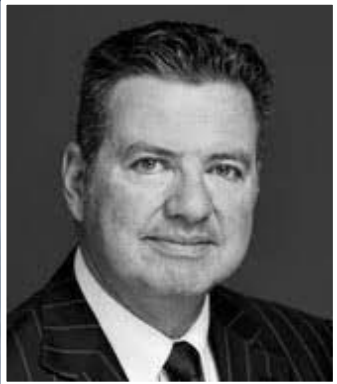
Gratificii has a clear competitive advantage over its peers. Cash raise to accelerate Mosaic development and shorten implementation of key new wins including Uhkeshe

	 <p>1 Configurability</p>	 <p>2 Integration</p>	 <p>3 Cost-Effectiveness</p>	 <p>4 Innovation</p>	 <p>5 Data & Personalisation</p>
Challenge	<ul style="list-style-type: none"> Restrictive options Customise vs Configure Old technology 	<ul style="list-style-type: none"> Expensive Time intense Systems prohibitive 	<ul style="list-style-type: none"> Long dev cycles Outsourced management Program Funding 	<ul style="list-style-type: none"> Competitive Markets Member fatigue Rapid change 	<ul style="list-style-type: none"> Member expectations Information overload Privacy Laws
Client Demand	"I want the flexibility to configure my program the way it works for me"	"I want a loyalty solution without the expensive integration requirement"	"I need an affordable solution that can scale with my requirement"	"I need a solution that helps me stay ahead of competition in the long run"	"I want to reward my customers with relevant, meaningful offers"
Mosaic Response	<ul style="list-style-type: none"> Fully customisable Flexible design Simple and fast 	<ul style="list-style-type: none"> Interop Microservices Smart Integrations Embedded Fintech 	<ul style="list-style-type: none"> Self-managed solution Merchant funding Scalability 	<ul style="list-style-type: none"> Innovative Partnerships Fractional Equities Carbon Offset 	<ul style="list-style-type: none"> Segmentation Real time notifications Dashboards & Reporting

Mosaic aims to be the loyalty engine of the future which provides the functionality of a traditional platform, with the agility and innovation of a challenger brand.

Expanded management team

to drive growth



Iain Dunstan
Managing Director
& CEO



Mark Schoombie
CTO



Justin Jefferies
COO



Renier Meintjes
COO AMEA



Daniel Nissen
Chief Revenue
Officer



Alexa Hien
Head of Product



Sarah Fallon
CEO Neat Ideas

Executive Summary

Gratifii has secured \$3.7 million from institutional and sophisticated investors through a placement at an offer price of \$0.026

Equity raise summary	<ul style="list-style-type: none"> • Total equity raise targeting a minimum of \$4.0 million via: <ul style="list-style-type: none"> ◦ A placement to institutional, sophisticated and professional investors of \$3.7 million at \$0.026 offer price ◦ A Share Purchase Plan to eligible GTI shareholders targeting up to \$0.3 million • Cornerstone investor Bombora Special Investments Growth Fund has committed \$0.7 million of the placement at the \$0.026 per share offer price. The issue of shares to Bombora will be <u>subject to GTI obtaining Shareholder approval</u> • Non-executive Director, Bryan Zekulich has committed \$40,000 of the placement at the \$0.026 per share offer price. The issue of shares to Bryan Zekulich will be <u>subject to GTI obtaining Shareholder approval</u>
Use of funds	<ul style="list-style-type: none"> • It is anticipated that the funds will be used for: <ul style="list-style-type: none"> ◦ Continued investment into Mosaic platform, including integration into the Ukheshe Eclipse payments platform ◦ Any final earn-out payment that may become due for the Neat Ideas acquisition ◦ Net working capital ◦ Transaction costs
Timetable and approval	<ul style="list-style-type: none"> • The issue of the Tranche 1 placement shares to be allotted Tuesday, 26 April 2022 • The issue of the Tranche 2 placement shares will be subject to GTI shareholder approval to be sought at an EGM expected to be held in June 2022

Equity Raise Details

Placement and Share Purchase Plan key details

Offer structure	<ul style="list-style-type: none"> An institutional placement to eligible institutional, sophisticated and professional investors to raise \$3.7 million (Placement) A non-underwritten share purchase plan (SPP) targeting to raise up to \$0.3 million
Placement size	<ul style="list-style-type: none"> \$3.7 million Placement Issue of 94,372,842 million new fully paid ordinary shares (Placement Shares) representing approximately 15% of current GTI ordinary shares on issue for Tranche 1 shares and issue of approximately 47,934,850 million new fully paid ordinary shares for Tranche 2 of the placement, subject to GTI shareholder approval to be sought at an EGM expected to be held in June 2022
Placement price	<ul style="list-style-type: none"> The offer price has been set at \$0.026 per share, which represents: <ul style="list-style-type: none"> 7.1% discount to last close price of \$0.028 per share on 6 April 2022 10.5% discount to the 5 day VWAP of \$0.0291 per share on 6 April 2022 11.5% discount to 30-day VWAP of \$0.0294 per share on 6 April 2022
Placement allocation	<ul style="list-style-type: none"> Eligible institutional shareholders who bid at the final Placement Price for an amount less than or equal to their pro rata share of Placement Shares will be allocated their full bid, on a best endeavours basis
SPP overview	<ul style="list-style-type: none"> Non-underwritten SPP to existing eligible GTI shareholders in Australia and New Zealand who hold shares at 7pm on 8 April 2022 (Eligible Shareholders), for up to A\$30,000 per Eligible Shareholder The SPP is targeting to raise up to \$0.3 million The issue price per new fully paid ordinary share under the SPP (SPP Shares) will be \$0.026 per share, being the same as the Placement Price Any scale back of valid applications will be conducted having regard to the shareholdings of Eligible Shareholders (as at the record date of the SPP) who applied for new shares in the SPP. The scale back methodology will ensure that, subject to the A\$30,000 maximum application amount, participating shareholders will receive an amount of new shares that: <ul style="list-style-type: none"> At least maintains their percentage shareholding in GTI held prior to the announcement of the Placement and SPP ("Pro Rata Amount"); or Is equivalent to their application if that is lower than their Pro Rata Amount GTI reserves the right to increase or decrease the size of the SPP at its discretion An SPP offer booklet is expected to be sent to Eligible Shareholders, in accordance with their communications election, on 26 April 2022 The SPP offer is expected to open on Tuesday 26 April 2022 and close on 6 May 2022
Ranking	<ul style="list-style-type: none"> Placement Shares and SPP Shares will rank equally with existing GTI ordinary shares from their respective issue dates

Timetable

Action	Date
Trading halt, placement bookbuild opens	Thursday, 7 April 2022
Placement bookbuild closes	Friday, 8 April 2022 (12.00pm)
Record date for SPP participation	Friday, 8 April 2022 (7.00pm)
Announcement of placement and SPP. Trading halt lifted	Monday, 11 April 2022
Settlement of first tranche placement Shares	Thursday, 14 April 2022
Allotment of first tranche placement Shares	Tuesday, 19 April 2022
EGM NOM dispatched. SPP offer booklet is made available	Tuesday, 26 April 2022
SPP offer opens	Tuesday, 26 April 2022
SPP offer closes	Friday, 6 May 2022
EGM to approve issue of second tranche placement Shares	Monday, 6 June 2022
Settlement of SPP Shares and second tranche placement Shares	Thursday, 9 June 2022
Allotment of SPP Shares and second tranche placement Shares	Friday, 10 June 2022
Dispatch of holding statements	Tuesday, 14 June 2022

Key Risks

This section sets out some of the potential risks associated with Gratifii's business, the industry in which it operates, and the risks associated with an investment in its shares. Gratifii is subject to risk factors that are both specific and those that are more general in nature. Any of these risk factors may, if they eventuate, have an adverse effect on Gratifii's business, financial position, operating and financial performance, growth and/or the value of its shares. Many of the circumstances giving rise to these risks and the occurrence of consequences associated with each risk are partially or completely outside of Gratifii's control.

The risks set out below are not listed in order of importance and do not constitute an exhaustive list of all risks involved with an investment in Gratifii. Before investing in Gratifii, you should be aware that an investment in Gratifii has a number of risks, which are specific to Gratifii and some of which relate to listed securities generally, and some of which are beyond the control of Gratifii. Before investing in Gratifii shares, you should consider whether the investment is suitable for you. Potential investors should consider publicly available information on Gratifii (such as that available on the websites of Gratifii and the ASX), carefully consider their personal circumstances and consult their stockbroker, solicitor, accountant or other professional adviser before making an investment decision.

General investment risks

Speculative nature of investment	Any potential investor should be aware that subscribing for new shares in the Capital Raise involves various risks. The new shares to be issued pursuant to the Capital Raise carry no guarantee with respect to the payment of dividends, returns of capital or the market value of those shares. An investment in Gratifii shares should therefore be considered speculative.
Economic and financial market conditions may deteriorate	Gratifii is subject to general market conditions and the risks inherent to all entities whose securities are publicly listed on a securities exchange. General economic conditions (both domestically and internationally), long term inflation rates, exchange rate movements, interest rate movements and movements in the general market for ASX and internationally listed securities may adversely affect the market price of its shares (including the New Shares issued under the Offer) and its ability to pay dividends. None of Gratifii, its directors or any other person guarantees the market performance of the new shares issued under the Capital Raise or the payment of dividends.
Dilution risk	The Placement and share purchase plan may result in dilution of the existing holdings of Gratifii shareholders, in particular where shareholders do not participate in the Placement or share purchase plan.

Key Risks

Operational risks

Execution of business strategy and growth objectives risk	Gratifii's growth and financial performance is dependent on its ability to successfully execute its business and growth strategy. This will be impacted by a number of factors, including Gratifii's ability to scale up its business profitability which Gratifii intends to achieve by reinvesting cashflows into customer growth using the existing assets to drive additional revenue streams while at the same time reducing customer acquisition cost through cross selling different offerings to its customer base. If gratifii fails to execute on its business strategy, its business, financial condition and results of operations could be materially and adversely affected.
History of losses and uncertainty on future profits	Gratifii has reported net losses since listing on ASX and is expected to continue to experience net losses in the future. As it pursues profitability, Gratifii expects to make ongoing investments in the development and expansion of its business (including by acquisition) and as such operating expenses may increase Gratifii may not succeed in increasing revenues sufficiently to offset these higher expenses resulting in continued unprofitability. In addition, Gratifii may or may not achieve the results it is planning for, and the costs to execute its business strategy may be higher than currently anticipated.
Failure to retain existing customers and attract new customers of Gratifii's products and services	Gratifii's financial performance depends on its ability to retain customers and users, its ability to convert those customers and users to users of its other products and its ability to generate new business by attracting new customers and users to its Platform or other products and services. If Gratifii is unable to retain existing customers and users, and/or to attract new users to the platform or to its other products and services at the rate, and with the same pricing, revenues and costs Gratifii currently expects, this may have a materially adverse impact on Gratifii's operations and financial performance and/or growth.
Reliance on third parties and the internet	The operation of the Gratifii's platform is reliant on the performance and availability of its technology and communication systems and that of its suppliers and other third parties. In addition, the Gratifii platforms depend on the availability of the internet and to a lesser extent on the quality of users' access to the internet. Internet access is frequently provided by companies that have significant market power that could take actions that degrade, disrupt, or increase the cost of user access to the Gratifii platforms which would negatively impact Gratifii.
Competition	<p>Gratifii operates in an industry that is subject to significant change, driven by factors including advancements in technology and changing consumer behaviours. The barriers to entry into the industries that Gratifii operates in are not high, and there is a risk that increased competition from new or existing competitors (some of which have access to more resources and scale than Gratifii emerges in Australia and other markets in which we operate in the future.</p> <p>Management believe that Gratifii's platform and service offerings has a strong competitive advantage, with its technology and features which we believe are advanced compared to its competitors. Expansion to new products, including via Ukheshe Technologies, will also ensure the minimisation of competitive trends and its impact on penetration and revenues.</p>

Key Risks

Operational risks continued

Data loss, theft or corruption	Gratifii stores data in its own systems and networks and also with a variety of third-party service providers. Exploitation or hacking of any of the company's systems or networks could lead to corruption, theft or loss of the data which could have a material adverse effect on Gratifii's business, financial condition and results.
Key personnel risk	An investment in Gratifii is in large an investment in the Gratifii's key management team and personnel. The loss of key members of management, a change in the senior management team or the failure to attract additional skilled individuals to key management roles, could have a material adverse effect on Gratifii's operations and may hinder the ability of Gratifii to achieve its business strategy and growth objectives. A failure to attract and retain other executive, operational, technical and other personnel could limit the Company's ability to grow.
Dilution risk Changes in law and regulations	Gratifii may be adversely impacted by the introduction or changes in governmental policy, regulation or legislation applying to the services it provides.
COVID 19	<p>The ongoing COVID-19 pandemic has had a significant impact on the Australian and global economy and the ability of individuals, businesses, and governments to operate. The COVID-19 pandemic has had and continues to have an impact on Gratifii's business. In particular, Australian Federal and State government have implemented restrictions and closures, to varying degrees to assist with slowing the spread of COVID-19, which has had an impact on Gratifii's operations and financial performance.</p> <p>There is continued uncertainty as to the further impact of the COVID-19 pandemic including in relation to governmental action, work stoppages, lockdown, quarantines, travel restrictions and the impact on the Australian economy and share markets. The impact of some or all of these factors, which are beyond Gratifii's control, could cause significant disruption to Gratifii's operations and financial performance.</p> <p>Gratifii's share price may be adversely affected in the short to medium term by the economic uncertainty caused by COVID-19. In addition, the effects of COVID-19 on Gratifii's share price and global financial markets generally may also affect Gratifii's ability to raise equity or debt or require Gratifii to issue capital at a discount, which may in turn cause dilution to shareholders.</p>

International Offer Restrictions

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