



22 August 2022

ASX ANNOUNCEMENT

## Gratificii completes acquisition of Hachiko

Gratificii Limited (ASX: GTI) (**GTI** or **the Company**), is pleased to announce that it has completed its acquisition of Hachiko Pty Ltd (**Hachiko**), a specialised loyalty and rewards marketing agency.

To facilitate completion the Company has paid \$2.14m in cash, funded from a share placement and convertible note issue, and issued 19,230,769 shares as part of the consideration for the acquisition which are subject to a 12 month voluntary escrow period. As previously announced, up to a further 53,846,154 fully paid ordinary shares representing the deferred consideration share component may be issued subject to shareholder approval.

### Key Highlights

- Enhances Gratificii's scale and capabilities, creating an 'end-to-end' loyalty and rewards provider with pro-forma FY22 turnover of \$19m
- In FY22, Hachiko had unaudited revenue of A\$7.2m and EBITDA of A\$0.6m
- Complementary enterprise client base with over 80 clients across both B2B and B2C with ~\$600k of identified synergies over FY23
- Gratificii is forecast to be cashflow breakeven on operations post-completion
- Consideration comprises of \$2.14m upfront cash component and \$1.45m scrip consideration
- Attractive acquisition multiples of 0.4x FY22 revenue and 4.9x FY22 EBITDA
- Upfront cash consideration funded from a fully supported share Placement raising \$1.250m and a convertible note raise of \$1.475m for total cash raise of \$2.725m
- Hachiko's Founder and majority shareholder, Patrina Kerr, will join Gratificii's Board and Hachiko's CEO, Donna Adam, will join Gratificii's executive team

### About Hachiko

Hachiko is a leading specialised loyalty and rewards marketing agency with staff and operations in Australia and New Zealand. Hachiko has extensive web / application development capabilities that facilitate the deployment of bespoke campaigns that utilise innovative engagement tools with attractive rewards to drive channel performance. Hachiko's bespoke services are utilised by a range of high-profile enterprise IT corporations, with large sales channels such as Ingram Micro, HP and Microsoft, with Hachiko being an approved channel marketing partner.

GTI confirms that this announcement has been approved by the Board of Gratificii Limited.

**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)