



Q1 FY23 Results Presentation

October 2022

Disclaimer

All currency amounts in this presentation are in Australian Dollars (AUD).

This presentation has been prepared by Gratifii Limited (ABN 47 125 688 940) ("Gratifii"). Each recipient of this presentation is deemed to have agreed to accept the qualifications, limitations and disclaimers set out below.

This presentation contains summary information about Gratifii and its activities which is current as at the date of this presentation. No member of Gratifii, its subsidiaries or respective directors, officers, employees, advisers or representatives (each a "Limited Party") makes any representation or warranty, express or implied, as to the accuracy, reliability or completeness of the information contained in this presentation, including any forecast or prospective information. This presentation should be read in conjunction with the Company's Annual Report, market releases and other periodic continuous disclosure announcements, which are available at www.asx.com.au.

This presentation is not a prospectus, product disclosure statement or any other disclosure or offering document under Australian law (and has not been, and will not be, lodged with the Australian Securities and Investments Commission) or any other law. The distribution of this presentation outside Australia may be restricted by law. Any recipient of this presentation who is outside Australia must seek advice on and observe any such restrictions. This presentation may not be reproduced or published, in whole or in part, for any purpose without the prior written permission of Gratifii. This presentation does not constitute an offer to sell, or a solicitation of an offer to buy, any shares in the United States or in any other jurisdiction in which such an offer would be illegal.

This presentation contains certain "forward-looking statements" about Gratifii and the environment in which Gratifii operates. Forward-looking statements often include words such as "may", "anticipate", "expect", "intend", "plan", "believe", "continue" or similar words in connection with discussions of future operating or financial performance. The forward-looking statements included in this presentation involve subjective judgement and analysis and are subject to significant uncertainties, risks and contingencies, many of which are outside the control of, and are unknown to, Gratifii and each Limited Party. Actual future events may vary materially from the forward-looking statements and the assumptions on which those statements are based.

Given these uncertainties, you are cautioned to not place undue reliance on such forward-looking statements.

Certain market and industry data included in this presentation has been obtained from public filings, research, surveys or studies conducted by third parties, including industry and general publications, and has not been independently verified by Gratifii. Gratifii cannot warrant or guarantee the accuracy or completeness of such information.

This presentation is a general overview only and does not purport to contain all the information that may be required to evaluate an investment in Gratifii. The information in this presentation is provided personally to the recipient as a matter of interest only and has been prepared without taking into account the objectives, financial situation or needs of prospective investors. It does not amount to an express or implied recommendation with respect to any investment in Gratifii, nor does it constitute financial, legal, tax, investment or other advice or a recommendation to acquire Gratifii shares.

The recipient, intending investors and respective advisers should: a) conduct their own independent review, investigations and analysis of Gratifii and of the information contained or referred to in this presentation; and/or b) seek professional advice as to whether an investment in Gratifii is appropriate for them, having regard to their personal objectives, risk profile, financial situation and needs.

Except insofar as liability under any law cannot be excluded, neither Gratifii nor any Limited Party shall have any responsibility for the information contained in this presentation or in any other way for errors or omissions (including responsibility to any persons by reason of negligence).





WELCOME TO GRATIFII

Delivering the best loyalty technology for a smarter, faster customer experience, combined with unique curated rewards at a remarkable value point, delivered by an experienced managed services team with proven marketing prowess. **Together, we deliver results you'll love.**



RECORD QUARTERLY REVENUE

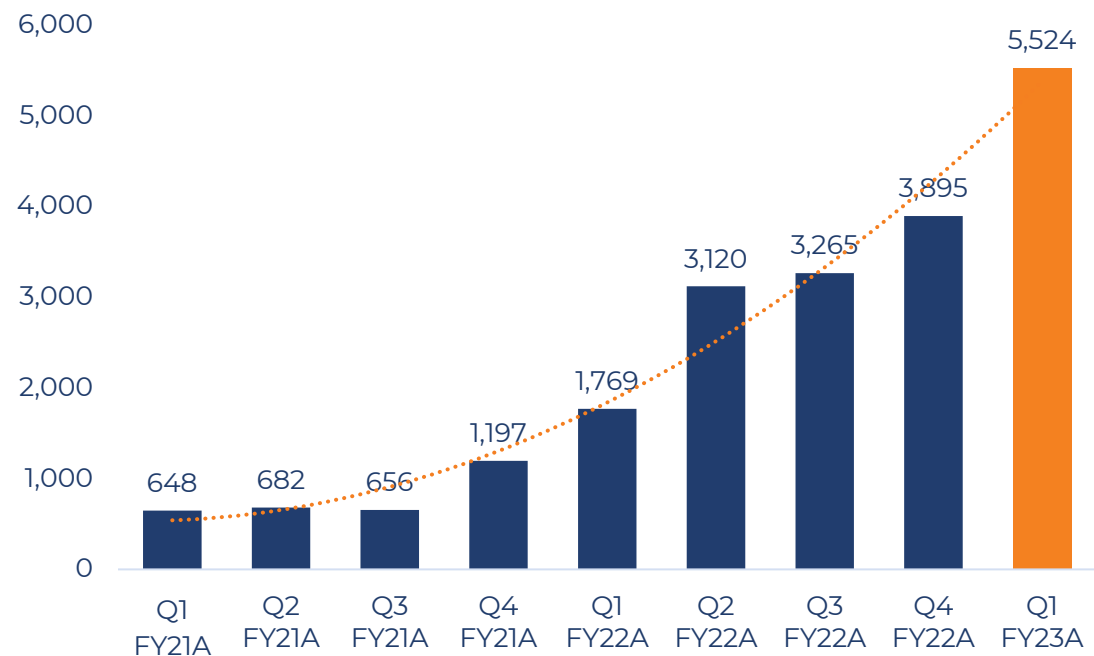
+67% (unaudited)

**Q1 FY23 revenue growth v
Q4 FY22A**

HIGHLIGHTS

- The September quarter is the 6th consecutive quarter of growth in cash receipts
- Strong momentum leading in to Q2 FY23
- Q2 is historically the strongest quarter for revenue growth with summer holidays driving loyalty and reward redemptions

QUARTERLY CASH RECEIPTS (\$'000)



FINANCIAL SUMMARY

Q1 FY23

Key milestones

- Successfully completed \$3.7m capital raise
- Seagrass module development and integration 'on-time on-budget' – go live expected early November
- 3 new enterprise rewards clients signed
- 2 new enterprise SaaS clients signed

Financial metrics

- Q1 Revenue \$6.4m (unaudited) up 67% v Q4FY22
- Q1 FY23 Mosaic revenue: \$876k v \$581k Q4FY22, up 50%
- Hachiko services revenue \$1.3m

Investment

- Hachiko acquisition: -\$2.1m
- R&D Rebate: +\$0.8m approved due in November 2FY23
- R&D Expenditure delivering new functionality to accelerate speed of future implementations

Growth and investment was the continued focus for Q1 FY23

QUARTERLY CASH RECEIPTS

\$5.5m v \$3.9m
+42% v Q4FY22

PRO-FORMA CASH AT END OF QUARTER

~\$2.3m

Q1 MOSAIC PLATFORM REVENUE

\$876k↑

Q1 REWARDS REVENUE

\$4.22m

NEW SaaS CLIENT CONTRACTS EXECUTED

2

NEW ENTERPRISE REWARDS CLIENT CONTRACTS EXECUTED

3

60.5% of companies have “increased” or “significantly increased” the development of their loyalty strategy since the Covid-19 crisis

88%

of Australians are enrolled in at least 1 loyalty program.

4.3 on average.

CAGR of
12.2%

During 2022-2026

(compared to 11.8% during 2017-2021)

Growing market

Mosaic designed to service a wide range of industries seeking to create a stronger connection with their customer base



Q1 new client wins - SaaS



Multi-year SaaS contract with FAB Group

- This is Mosaic's first contract with a New Zealand company and opens up that market to further opportunities.
- Implementing Gratifii's Mosaic loyalty and rewards SaaS platform across FAB Group's large and growing franchise base.
- FAB Group's large footprint combined with its diverse product and service offering open up numerous opportunities to leverage Gratifii's capabilities.
- The implementation is anticipated to be completed in March 2023 and deliver **SaaS revenues of NZ\$90,000 in year 1, growing in year 2 onwards.**

About FAB Group

- A leading cosmetics and skincare group with three established brands
 - **Caci** – Over 70 clinics in New Zealand offering Appearance Medicine, Skin Rejuvenation, Laser Hair Removal and Beauty Therapy treatments.
 - **Murad** – Range of high-performance skincare products, dietary supplements and lifestyle programs.
 - **Skin Smiths** – Range of in-clinic treatments and at-home skincare products.

Q1 new client wins - SaaS



LARGE HEALTH SERVICES PROVIDER

Significant pilot program

- Currently implementing a pilot program for a large healthcare group with a 'go live' date of 30 November 2022.
- Successful completion of the pilot, expected to result in a 2 year+ SaaS agreement.
- **The 3-month pilot is valued at \$170,000** to Gratifii and a long-term SaaS agreement, may deliver **SaaS revenues of \$200,000+ p.a.**

Medical Centre Opportunity

- Transition to a long-term SaaS agreement will provide critical validation of the Mosaic platform in Australia.
- Australian private medical centre groups present a significant opportunity for Gratifii.
- The growing sector is relatively fragmented, **with over 4,000 private practices** within various Healthcare Groups.¹
- **Gratifii's Mosaic platform is an ideal solution for mid-to-large groups with 10+ centres and sizeable member bases.**

1. <https://grattan.edu.au/wp-content/uploads/2018/07/906-Mapping-primary-care.pdf>

Q1 New client wins - Rewards



TOGA
ESTABLISHED 1963

- TOGA Group is a successful developer of quality residential apartments and a leading hotel operator across Australia, NZ and Europe.
- The Group operates TFE Hotels – with a portfolio of over 80 hotels in Australia, New Zealand and Europe.
- TOGA Group (including TFE) employees have access to Neat Ideas Rewards.
- **First revenues** delivered in **October**.



BRG
BIG RED GROUP

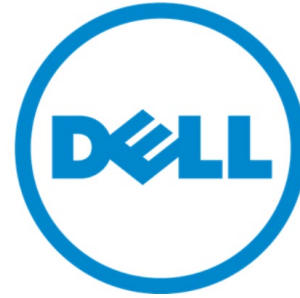
- Big Red Group has expanded to become the largest aggregator of experiences across Australia and New Zealand.
- Brands include RedBalloon, adrenaline and ExperienceOz.
- The Group has delivered **over 1.5m experiences in the last 12 months**.
- Movie Tickets to be provided via Neat Ideas, **with first revenues anticipated in October**.



SE STUDENT EDGE

- Student Edge is Australia's largest student organisation delivers the latest news, discounts, free online competitions, paid surveys, job listings, study materials to its members.
- **Over 1.1m students now have access to Neat Idea Rewards**.
- **First revenues** delivered in **October**.

Q1 New client wins - Hachiko



- New channel engagement program
- 12 month program commitment
- Rewards program included



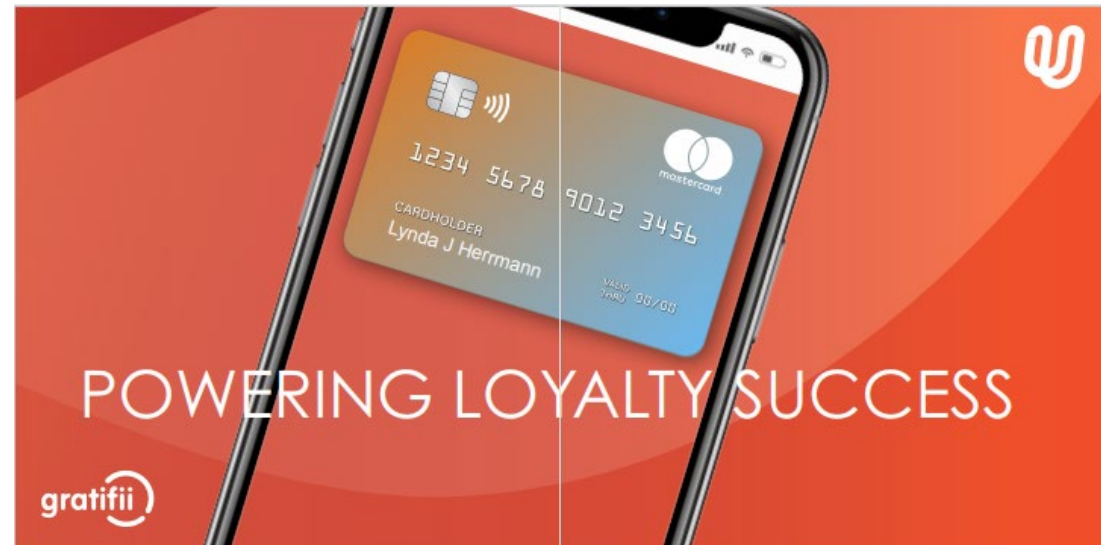
- New marketing services client
- Partner activation and content creation

Ukheshe update

We have partnered with Ukheshe - a market-leading fintech enabler - to bridge the gap between **digital payments technology, and loyalty and rewards**



Joint marketing campaign in Africa and Middle East highlights the convergence of two world-class platforms **Gratifii's Mosaic** and **Ukheshe's Eclipse** connecting **innovative payments and rewards technology**



Industry recognition

Gratificii has continued to build industry recognition as a fast **growing leader** among its peers



AUSTRALIAN GROWTH COMPANY AWARDS

- **Australian Growth Company Awards** celebrate excellence and recognise companies that demonstrate high rates of sustainable growth, innovation, integrity and contribution to the community
- Gratificii was a 2022 finalist for **Turnaround Deal of the Year** award



- **Deloitte's Tech Fast 50** recognises and profiles Australian technology companies - public or private – that have achieved the fastest rates of annual revenue growth over the past three years.
- Gratificii is a 2022 finalist for the **Deloitte Technology Fast 50 Australia** program

STRONG PERFORMANCE ANTICIPATED

Strong financial performance anticipated

- Management expects to deliver continued quarter on quarter growth
- Demand for Gratificii's services and technology suite continues to grow as enterprises seek to deploy quality loyalty and rewards programs
- September quarter sets strong foundation for FY23:
 - **Hachiko acquisition** rounds out service offering and provides a platform for Gratificii to deliver positive cashflows from operations
 - **Rewards inventory restocked** ahead of a large anticipated Holiday season and new client on-boarding

SaaS Implementations

- **Actively implementing three enterprise contracts** (Seagrass, FAB Group and new healthcare service provider)
- Each to provide valuable technology and validation in each sector
- Expect to commence **two further implementations** in November

New clients

- **All parts of the business continuing to deliver growing revenue streams with New Mosaic (SaaS), Hachiko (channel engagement) and Neat Ideas (Rewards) contract wins anticipated over the coming quarters**
- **Uhkeshe relationship is growing** and is anticipated to deliver notable commercial outcomes throughout FY23

FY23 Outlook

"The September quarter gives us a strong foundation to execute new SaaS opportunities whilst delivering for our existing clients. We feel very confident that the upcoming **December quarter will deliver further strong revenue and cash flow growth.**"

POWERING LOYALTY SUCCESS

WELCOME TO THE GRATIFII GROUP!

The best technology for a smarter, faster customer experience, is combined with exciting curated rewards at a remarkable value point, and delivered by an experienced managed services team with proven marketing prowess. **Together, we deliver results you'll love.**

Iain Dunstan – CEO & Managing Director

