

AGM Presentation



8 November 2022

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AS ONE GROUP WE ARE:

WELCOME TO GRATIFII

A blend of best-in-class loyalty brands

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.**



56
Talented
people



6
Offices around
the World



85+
Enterprise
customers



\$17.8M
FY22 Annual
turnover (audited)

Share Price ¹	\$0.019
Shares on Issue ¹	1,000m
Market Capitalisation ¹	\$19.0m

Global **Loyalty Program Market** is expected to reach

\$226
BILLION
In 2026

CAGR of
12.2%

During 2022-2026
(compared to 11.8% during 2017-2021)

60%

Of companies have increased the development loyalty strategy since COVID-19

88%

of Australians are enrolled in at least 1 loyalty program.

4.3 on average.

Market Opportunity



RECORD QUARTERLY REVENUE

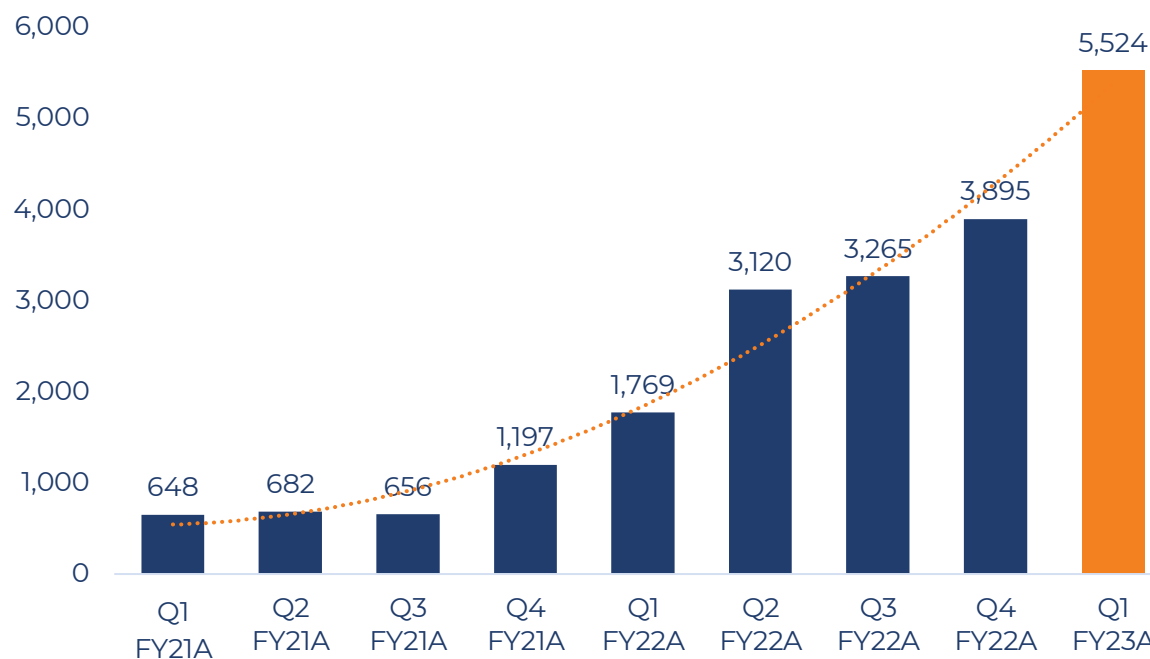
+67% (unaudited)

**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 \$2.7m 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 2HFY23
- 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

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.**"

STRONG PERFORMANCE ANTICIPATED

Strong financial performance anticipated

- **Management expects to deliver continued quarter on quarter growth**
- Demand for Gratifi'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 Gratifi 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**
- **Ukheshe relationship is growing** and is anticipated to deliver notable commercial outcomes throughout FY23

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

