

31 October 2023

ASX ANNOUNCEMENT

Gratifii signs multi-year agreement to provide API into ClubConnect marketplace.

Key Highlights

- **Gratifii signs three-year contract to make its existing movie ticketing platform, currently used by RACV, RAA and RAC, available to all ClubConnect marketplace users.**
- **Creates substantial new revenues opportunities.**

Gratifii Limited (ASX: GTI) (**Gratifii** or **the Company**) is pleased to announce that its subsidiary, Neat Ideas Pty Ltd (**Neat Ideas**), has signed a multi-year API agreement with ClubConnect to enable the seamless integration of Gratifii's existing movie ticketing platform with ClubConnect's tailored marketplace platform which is currently used by all the major Australian Motoring Clubs.

The new arrangement means that Club Connect, working with Neat Ideas, has the option to deliver offers and discounts from leading cinema chain operators around Australia, including Hoyts, Event Cinemas, Village Cinemas, and major independent cinemas, to ClubConnect's marketplace customer base.

An estimated 4.2 million combined members of RACV, RAA and RAC can already access Neat Ideas' reward content via existing agreements. Although the Company is unable to fully quantify the annual revenue opportunity this will generate it has the potential to be comparable with existing ticketing, based on sales revenues currently generated from RACV, RAA and RAC.

Gratifii CEO and Managing Director, Iain Dunstan, stated, "We are excited to be working with ClubConnect to provide the option to widen access Gratifii's discounted cinema pricing and offers."

Club Connect CEO, Grant Hendry, said "ClubConnect is extremely pleased to be working with Gratifii to integrate Neat Ideas Australian cinema content into ClubConnect's marketplace platform. This integration will provide ClubConnect's marketplace clients with an option to directly access Neat Ideas outstanding cinema range and reward offers for the benefit of their members and customers".

Gratifii's API to the Club Connect ticketing platform has been built and is now in testing. It is expected to be made available by mid-November 2023. The three-year agreement is unconditional, and all conditions precedent have been met.



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

Ben Newling
Joint Company Secretary

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About Gratificii Limited

Gratificii Limited (ASX:GTI) is an ASX listed company transforming the way that loyalty and rewards are managed and delivered. Our single platform is a complete solution offering affordable, market-leading functionality and configurability to deliver world-class loyalty and engagement programs. Over 60 top brands rely on Gratificii for their loyalty and rewards across Australia, New Zealand and Singapore.

To learn more, visit: www.gratificii.com