

30 November 2023

ASX ANNOUNCEMENT

AGM addresses from Chair and CEO/MD

Attached is a copy of the addresses to be given by the Chair and the Chief Executive Officer & Managing Director of Gratified Limited (ASX:GTI) (**Gratified** or **the Company**) at the 2023 Annual General Meeting (AGM) which commences at 3pm (AEDT) today.

The AGM will be webcast and can be accessed by registering at:

https://us02web.zoom.us/webinar/register/WN_C8E-hMonTP-RQ9xpWcuy_w

The AGM will include a product demonstration of Gratified's proprietary loyalty platform, Mosaic. A recording of the demo will be released to ASX and also be available on the Company's website after the AGM.

This announcement has been approved by the CEO and Managing Director of Gratified.

Ben Newling / Alicia Gill

Joint Company Secretaries

For further information, contact:

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CEO & Managing Director

Gratified Limited

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About Gratified Limited

Gratified 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. Over 60 mid-to-top tier brands rely on Gratified for their loyalty and rewards across Australia, New Zealand and Singapore.

To learn more, visit: www.gratified.com.

Chair's Address

I am pleased to present my second Chair's Address since joining the Board two and half years ago. It has been an honour and delight to observe the development of an outstanding and capable team who are advancing loyalty, rewards and customer and employee engagement.

In a short space of time, Gratificii has become the trusted partner of many customer and member focused organisations through exceptional and secure technological product and we are transforming the way loyalty and reward programs are managed and delivered in the Australian market.

This was yet again an exciting year for Gratificii. We achieved record revenue growth, advanced our technology platform and developed our people capability. All of this will enable Gratificii to scale in the years ahead.

During the financial year we completed the acquisition of specialised loyalty and rewards marketing agency Hachiko. This brought expertise - in the management of engagement programs, marketing services and loyalty rewards - to Gratificii, which complements our existing loyalty and rewards offering. In the process we gained a new director, Hachiko's previous Managing Director, Patrina Kerr.

We also acquired the business assets of cinema ticket and gift card reseller, Spendless, adding scale and distribution capability to our rewards business, Neat Ideas.

Gratificii successfully raised \$4 million during the period, via placements to institutional investors, to fund acquisitions and technology development. Convertible notes were also an important part of our growth acceleration plans, with \$1 million of convertible notes issued during the period.

Looking ahead, the cost-of-living crisis has brought into focus the value of loyalty programs as consumers look to get more value from their purchases.

Our expertise and comprehensive offering, powered by our in-house loyalty platform Mosaic, provides all the tools that brands need to quickly launch a fully customised loyalty program and build even more meaningful connections and value for their customers.

Gratificii is one of Australia's technology success stories – bringing innovative technology and an outstanding team of professionals together who make a real difference to loyalty and client management.

I would like to acknowledge the work and efforts of our Board of Directors over the past year and on their behalf, thank the entire Gratificii team, and you, our shareholders, for your support as Gratificii continues to evolve and grow in the future.

Stephen Borness
Non-Executive Chair
Gratificii Limited

CEO & Managing Director's Address

Gratificii delivered strong results for financial year 2023. We continued to invest for future growth by delivering technological infrastructure and services that are critical to the success of our clients.

Our point of difference remains our ability to provide a one-stop shop for our clients' loyalty and rewards needs, from our loyalty platform (Mosaic), to our rewards offering (Neat Ideas) and our services arm (for marketing, design and gamification).

Our operating cash position continued to improve despite our ongoing investment in infrastructure and integration of Hachiko into the group. Total revenue surpassed \$30 million, up 150% on the prior period. 61% of this increase was from organic growth, driven by a growing demand for loyalty and rewards services, and 39% was from acquired subsidiary Hachiko.

We delivered a record number of client projects during the period and Mosaic surpassed 100,000 active users for the first time.

Highlights included:

- Power Perks, an end-to-end loyalty solution for Nitterra Australia (formerly NGK Sparkplugs), launched to 5,000 independent garages and workshops;
- Custom rewards and recognition platform for NZ based skin clinic business FAB Group;
- Roll-out of Seagrass Boutique Hospitality Group's Dining Rewards Program to six restaurant brands;
- Implementation of Cornerstone Health's loyalty program to over 230,000 users across 14 medical centres; and
- Delivery of rewards stores for Student Edge and Rest Superannuation members and the onboarding of over 20 new reward content suppliers.

Further, we signed a transformational 3-year SaaS contract with RACV to deploy Mosaic and an expanded range of services to RACV's 2.1 million members.

We invested significantly in our operations and achieved ISO 27001 certified earlier this month. ISO 27001 is the international standard for information security management.

Gratificii was also awarded Climate Active certification for its business operations during the period, reflecting the Company's commitment to being carbon neutral.

Gratificii is in an exciting position to capitalise on further growth in the loyalty and rewards sector.

On the back of our newly signed initiatives with ClubConnect, RAA and RACV, plus the expected launch of our Neat Destinations travel offering next quarter, the Board remains confident of our plans to grow our annual revenue this financial year as we enter the seasonally strong summer holiday period.

In addition, we are excited about the prospects for our marketplace on Mosaic, where our 16 million end users from leading employers and member organisations can purchase experiences and attractions and Gratificii earns fees on those marketplace sales.



In closing, thank you to our people, clients, partners, suppliers and shareholders for their part in Gratificii's continued growth and success.

Iain Dunstan
CEO & Managing Director
Gratificii Limited