

20 March 2024
ASX ANNOUNCEMENT

Gratificii announces two new agreements with EML Payment Solutions Limited

Gratificii Limited (ASX:GTI) (**Gratificii** or **the Company**), the enterprise loyalty and rewards company, has signed two new agreements with Australian payments company EML Payment Solutions Limited ACN 131 436 532 (**EML**), a wholly owned subsidiary of global payments company, EML Payments Limited ACN 104 757 904 (ASX:EML) to:

- Deliver prepaid debit cards to Gratificii's Australian clients; and
- Extend the range of rewards available to EML's clients.

Gratificii has signed a 3.5-year Stored Value Cards Agreement (**Agreement**) with EML. Under the Agreement, Gratificii will access EML's proprietary payment technology to distribute customer branded digital prepaid gift cards to Gratificii's Australian clients. This capability will consolidate Gratificii's existing card partner relationships and allow its clients to differentiate their rewards offering.

Gratificii has also signed a 12 month agreement with EML for EML to access Gratificii's reward content. Gratificii currently manages 250+ reward suppliers and over 2,000 products.

Commenting on the agreements, Gratificii CEO and Managing Director, Iain Dunstan, said "It has been great working with the team at EML. Together we have an exciting roadmap planned to allow instant rewards to be delivered straight to the digital wallets of our client's end customers and also provide added value to EML's cardholders."

The Australian gift card market has grown rapidly in recent years, experiencing a compound annual growth rate (CAGR) of 11% during 2018-2022 to reach an estimated US \$6.3 billion in 2022¹. The rising cost of living is expected to further drive demand among Australian consumers.

Although not possible to quantify until the programs go live, Gratificii expects the programs with EML to significantly increase the contribution to Gratificii's on-going gift card margins during the remainder of FY24 and beyond. The agreement validates Gratificii's strategy of focusing on the competitiveness of its rewards marketplace and provides an opportunity for material future growth through the growing popularity of gift cards in the retail and corporate employer segments.

All conditions precedent on both Agreements have been fulfilled and the contracts are unconditional.

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



Ben Newling, Alicia Gill

Joint Company Secretaries

For further information, contact:

Iain Dunstan

CEO & Managing Director

Gratificii Limited

E: iaind@gratificii.com

Alastair Murray

Investor Relations & Corporate Advisor

Candour Advisory

E: alastair@candouradvisory.com.au

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

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

ⁱ [Australia Gift Card and Incentive Card Market Intelligence and Future Growth Dynamics \(Databook\) - Market Size and Forecast - Q2 2023 Update \(researchandmarkets.com\)](#)