

# July 2021 Quarterly Results Presentation



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# We've come a long way

Over **\$180m** per annum total transaction value (TTV) today, growing month on month



**60+**

Enterprise  
Clients



**>25m**

Consumers on  
our platforms



**>250**

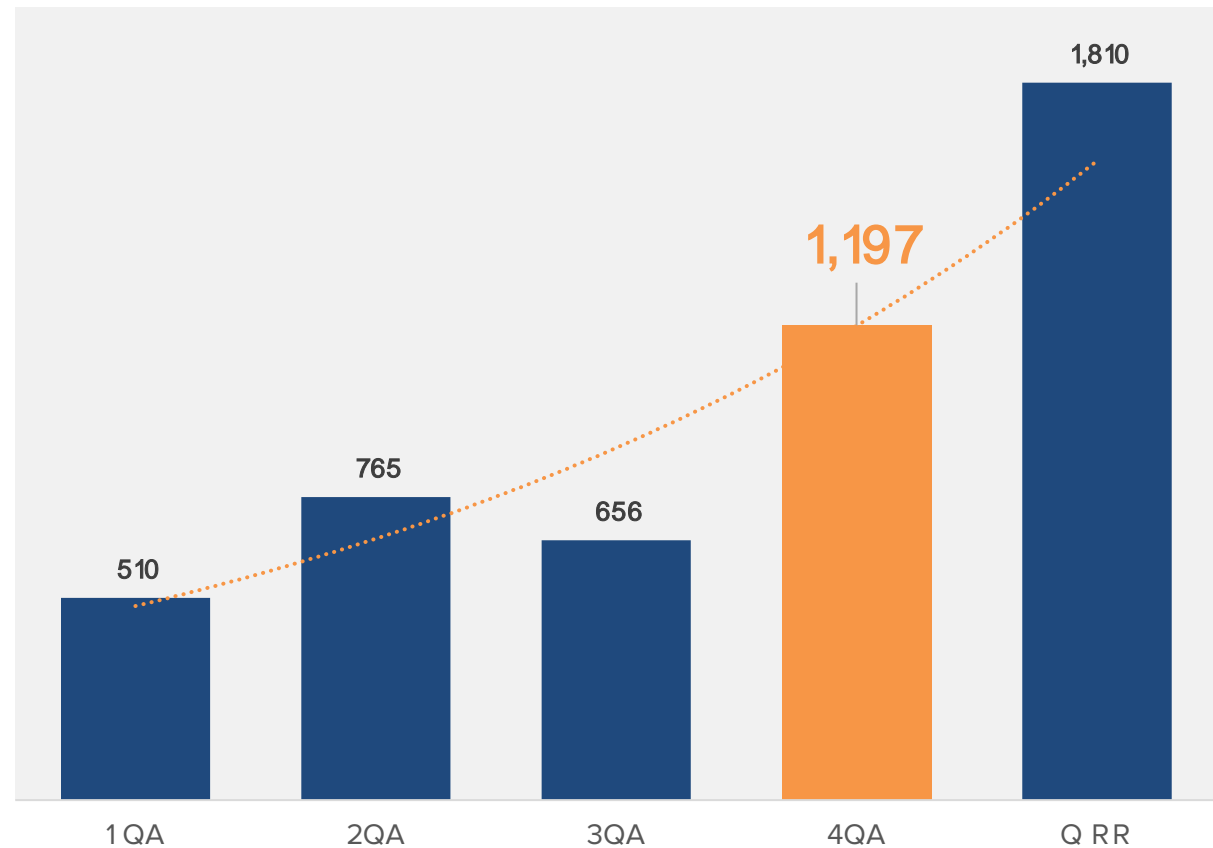
Content Partner  
Network

# June quarter highlights

## Financial Highlights

- ✓ June 4C – Cash receipts from customers up **82% Q on Q** to **\$1.197m**
- ✓ Customer **total transaction value (TTV)** up **18%** to **\$45m** for quarter
- ✓ Unaudited **Quarterly revenue** up **95%** to **\$1.319m Q on Q**

Client Cash Receipts (in '000)



*Details quarterly cash receipts for the historical FY21 financial year and management indicative estimates for Q1 FY22 based upon a quarterly run rate estimate (Q RR) assumes current SaaS revenues for existing customers, expected increase in transaction and member platform volumes, new wins, and the uplift expected on migrations to the Mosaic platform. Projections may be affected by the assumptions supporting new client wins and continued COVID restrictions in Australia.*



# June quarter highlights

## Continued platform development

- ✓ New Agreement with Easy Equities signed to launch innovative **fractional equities capability**
- ✓ New Agreement signed with OpenSparkz to launch **Credit Card Linked Offers**
- ✓ Contract terms agreed to migrate **Vodacom** to new Mosaic Enterprise Platform.

## Executing on growth strategy

- ✓ Completed acquisition of **Neat Ideas** to provide rewards content
- ✓ Received free zone approval for **Dubai** office
- ✓ Added new sales staff
- ✓ Added new product and delivery capability to execute on growing pipeline

## 16 new suppliers

- ✓ 16 new suppliers signed in last quarter including:
  - Yoga Hive
  - Disney +
  - Harvey Norman
  - The Fork (a TripAdvisor company)

“We are committed to innovate the loyalty space, making it easy for businesses to create and manage stand-out rewards programs that promotes both staff and customer engagement and loyalty”





Gratificii is an enterprise loyalty and rewards company that allows brands to track and collect customer interactions across multiple touch points to drive relevant rewards and recognition and ultimately brand advocacy.

Mosaic, Gratificii's loyalty platform, has been designed and built with the enterprise brand in mind, delivering simple and easy programs to drive loyalty.



# A Complete Solution

## Innovative Technology

- API driven
- Highly configurable
- Earn and burn management
- Rules Engine
- Self Managed SaaS Platform
- PCI compliant



## Frictionless Experience

Frictionless / Real-time/  
Personalised via  
**Card Linked Offers**

Our #1 objective is to enable our clients to provide the best customer experience across all channels.



## Exclusive, Curated Offers

Enterprise rewards platform, enabling brands to provide customer and employee benefits

- Customise Products
- eVoucher & Gift Branding
- Fully Managed
- Promote your own products



# One stop shop for loyalty rewards programs



# Our Journey



# Launch of Fractional Equities



July 2021  
Launch innovative  
Fractional  
Equity capability



## Differentiate with Innovation

Replacing dated reward options with an exciting new proposition jointly delivered with Easy Equities:

### Instant Stock rewards

A percentage-based reward that relates to the transaction value

### Auto Stock Sweep

An easy convenient way for a user to redeem/burn points

### Stock Vouchers

Allow users to redeem their loyalty currency for a stock



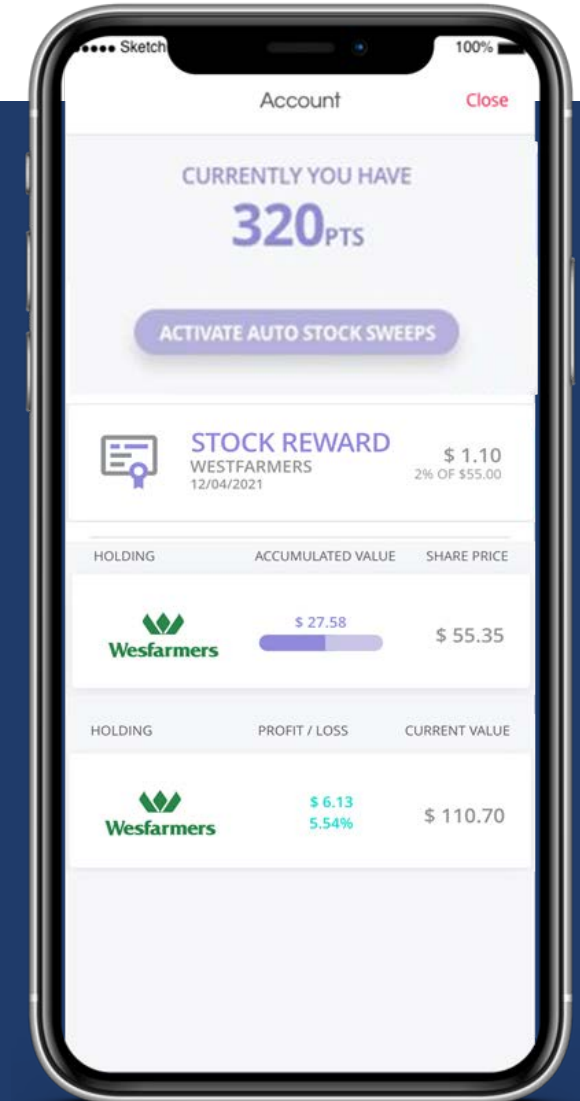
# Instant Stock Rewards

An **Instant Stock Reward** is a percentage-based reward that relates to the transaction value.

For example, spend \$100 and receive 1% (\$1.00) in equity. You now earn a percentage of an Australian share of your choice.

If no fractional ownership is available for that stock, the Instant Stock Rewards value will accumulate in a stock specific voucher, until it reaches the current share price. It will then get redeemed automatically.

*\*Wesfarmers has been used solely for illustrative purposes as one of the stocks available on the Easy Equities platform*



# Stock Vouchers



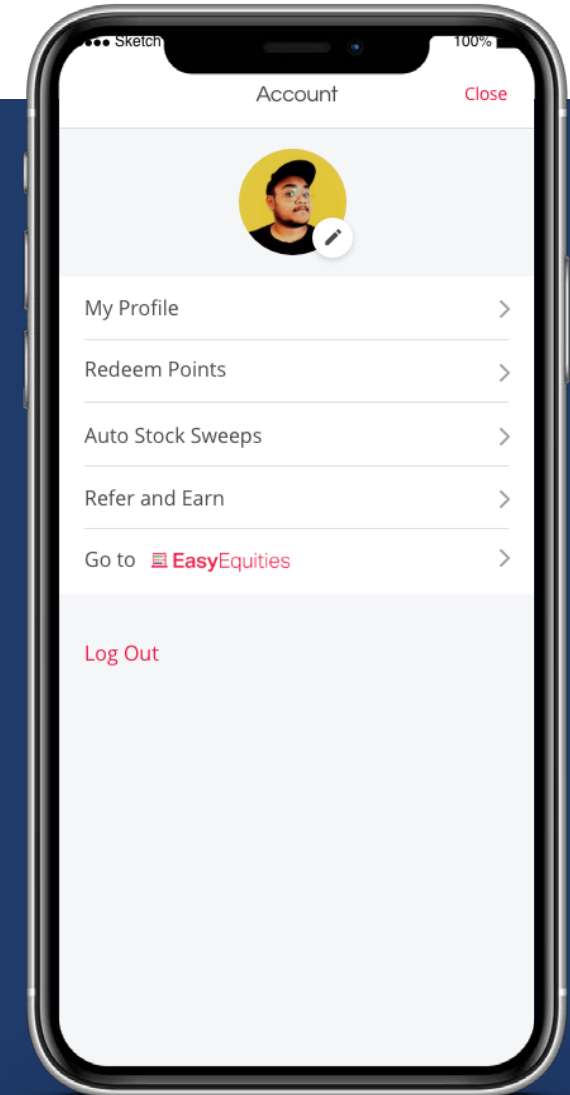
EasyEquities Pty Ltd, trading as EasyEquities, ACN 632 503 416, is a Corporate Authorised Representative (AR No. 1276104) of Sanlam Private Wealth Pty Ltd (ACN: 136 960 775) which holds an AFS Licence (AFSL No. 337927).

Stock vouchers allows the customer to convert their earned loyalty currently into stock.

Stock Vouchers are an innovative and relevant alternative for a user to redeem/burn points.

Easy Equities is able to fractionalize both Australian & US stocks

Easy Equities is licenced in both Australia and South Africa





# Card Linked Offers



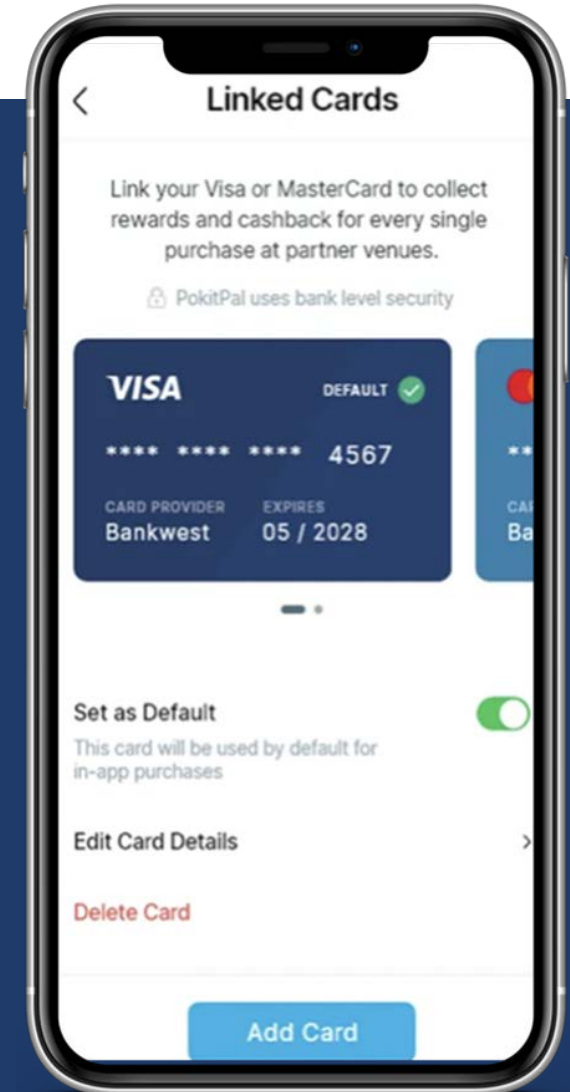
**Q1 FY22**  
Deliver Card Linked  
Offers in partnership  
with OpenSparkz



Agreement signed with  
OpenSparkz to deliver frictionless  
customer experience:

- No need to present loyalty card or even open the app
- No POS integration required
- Merchant funded offers
- Available online and instore

Once the card is linked to the  
loyalty account, customers can  
automatically access offers and  
earn rewards or cash.



# We're delivering.....



## Completed

- ✓ Development of next generation API driven platform
- ✓ Acquisition of consumer facing frontend and rewards engine (Neat Ideas)
- ✓ Rebrand to Gratificii
- ✓ Launch of Fractional Equity capability

## Gratificii now

>\$180m p.a. customer transaction value

60+ Enterprise Clients

25,000,000 consumers on our platforms

Over 250 direct partners in our network

1000+ offers

## This half

Launch Card Linked Offers as part of the Gratificii portfolio

Integration of all components towards a single platform solution

Migrate existing clients to Mosaic platform and wind down legacy platforms



**Accelerating  
Innovating  
Delivering**

# Experienced Board



Iain Dunstan  
*Chairman & Executive Director*

- Iain Dunstan (CEO), invested in Bravura, when it was running a legacy systems. He then invested in the technology and developed a client base of Banks and Superannuation managers (with high levels of security, complicated integrations and regulation). This then lead to the listing of Bravura, which is now a global technology company.
- Iain's recent turnaround role was as the CEO of Rubik Financial Limited, a listed software company involved in the banking, wealth management and mortgage broking solutions, primarily in Australia. He managed the sale of the business to Temenos, a Swiss company (Market Cap of US\$9bn) at a 72% premium to WVAP.



Stephen Borness  
*Non-Executive Director*

- Stephen has more than 30 years' experience in leading and developing organisation's that have implemented for others, digitisation and business improvement technologies. In 1999, he launched and developed a company which used technology and analytics to revolutionise customer relationship management in Australia.
- Stephen is also a non-executive director of publicly listed Pacific Knowledge Systems (ASX:PKS). Prior to his work in the technology sector Stephen worked as an investment banker across the Australian, European and U.S. markets. Mr Borness is a Fellow of the Australian Institute of Company Directors and holds a Bachelor of Business (Accounting), MBA and CPA.



Mike Hill  
*Non-Executive Director*

- Mike is a founder of Bombora Group, a pre-IPO and listed equities boutique growth investor based in Sydney. He was a former Operational Partner of Ironbridge from 2004 to 2014, a private equity firm with \$1.5bn funds under management, at which he led and was involved in a number of transactions across a variety of different industries. Prior to this, he was a Partner at Ernst & Young.
- Current ASX board experience includes Chairman of Janison Education Group, PKS Group and AHAlife Holdings Limited. Past ASX Board experience on Rhipe Limited, Livetiles Ltd, Acrow Formwork and Construction Services Limited. Member of the Australian Institute of Chartered Accountants and holds a Bachelor of Arts Degree (Accountancy) from the University of South Australia



Bryan Zekulich  
*Non-Executive Director*

- Bryan was the managing partner of Ernst & Young's Private Equity Sector for over 15 years. Bryan is also a board member, the treasurer and the company secretary of the Australian Investment Council (formerly the Australian Private Equity and Venture Capital Association). Bryan is currently on the board of ASX listed BikeExchange
- Bryan is currently the portfolio manager and partner of Bombora Investment Management. Bryan has significant experience in the Australian M&A market including in respect of mergers & acquisitions, divestments, strategic finance, capital raisings and advising on ASX listing requirements. Bryan has a Bachelor of Commerce from the University of Western Australia. He is also a fellow of the Institute of Chartered Accountants of Australia and a fellow of the Financial Services Institute of Australia.





# DELIGHTING CUSTOMERS THROUGH INNOVATION