

FY2021 Preliminary Results Presentation

31 August 2021



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Preliminary Results Presentation July 2021

FY21 Achievements

48.7%

REVENUE GROWTH
SaaS and Reward Offer Revenue

1

TURNKEY SOLUTION
for Rewards as a Service (RaaS)

3

KEY MILESTONES
towards transformation

7.8% ↑_{YoY}

SAAS REVENUE
(FROM BLUE CHIP CUSTOMERS)

ZERO churn

= 100% RETENTION

Neat Ideas \$850K recognised

(PRO FORMA FY21A FULL YEAR \$6.8M P.A.)

PLUS:

- OpenSparkz **Payment platform signed** 30 June 2021
- Rewards **platform Revenue commenced** mid May 2021
- Extensive **qualified enterprise sales pipeline** on hand

Innovative Technology
Mosaic rewards SaaS software platform

Frictionless Experience
Payment platform partnership with OpenSparkz

Exclusive Curated Offers
Acquisition of Neat Ideas

Re-branded and launched **cohesive operational plan**

Raised \$8m to restructure business, invest in technology platform and fund the Neat Ideas acquisition

Expanded **experienced growth executive team** including new COO, CRO, CPO and Country Head

FY21 Pro Forma Income Statement

Consolidated Pro
Forma Statement of
Profit or Loss and
Other
Comprehensive
Income

For the year ended
30 June 2021

	Current Period	Add Neat Ideas Full Year Pro Forma 2	Combined Pro Forma Full Year	Previous Period
	30 June 2021	30 June 2021	30 June 2021	30 June 2020
Operating Revenue				
Revenue SaaS Software sales	2,231,771	-	2,231,771	2,070,111
Revenue Reward offers	845,606	5,959,473	6,805,079	-
Other revenue - R&D and Grants	1,025,746	192,915	1,218,661	419,522
Total Operating Revenue (1)	4,103,123	6,152,388	10,255,511	2,489,633
Cost of Sales	-1,022,100	-5,311,233	-6,333,333	-264,052
Operating Expenditure	-3,226,661	-634,742	-3,861,403	-4,446,249
Operational EBITDA	-145,638	206,413	60,775	-2,220,668
Other non-recurring and non-cash items	252,573	-73,809	178,764	-6,705,439
Profit/(loss) before income tax	106,935	132,604	239,539	-8,888,999

Footnote 1: Excludes Paid by Coins Pty Ltd

Footnote 2: Pro forma adjustments are for the 11 months trading to June 2021 (acquired May 2021) adjusted to account for June 2021 gross margin result but excludes operational cost base for June 2021, as it is not practical to estimate.

Rewards as a Service (RaaS)

Mosaic Enterprise Platform

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



Card Linked Offers

Frictionless / Real-time/
Personalised payments

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



Developed a turnkey solution for loyalty & rewards programs

Mosaic - Our loyalty and rewards platform

Designed to take the complexity out of managing your enterprise program.



Card Linked Offers



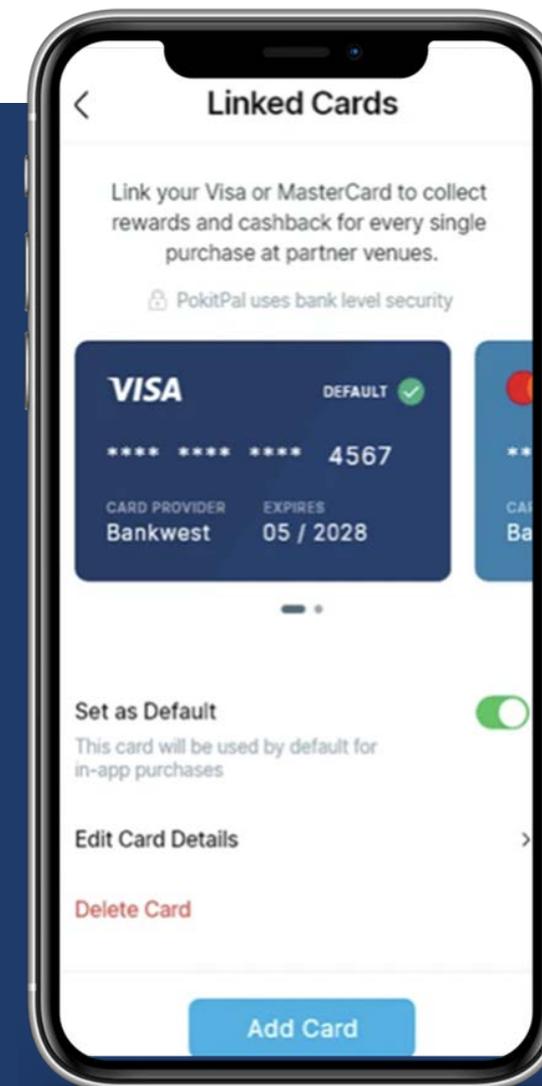
Q2 FY22
 Deliver Card Linked Offers in partnership with OpenSparkz



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.



Major corporates trust Gratifi



With their loyalty and rewards programs

Exclusive offers from 250+ Partners



- Rapidly growing direct partner network
- Largest range of brands across all verticals, including entertainment, health, dining, retail and more
- Dedicated partnership managers
- Sourcing of curated, bespoke offers

Expanded management team

to drive growth



Iain Dunstan
Executive Chairman

Mark Schoombie
CTO

Justin Jefferies
COO

Renier Meintjes
COO Africa and
Middle East

Daniel Nissen
Chief Revenue Officer

Alexa Hien
Head of Product

Bobby Collins
Lead BA

FY22 Outlook

Gratific has a three-pillar growth platform establishing the only ‘turnkey’ solution’ (Rewards as a Service) to the loyalty and rewards sector

Platform Growth

RaaS (Reward as a Service)

- Continued sales momentum with high customer engagement and growing pipeline
- New Chief Revenue Officer with over 15 years loyalty and rewards experience starts Sept
- Opportunities in UAE with **Dubai office** now operating in Free Zone

Card Linked Offers

Launch: October 2021

- Creation of new payment revenue streams
- Door-opener to more client opportunities
- More opportunities in ‘bricks and mortar’ businesses

Neat Ideas Content

Content Expansion

- New content providers signed with emphasis on dining and F&B
- Expand offer content in most populated parts of Australia (NSW, VIC, QLD)

DELIGHTING CUSTOMERS THROUGH INNOVATION

