10 July 2026 **ASX ANNOUNCEMENT**

Trading update

Preliminary FY26 Cash Receipts exceed forecasts. Gratifii Connect+ partnered with Marketplacer successfully launched — early demand ahead of expectations

Highlights

- Preliminary numbers for Q4 FY26 of approximately $13.9m in cash receipts are expected to result in the Company achieving full year cash receipts of $66.3m, slightly above forecasts. This result has been achieved in an environment of broader macroeconomic headwinds impacting short-term consumer behaviour.
- Gratifii Connect+, powered by Marketplacer has now **launched** with strong engagement from early client discussions driving demand ahead of expectations.
- **Six enterprise clients** are at varying stages of contract negotiations for Gratifii Connect+.
- GTI management continue to affirm the opportunity for approximately **$55m+ of TTV from Gratifii Connect+** driving a **$2.75m+ EBITDA contribution** on an **exit run-rate basis,** 12 months post go-live.[1]
- Launch of **wholesale Travel Platform**, providing clients white-label access to over 800,000 hotels and properties worldwide with zero operational burden. Travel is one of the highest-value rewards categories and further strengthens the Gratifii Connect+ value proposition for clients.
- A **Head of Client Partnerships** has been appointed to accelerate new enterprise client engagement, capitalising on the initial launch momentum of Gratifii Connect+.
- The **Mosh Digital acquisition is scheduled to settle** on Monday, 13 July 2026 following the Company EGM.

Gratifii Limited (ASX:GTI) ('**Gratifii**' or the '**Company**') is pleased to provide a trading update including the launch of Gratifii Connect+, a comprehensive enterprise rewards marketplace, in partnership with Marketplacer.

Commenting on Gratifii Connect+ progress, Gratifii's Chief Executive Officer and MD, Iain Dunstan, said, "Gratifii Connect+ is the product the market has been asking for. We are converting years of rewards and loyalty expertise into a comprehensive enterprise marketplace that clients can deploy quickly and that their members and audiences will value. For our clients, the ability to offer this breadth and depth of product selection, coupled with value-driven pricing, has never mattered more.

1. GTI active membership base average 2 transactions per year and based on the average of GTI and Marketplacer's historical AOV and a 5% take-rate for each transaction.

"Demand since launch has exceeded our expectations, with the interest from enterprise clients telling us the model is resonating. The next phase is about continuing to build the pipeline and delivering increasing momentum of new client wins."

Launch of Gratifii Connect+

Marketplacer is the marketplace technology that powers a number of enterprise marketplaces globally in retail, telecommunications and travel — Gratifii Connect+ can replicate that experience for Gratifii's enterprise clients, including our existing automotive club membership programs, whose members today redeem largely on movie tickets and entertainment — high-volume categories that prove the appetite is already there.

Built on Marketplacer's platform under the strategic partnership announced in February 2026, Gratifii Connect+ turns a traditional rewards program into a full rewards shopping destination, without the client carrying the cost or complexity of building and operating one. There is no need to find suppliers, negotiate terms or manage supplier relationships — Gratifii manages these functions on behalf of the client as part of our managed service.

Enterprise client pipeline

Early demand has been stronger than expected with the response confirming the market's appetite which underpinned the rationale behind the Marketplacer partnership.

Six enterprise opportunities, from three existing clients and three new prospects, are in active negotiations across varying stages, including several in the formal contracting phase. Collectively, the potential customers are estimated to deliver approximately $55 million of TTV, which at a 5% take rate to Gratifii could deliver up to $2.75 million in revenue per annum[1].

The pipeline has continued to grow weekly since launch and supports the Board's confidence in the commercial trajectory of Gratifii Connect+ into the second half of the calendar year.

Gratifii Connect+ supplier ecosystem scaling

While not a direct revenue driver, the supplier ecosystem behind Gratifii Connect+ is critical to attracting and retaining clients on the platform.

Gratifii has agreed commercials and is in the final stages of contracting with 10 new suppliers and has a further 150 suppliers in advanced discussions. Around a quarter are travel suppliers, reflecting strong demand for experiential and travel rewards.

Suppliers are attracted to accessing the 18 million customer accounts in Gratifii's ecosystem.

Gratifii Connect+ will have more than 20,000 products across consumer electronics and appliances, travel and luggage, home and living, and general merchandise on the platform for the first customers. Every product will deliver value, priced at a discount to the recommended retail price (RRP).

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Wholesale Travel Platform live

Gratifii's wholesale Travel Platform is now live. It gives clients white-label access to wholesale hotel and travel inventory — more than 800,000 properties across 200 countries — delivered as a fully managed service with zero operational burden. Travel is one of the highest-value reward categories, and the platform strengthens Gratifii Connect+ as an end-to-end offering.

Infrastructure in place to execute at scale

Real-time settlement

Gratifii has signed an agreement with Airwallex to enable real-time settlement across the Gratifii Connect+ marketplace. Faster settlement to suppliers reduces friction, improves the supplier proposition and supports the pace at which the ecosystem can scale.

Enterprise eCommerce agreement

Gratifii also signed a licensing agreement with BigCommerce, extending the enterprise eCommerce capability of Gratifii Connect+. BigCommerce provides the enterprise storefront and checkout layer for Gratifii Connect+ and integrates natively with Marketplacer, the engine behind the rewards marketplace. Together, they allow Gratifii to deploy branded reward marketplaces for enterprise clients on proven eCommerce infrastructure with no custom builds and no requirement for re-platforming.

Strengthening the team

To support the next phase of client expansion, Gratifii has appointed a Head of Client Partnerships, commencing early August 2026.

The appointment brings more than 20 years of experience in rewards and loyalty, partnerships and customer engagement, built across major consumer brands including McDonald's, Woolworths, Shell Reddy Express and Australia Post.

Outlook

The focus for the second half of CY 2026 is conversion and scale: turning the enterprise pipeline into contracted clients, and deepening travel and entertainment as signature reward categories. The infrastructure is now in place with Gratifii Connect+ live, the Travel Platform launched, real-time settlement through Airwallex and enterprise storefronts in place through BigCommerce.

The Company expects Gratifii Connect+ to be the primary driver of commercial momentum through the period and will update the market as client contracts are executed.

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

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Ben Newling
Company Secretary

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About Gratifii Limited

Gratifii Limited (ASX:GTI) is an ASX-listed company transforming the way that rewards and incentives are managed and delivered. Our single platform is a complete solution offering affordable, market-leading functionality and configurability. More than 80 mid-to-top tier brands rely on Gratifii for their rewards and incentives across Australia, New Zealand, and Southeast Asia.

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

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