



17 November 2022

PRESS RELEASE

## Gratificii and Plaza partner to rewire loyalty programs

Sharing a vision of bringing Web3 to loyalty programs, Gratificii Limited ('Gratificii' or 'the Company') is partnering with Plaza, an enterprise software company that enables organisations to build integrated Web3 modules into their consumer loyalty initiatives. The partnership gives loyalty programs simple and frictionless ways to onboard their members onto Web3.

Web3 is the next evolution of the internet, incorporating concepts such non-fungible tokens (NFTs), blockchain technologies and decentralised platforms. Gratificii and Plaza's partnership provides an innovative solution for brands looking to integrate meaningful real-world utility into their digital initiatives.

Gratificii is a leading enterprise loyalty technology provider listed on the Australian Securities Exchange (ASX: GTI). Headquartered in Sydney, Gratificii has expanded into multiple markets including Dubai, South Africa, Singapore and now New Zealand.

Headquartered in Sydney, Plaza is an enterprise software company that provides API infrastructure for organisations to integrate Web3 solutions into their marketing, loyalty and eCommerce platforms.

Gratificii believes unlocking the power of Web3 can fundamentally rewire how companies run their loyalty programs.

Gratificii Head of Strategy and Presales, Alexa Hien, said the combination of Gratificii's Mosaic platform and Plaza offers an innovative combination of two state-of-the-art technology solutions.

"Mosaic prides itself on flexibility and configurability so Plaza is a natural partner for Gratificii due to its innovative use of technology. The combination of our loyalty platform, Mosaic, with Web3 functionality is a powerful play in digital transformation and innovation in the loyalty sector. Integrating Web3 modules into existing brand marketing and loyalty ecosystems can deliver new and simplified experiences to loyalty program members." said Alexa.

Commenting on the partnership, Plaza co-founder James Lin said "We believe Web3 has a major role to play in the future of loyalty. Web3 unlocks new avenues of consumer engagement, and these initiatives can now be implemented without many of the technical and cost barriers that organisations have faced to date. We can help organisations extend their loyalty programs into digital assets in a highly integrated way, and meaningfully simplify how consumers are onboarded into this ecosystem."

"Through our partnership with Gratificii, current loyalty programs can benefit from the huge potential of Web3. Brands that develop a Web3 loyalty strategy can start unlocking innovative and bespoke ways to engage with their customers and stay ahead of the competition."

This relationship comes off the back of other partnerships that Gratificii has in place globally. These partnerships include fintech enablement partner, Ukhesh, in South Africa and card linking solution provider, OpenSparkz, and gift card platform, Karta, in Australia.



## **For more information**

### **Alicia Gill**

Head of Marketing

**E:** [aliciag@gratificii.com](mailto:aliciag@gratificii.com)

## **About Gratificii**

Gratificii Limited (ASX:GTI) is a full-stack customer engagement technology provider that delivers end-to-end technology solutions for businesses to engage with their employees and customers. Its primary focus is providing liquidity for digital assets through its newly developed Mosaic Enterprise Engagement Platform. With mobile payment, ordering, booking and local offer capability; the Mosaic EEP will be the gateway to delivering a new digital lifestyle rewards program.

To learn more, please visit: [www.gratificii.com](http://www.gratificii.com).

## **About Plaza**

Plaza Technologies is a SaaS company that provides API solutions to simplify how organisations integrate Web3 modules into their current consumer engagement platforms. Plaza aims to reduce the cost and complexity of blockchain development, and provide organisations with the core infrastructure to enhance their current marketing & loyalty initiatives.

To learn more, please visit: [plazaapp.io](http://plazaapp.io).