

# Hachiko is now part of GRATIFII



Loyalty marketing agency Hachiko is now officially part of Gratifii, the ASX listing company (ASX:GTI) transforming the way that loyalty and rewards are managed and delivered. Over 60 top Australian and NZ brands rely on Gratifii for their loyalty and rewards.

## WHY THE NAME CHANGE FROM HACHIKO TO GRATIFII?

Hachiko was acquired by Gratifii in August 2022 and has now been fully integrated into Gratifii's service offering.

This means Hachiko is now part of a full-service loyalty and rewards company, with a brilliant blend of best-in-class people, program, technology and rewards.

## WHAT'S DIFFERENT FOR HACHIKO CLIENTS UNDER GRATIFII?

Hachiko's loyalty-led marketing team have all joined Gratifii and continue to deliver amazing Engagement Programs, Marketing Services and Rewards to help our clients achieve greater sales and more productive channels.

What's different is that Hachiko is now part of a full-spectrum loyalty provider, meaning we now offer an extended range of rewards and loyalty platform solutions.

## WHAT'S NEXT FOR OUR JOURNEY TOGETHER?

All Hachiko's engagement programs, marketing services and loyalty rewards are available through Gratifii.

Combined with our increased range of rewards and platform features, we can now create even more meaningful connections that build brand love and lasting loyalty.

We'd love to inspire people to connect and transact more deeply with your brand, in fun ways that build trust and boost business results.

## THANK YOU FOR YOUR SUPPORT

Thank you for supporting Hachiko and choosing us as your marketing partner.

If you haven't worked with us in a while, now's a great time to take another look and see how Gratifii can help you achieve your business goals, giving you back more time to focus on your business priorities.

Draw down on our channel experience, marketing knowledge and program expertise to help your business succeed. You'll love the results.

## GET IN TOUCH

For more information

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## ABOUT GRATIFII

Gratifii 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 top brands rely on Gratifii for their loyalty and rewards across Australia and New Zealand.

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

