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MEDIA RELEASE

Gratifii signs Heads of Agreement with international travel tech startup Joyned

Gratifii Australia Pty Ltd (**Gratifii**) has signed a Heads of Agreement (**Agreement**) to expand its new travel rewards offering.

The Agreement is with **Joyned**, a global Israeli-based startup company that offers an off-the-shelf solution that improves the user experience for group trip bookings. Joyned already partners with leading travel brands such as Amadeus, TravelUp and RIU Hotels, and was named as a TravelTech startup to watch in 2023 by TechRounds International and Best Technology Product at this year's Travolution.com Awards.

The purpose of the Agreement between Gratifii and Joyned is to assess the technical and commercial viability of several synergistic product offerings. The initial milestones for negotiation include:

- Finalising a promotion and distribution agreement between each Party's respective platform and distribution networks, which is initially contemplated to be rolled out as a proof of concept (**POC**);
- a technology integration and to facilitate the development of a Minimum Viable Product (**MVP**) for the Joyned ecosystem; and
- a conceptual cross border wallet solution enabling the interoperability, earning, burning, spending and merchant services globally.

Gratifii CEO and Managing Director, Iain Dunstan, said, "We are excited to be working with Joyned to expand our new travel rewards brand Neat Destinations and improve the booking experience for family or friends who want to travel together. Further we are in discussions with some of our existing clients to integrate the Joyned platform into their existing travel offerings."

Joyned CEO, Jonathan Abraham, said "Gratifii stands out as a major player in the loyalty industry, and we're thrilled to collaborate and introduce Joyned's social revenue technologies to help enhance their offerings and our presence in the region."

It is expected that formal documentation will be in place by year's end.

For more information:

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About Joyned

Joyned enables customers to book trips, vacations, and holidays together, making the travel booking experience collaborative. It provides a cross-website, live experience for online shoppers, empowering travel sites of all sizes to own their shoppers' natural social engagements directly on-site. The company's AI-based social revenue platform analyzes and identifies consumer group-buying intent from previously unavailable data. Coupled with actionable insights, it provides visibility into buyers' decision-making process, intent, group dynamics, conversations, and activities to maximize revenue. Global online travel agencies, hotel chains, booking sites, and travel tech providers rely on Joyned to uncover hidden opportunities and optimize their offering thereby maximizing revenue, conversions, and customer lifetime value.

About Gratificii

Gratificii 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 to deliver world-class loyalty and engagement programs. Over 60 top brands rely on Gratificii for their loyalty and rewards across Australia, New Zealand and Singapore.

To learn more, visit: www.gratificii.com