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MEDIA RELEASE

## **Rewards and loyalty leader Gratifii goes Fastter to launch an Australian first B2B2C 'Member's Mobile' network**

Fastter, an industry first creative telecommunications studio that develops and manages virtual mobile networks for Australia's most recognised brands has signed a 5-year deal with ASX-listed rewards and loyalty leader Gratifii (ASX:GTI) to offer B2B2C 'Member's Mobile' plans to its' 85 clients and their 23 million end-user customers<sup>1</sup>.

Gratifii builds and delivers incentive and rewards programs, transforming customer, member and employee engagement for leading brands including RACV, K-Mart, Officeworks, Bunnings, EML, and Alinta Energy.

'Member's Mobile', an Australian first offering utilising telco as a reward, will be powered by Fastter and equip Gratifii's clients with exclusive B2B2C Member's only branded mobile plans that deliver genuine monthly savings, exceptional customer service and coverage on the full Optus 5G Network.

"Gratifii's disruptive new B2B2C 'Member's Mobile' service will give our clients the opportunity to provide exclusive branded telco offers to their members and customers, accelerating genuine savings for millions of Australians at a time when household budgets continue to be stretched," said Iain Dunstan, Chief Executive Officer and Managing Director, Gratifii.

"This partnership enables Gratifii to deliver mobile subscriptions to our existing clients as a loyalty, rewards and engagement tool, without the burden of them having to negotiate regulatory compliance responsibilities," said Dunstan.

Traditionally, companies wanting to create branded mobile services needed to invest millions of dollars to acquire smaller telcos or build their own from the ground up. For the majority of brands this has been cost prohibitive and too time consuming.

Fastter dramatically slashes the time and capital expenditure associated with launching a telco service, as well as removing all the regulatory and compliance risk. Lengthy and complex carrier negotiations can delay bringing telco services to market by years, instead Fastter delivers a fully branded network in less than 90 days.

Established in 2023, Fastter is now a market leader in telecommunications innovation and this latest contract with Gratifii underscores its ongoing commitment to 'untangling telco'. Fastter's mission is to increase customer satisfaction and brand loyalty with telco experiences that are vital to every single customer, every single day.

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<sup>1</sup> This includes both active and non-active.

Fastter Co-Founder, Damien Hansen, said, “Fastter is committed to creating new and innovative ways for brands to seamlessly integrate mobile connectivity and receive the customer loyalty benefits without having to shift focus from their core business.”

“We are thrilled to be working alongside Gratifii to create a new reward offering and deeper customer connections that deliver significant commercial benefits. ‘Member’s Mobile’ will be an exciting new addition to its suite of products, and we look forward to seeing more consumers make the switch to a better value ‘Member’s Mobile’ phone plan,” said Hansen.

### **About Gratifii**

Gratifii Limited (ASX:GTI) is an ASX listed company transforming the way that loyalty and rewards are managed and delivered. Our platform is a complete solution offering affordable, market-leading functionality and configurability. Over 85 mid-to-top tier brands rely on Gratifii for their loyalty and rewards across Australia and New Zealand. To learn more, visit: [www.gratifii.com](http://www.gratifii.com).

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