

# GRATIFIED LOYALTY & ENGAGEMENT SERVICES

## Engage, reward, retain. Loyalty you'll love!

Gratified specialises in strategic B2B loyalty and engagement services that attract potential partners and retain key relationships that matter most for your growth. Together, we strengthen brand connections, boost productivity, and drive loyalty. Here's how.

### DRIVE LOYALTY & RETENTION

#### Bespoke loyalty programs

We workshop bespoke, branded solutions that align with industry needs and inspire stakeholder action. From acquisition to retention and advocacy, our advanced customer lifecycle management strategies drive sustained retention.

#### Exclusive member rewards

Bundle 5000+ high-impact rewards, discounts, and VIP experiences from 2000+ ANZ-based suppliers. Motivate the right people at the right time with meaningful incentives.

#### Powerful partner management platform

Access all the automation and data management tools needed to incentivise, train, and engage your channel partners – all from one central platform.

### SPARK SUSTAINED ENGAGEMENT & INCENTIVISE PRODUCTIVITY

#### Engagement & training platforms

Tailor your reward platform with data-driven insights and proactive strategies designed for win-back and retention.

#### Incentive experiences

We bring money-can't-buy and VIP experiences to life, offering full-service package management and premium collateral to distinguish offerings.

#### Conference management

From custom theming to curated networking events and conferences, we handle every detail of logistics, execution, and marketing - allowing you to focus on influencing and inspiring key stakeholders.

#### Brand events & collaborations

Deliver standout corporate events, training programs, and award ceremonies with comprehensive event management and strategic brand partnerships.

## AMPLIFY YOUR BRAND & UNDERSTAND YOUR AUDIENCE

### Brand development & messaging

360° workshops to refine your program theming and messaging to build awareness, trust, and engagement among your target audience.

### Brand design & graphic services

Ensure your loyalty and rewards program cuts through the noise with high-impact visuals, a distinctive brand kit, and creative assets.

### Ad hoc concierge services

Surprise and delight your stakeholders with unique rewards and VIP events, strategically timed to counter disengagement and incentivise high performance.

### Dedicated account managers

Maximise program success and guide innovation with regular updates on key metrics and opportunities for program advancement.

### Meaningful analytics

Leverage real-time reporting and dedicated dashboards to monitor, respond, and optimise engagement trends.

### Data-driven communications

Deliver hyper-personalised omnichannel campaigns, incorporating A/B testing, audience segmentation, and automated engagement triggers.

## Take loyalty & engagement to new heights



### Elevate engagement

Incentivise behaviours that drive revenue, and reward members for choosing your brand



### Deepen loyalty

Strengthen relationships, reduce churn, and elevate brand perception



### Gain competitive edge

Stand out with exclusive rewards and money-can't-buy experiences

## About Gratifii

Gratifii Limited (ASX:GTI) is an ASX-listed company transforming the way rewards are managed, members are retained, and sustained loyalty is built. Our integrated, full-service approach is designed to meet key business goals and engagement targets, all through one provider. We offer a brilliant blend of market-leading loyalty, engagement, and retention solutions for 85+ top ANZ brands — delivering 5,000+ rewards that engage and incentive experiences worth getting excited about.

Not sure what's right for you?  
**Let's chat.**

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