The Gratifii Advantage

Loyalty and rewards are more than just about points and perks — they're about people. At Gratifii, we make it easy for brands to connect with their customers, members, and employees in ways that feel personal, purposeful, and powerful.

Here's what sets us apart:

1. Smart technology, human-centred design

Our SaaS-based platform is built to scale — yet flexible enough to adapt to your unique needs. With powerful tools for personalisation, segmentation, and long-term engagement, we take the complexity out of loyalty and make it feel effortless.

2. More than just rewards

We offer access to over 5,000 curated offers and experiences backed by a network of 2,000+ suppliers — from everyday essentials to exclusive perks. Whether you're influencing purchase decisions or building long-term loyalty, our ecosystem delivers value people can truly feel.

3. Regional reach, local insight

With operations across Australia, New Zealand, and Asia, we help global brands act local — and local brands scale up.

4. Real impact, measured

We don't just help you launch loyalty programs — we help you prove they work. Our platform tracks behaviour and long-term engagement patterns, giving you the insights you need to optimise performance and results.

5. End-to-end capability

From strategy and program design to rewards fulfilment and customer support, we handle it all. That means fewer vendors, less friction, and more time for what really matters: nurturing lasting relationships and helping your business grow.

6. Scalable. Secure. Future-ready.

We've rebuilt our tech stack from the ground up — making it faster, more secure, and ready for what's next. Whether you're just starting out or managing millions of users, our platform is built to grow with you.

7. Experienced team, proven results

Our people know loyalty — and it shows. With decades of combined expertise and a track record of delivering for more than 80 top-tier brands, we bring strategic thinking and creative energy to every project.

8. Backed by trust. Built for growth.

Gratifii is proudly listed on the Australian Securities Exchange (ASX:GTI) — a rare distinction in the loyalty and engagement industry. Our listing reflects a deep commitment to governance, transparency, and sustainable growth.

As an ASX-listed company, we bring the rigour, accountability, and financial discipline that today's enterprise partners expect, while remaining agile and innovation-led at our core.

Build loyalty that feels good. When you work with Gratifii, you're not just getting a platform — you're gaining a partner. One who's committed to helping you build meaningful, measurable connections with the people who matter most.

LET'S CHAT!

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