15 October 2025 **ASX ANNOUNCEMENT**

Gratifii secures 5-year deal to expand innovative telco reward to New Zealand following continued strong Australian uptake

Highlights

- **5-year agreement signed with Prvidr NZ** (Advantai Group) to launch Gratifii's white-labelled telco rewards offering in New Zealand.
- **Builds on Australian traction,** with Member's Mobile now live with RAC WA and Union Shopper, and growing interest across enterprise channels.
- **Three new Australian clients secured this quarter:** Queensland Rail Institute, QLD Greyhounds, and EML Payments.
- **Mobile offering delivers exclusive pricing, perks, and loyalty integration** for membership-based organisations seeking deeper engagement and retention.
- **Expansion is supported by existing NZ operations** via the Rapport NZ acquisition, enabling efficient go-to-market execution.
- **Market adoption could translate into material revenues for Gratifii and a measurable uplift in value linked to established user metrics.**

Sydney, Australia – Gratifii Limited (ASX: GTI), a leading provider of rewards, engagement and loyalty solutions, is pleased to announce it has executed a 5-year deal with Prvidr NZ Pty Ltd (An Advantai Group Company) to expand its innovative telco reward offering into the New Zealand market, further strengthening its regional presence and execution of strategic growth initiatives.

The deal follows strong traction in Australia, where the comparative product, launched as **Member's Mobile** is already live with **RAC WA** and **Union Shopper**, two of Australia's largest member-based organisations.

In addition to these deployments, Gratifii has signed **three new Australian clients**, Queensland Rail Institute, QLD Greyhounds and EML Payments. These new clients significantly expand the reach of Member's Mobile and underscore the strong market demand for co-branded telco solutions that enable real-time engagement, loyalty program integration, and personalised member experiences.

"We're seeing a clear shift toward mobile-first engagement, and we're meeting that demand head-on", said Iain Dunstan, CEO & Managing Director of Gratifii.

"With two clients live, three more preparing to launch and a strong pipeline, we've demonstrated product-market fit in Australia. We're excited to bring the same proven value to our current and future clients in New Zealand."

The expansion marks a meaningful step forward in Gratifii's cross-sell strategy, leveraging its broader loyalty and engagement platform to deepen relationships with existing clients and unlock new revenue streams. The New Zealand offering is positioned as a natural extension of Gratifii's ecosystem, enabling clients to deliver greater member value.

It is not possible to accurately forecast the revenues from these contracts, as it is dependent on end consumer sales, but the Company does expect the ensuing revenue to be material.

Gratifii already has an established footprint in New Zealand through its acquisition of Rapport NZ in December 2024.

By partnering with Gratifii, membership-based organisations and other large businesses seeking to differentiate their offerings with exclusive mobile plans, pricing, and perks can deliver a premium, co-branded mobile experiences that enhance member satisfaction, boosts retention, and drives long-term engagement.

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About Gratifii Limited

Gratifii Limited (ASX:GTI) is an ASX listed company transforming the way that rewards and incentives are managed and delivered. Our single platform is a complete solution offering affordable, market-leading functionality and configurability. Over 80+ mid-to-top tier brands rely on Gratifii for their rewards and incentives across Australia, New Zealand, and Southeast Asia.

To learn more, visit: www.gratifii.com.