

Gratificii and Marketplacer announce strategic partnership to enhance loyalty and rewards marketplaces

A transformative collaboration to launch and scale high-value digital marketplaces across loyalty, member and employee networks.

Gratificii Limited (ASX:GTI), a leading provider of loyalty, rewards and engagement solutions, have announced a five-year strategic partnership agreement (with an option for a further five years) with Marketplacer, an enterprise-grade marketplace technology provider. Together, the companies will offer a powerful new digital marketplace ecosystem designed to power high-value rewards marketplaces across loyalty, member and employee networks.

This partnership positions Gratificii to deliver a fully automated, AI-enabled marketplace platform that removes the complexity associated with multi-seller environments. By combining Gratificii's expertise and extensive network reach with Marketplacer's scalable technology infrastructure, organisations can rapidly expand product offerings, onboard suppliers seamlessly, and accelerate time to market without the need for capital-intensive in-house development.

Powered by Marketplacer's proven technology, Gratificii will deliver end-to-end automation across seller onboarding, catalogue management, order orchestration, payments, returns and refunds, and fulfilment. This infrastructure allows enterprises to scale marketplace operations efficiently while maintaining brand control, security and performance.

Through the collaboration, Gratificii can extend marketplace capabilities across its 20+ million established accounts, significantly broadening the range of products, gift cards and experiences available within client reward stores.

New categories available include:

- **Health, Wellness & Pharmacy**
- **Beauty & Personal Care**
- **Home & Lifestyle Essentials**
- **Babies & Family Essentials**

These will complement our existing movie, dining and experience offerings.

The partnership comes at a time of accelerating global adoption of marketplace commerce. Marketplaces are estimated to account for approximately 35% of online purchases and forecast to approach 60% by 2027¹. Enterprise brands are increasingly adopting marketplace models to expand product range, monetise supplier relationships, and improve speed to market while retaining brand integrity.

"We're excited to partner with Gratificii to power its loyalty and rewards marketplaces," said **Jason Wyatt, CEO and Co-founder of Marketplacer**. "With Marketplacer's streamlined onboarding, robust marketplace infrastructure and comprehensive suite of APIs, suppliers can quickly access

new audiences, accelerate speed to market and scale their reach with ease. Gratificii can onboard sellers rapidly through world-class commerce connectors, integrate seamlessly with enterprise systems via best-in-class APIs, and tap into our global network of more than 14,000 pre-connected sellers. This gives Gratificii instant scale, broader choice, and faster time to market, all with enterprise-grade security, performance, and reliability.”

“Our platform is already trusted by some of the world’s most recognised organisations, including Qantas, Optus, Chemist Warehouse, and British Telecom, and we’re proud to provide Gratificii with a foundation to continuously evolve and optimise its loyalty and rewards marketplaces.”

By combining Marketplacer’s multi-seller marketplace capabilities with Gratificii’s ability to drive behaviour change, the partnership delivers higher engagement, increased conversion and stronger retention. Gratificii’s incentives, including points, cashback, challenges, recognition and non-cash rewards, drive traffic, engagement and repeat purchasing directly within the marketplace environment. This approach is particularly powerful across B2B, employee, partner and member ecosystems, transforming static catalogues into motivated, high-performing engagement platforms.

Iain Dunstan, CEO and Managing Director of Gratificii, said: “By combining Marketplacer’s technology with Gratificii’s Connect platform, and our enhanced engagement and loyalty capabilities, we’re embracing the opportunities that AI will bring. We’re excited by the opportunity to optimise experiences, personalise offers and streamline operations as we set a new standard for how loyalty and rewards marketplaces scale, perform and deliver value for all participants.”

“The partnership also establishes clear pathways for client growth, with Gratificii acting as the engagement and rewards layer, while Marketplacer serves as a redemption marketplace for Gratificii programs. Together, we’re addressing the missing layer of motivation, retention and behaviour change that traditional marketplaces fail to solve.”

While many marketplace platforms focus primarily on range, price and logistics, Gratificii and Marketplacer are addressing the missing layer of motivation, retention and behaviour change. Together, we are redefining how loyalty-driven marketplaces are built, scaled and monetised.

(1) Reference: 2023 European Marketplaces Report

About Gratificii

Gratificii Limited (ASX: GTI) is an ASX-listed engagement and loyalty technology company focused on driving measurable behaviour change. Through its scalable enterprise platform, Gratificii enables organisations to design, manage and deliver rewards, incentives, loyalty programs and marketplace experiences that increase customer, employee and member engagement.

The Company supports more than 80 mid-to-top tier brands across Australia, New Zealand and Southeast Asia, providing configurable, data-led solutions that strengthen retention, performance and lifetime value.

For more information, visit <https://gratificii.com>.

About Marketplacer

Driven by a vision to become the world's first fully automated marketplace solution, Marketplacer is a leading global Software-as-a-Service (SaaS) platform that empowers retailers, brands, and loyalty businesses to build and scale online marketplaces with speed and efficiency.

By enabling drop-shipping and third-party range expansion through our extensive seller community, Marketplacer helps brands, retailers, and loyalty businesses unlock new revenue, without the need to own, warehouse, or ship products themselves.

Trusted by enterprises around the world, Marketplacer has launched over 100 marketplaces and delivered game-changing sales results for thousands of global sellers.

Visit Marketplacer.com for more information.