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PRESS RELEASE

Gratificii partners with Access Development to enable exclusive travel rewards for over 18-million-member accounts

Sydney, Australia – Gratificii Limited (ASX: GTI), one of the fastest growing loyalty, engagement and reward solution platforms, is pleased to announce a three-year strategic partnership with Access VG, LLC (Access Development), operator of one of the world's largest private travel rewards networks. This partnership integrates Access Development's global travel engine directly into Gratificii's platform, enabling seamless travel benefits and exclusive rates for Gratificii's 18 million+ member accounts across Australia, New Zealand, and Asia.

This partnership between Gratificii and Access Development combines complementary strengths to deliver a seamless, high-value member experience and underscores both companies' commitment to creating loyalty experiences that are felt, not just transacted. Through white-label integration, Access Development's travel engine can be embedded directly within Gratificii's platform, providing members with global access to nearly one million hotels across more than 200 countries.

The offering includes major brands such as Hilton, Marriott, Hyatt, Holiday Inn, Novotel, Sofitel, Crowne Plaza and InterContinental, with wholesale pricing typically 30–50 percent below standard online travel agency rates, setting a new benchmark for member rewards in the region.

"This partnership is exactly the kind of strategic move that creates compounding value for everyone in the ecosystem," said **Kelly Passey, President of Access Development**. "Gratificii is one of Australia and New Zealand's fastest-growing loyalty and rewards leaders, and Access Development operates one of the world's largest private travel rewards networks.

"By integrating our travel engine into Gratificii's white-label platform, we're creating a borderless member benefit that drives engagement, deepens loyalty, and opens new revenue channels, all without adding operational burden for clients. This is the kind of global partnership that defines what's next for the loyalty industry. I couldn't be more excited about what we'll deliver together."

"Our members can now gain access to an extraordinary range of travel experiences at extraordinary rates, thanks to Access Development's wholesale pricing, which delivers savings well below what members would find on any public travel site," said **Iain Dunstan, CEO and Managing Director of Gratificii**. "This isn't just a small discount; it's a meaningful enhancement to the Gratificii experience for our clients and their end users. By integrating Access Development's global travel network directly into our platform, we're giving our members more choice, seamless booking, and real value, all while keeping them fully within the Gratificii ecosystem."

Members will benefit from exclusive pricing through a private Gratificii member group, below standard online rates, and 24/7 concierge support, enhancing the experience beyond a discount tool. Backed by Access Development's 40-year track record in powering loyalty and engagement programs worldwide, the partnership combines Gratificii's expertise in loyalty, rewards and engagement campaigns with Access Development's travel inventory and booking infrastructure.

"When two market leaders share a belief that loyalty should feel good and deliver real value, something powerful happens," added Passey. "For clubs, associations, and member organisations, this isn't just an add-on. It's a transformative expansion of what membership truly means," says Dunstan.

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About Gratificii Limited

Gratificii 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 Gratificii for their rewards and incentives across Australia, New Zealand, and Southeast Asia.

To learn more, visit: www.gratificii.com

About Access Development

Founded in 1984 and headquartered in Salt Lake City, Utah, Access Development operates one of North America's largest private B2B discount, shopping, and travel networks with wholesale pricing and 24/7/365 concierge service.

To learn more, visit: www.accessdevelopment.com