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PRESS RELEASE

Gratificii client wins Best Overall Loyalty Program – Business to Employee at the 2026 Asia Pacific Loyalty Awards

Sydney, Australia – The Distributors has taken out Best Overall Loyalty Program – Business to Employee at the 2026 Asia Pacific Loyalty Awards Gala, held last Thursday night in Melbourne. The win recognises The Distributors' Advantage All Stars program, designed and delivered in partnership with Gratificii, Australia's leading end-to-end loyalty and rewards provider.

The Advantage All Stars program engages 228 branch team members across Australia through a tiered program of online and offline activities, competitive auctions, leaderboards, and personalised rewards. Since launch, the program has achieved 90% active participation across the national sales team, driven over 11% program-influenced sales growth, and distributed \$266,000 in rewards to top performers — returning \$33 in incremental sales for every \$1 invested. Supported by 26 brand partners including Nestlé, Mars, and Smiths, the program has also delivered significant supplier sales growth directly linked to its incentives, with member communications achieving open and engagement rates more than three times the industry average.

The program's success reflects a close working partnership between The Distributors and Gratificii's dedicated service team, who worked hand-in-hand with the client to design, continuously refine, and optimise the program to meet evolving commercial objectives, from monthly training resources and personalised dashboards to a custom suite of rewards ranging from premium appliances and tech gadgets to VIP concert experiences.

Iain Dunstan, CEO and Managing Director at Gratificii, said: "This is a fantastic recognition for The Distributors and a win we are genuinely proud to have played a part in. What makes this program stand out is not any single element, it's the depth of the partnership. Our service team has been embedded with The Distributors every step of the way, and that collaborative approach is what has driven such strong, sustained results. Congratulations to the entire Distributors team on a very well-deserved award."

The result is a reflection of Gratificii's managed service model, working closely alongside clients to ensure programs remain engaging, commercially focused, and continuously improving over time.

Reanan Bagshaw, who manages E-Commerce Marketing at The Distributors, said: "The Advantage All Stars program has genuinely transformed how we engage our sales team. Since partnering with Gratificii, we've seen participation levels we never thought possible, with 90% of our national team actively involved and sales growth that has far exceeded our expectations. The dedication of the Gratificii team - the way they've worked alongside us to understand our business and keep the program fresh and relevant, has been the real difference. This award is a reflection of a fantastic partnership, and we couldn't have achieved it without them."

The 2026 Asia Pacific Loyalty Awards, hosted by the Australian Loyalty Association, celebrate excellence, innovation, and best practice in the loyalty industry across the Asia Pacific region, with entries assessed by an independent panel of senior loyalty, marketing, and customer experience experts.



Gratificii currently works with more than 80 leading brands across Australia, New Zealand, and Asia, connecting over 20 million members, employees, and customers through its full-service loyalty and rewards platform.

The full Advantage All Stars case study is available at [gratificii.com/showcase/the-all-stars-reward-program](https://www.gratificii.com/showcase/the-all-stars-reward-program)

For further information, contact:

Dana Danieli, Head of Marketing & Communications
danad@gratificii.com

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 The Distributors

The Distributors is Australia's leading national independent wholesale distributor to petrol and convenience stores, corner stores, pharmacies, newsagents, schools, and the route market, specialising in beverages, confectionery, snacks, and grocery products.