

15 May 2026

PRESS RELEASE

Gratificii accelerates growth strategy with three transformative moves in loyalty and rewards

Sydney, Australia – Gratificii Limited (**ASX: GTI**), an innovative rewards and engagement technology platform has announced three strategic moves that mark a decisive step-change in its size, capability, and market reach across Australia, New Zealand, and Southeast Asia.

Gratificii is progressing with the acquisition of Mosh, a New Zealand digital marketing agency with a track record of delivering campaigns for major brands; signed a binding Share Purchase Agreement to acquire Simplicity Loyalty, one of the region's most established loyalty platforms; and executed a strategic investment in Marketplacer, a global enterprise marketplace technology company.

Together, these transactions expand Gratificii's enterprise client network, deepen its technology stack, and create a rewards ecosystem that spans consumers, employers, and commerce, all under one platform.

*"What these three moves do is make Gratificii the one-stop shop for loyalty and rewards", said **Iain Dunstan, CEO & Managing Director of Gratificii Limited.***

"Reward sourcing and fulfilment, a leading loyalty data engine, a digital reward ecosystem to manage rewards and suppliers, and the full suite of social, marketing, design, and campaign services that bring programs to life — all under one roof.

"To date, brands have had to stitch this together from multiple vendors. Gratificii has now built an ecosystem containing, the rewards infrastructure, thousands of supplier brands, 18+ million member accounts, 80-plus enterprise clients and capital. Simplicity adds 25 years of enterprise loyalty and a blue-chip client base. Mosh Digital adds the creative and marketing firepower. Marketplacer turns reward catalogues into real marketplaces. Together it's a complete offering for how loyalty and rewards actually work today."

Once completed, the acquisition of Mosh, whose clients include McDonald's and JB Hi-Fi, will add a robust team of in-house creative, campaign, and digital marketing capability to Gratificii's offering — moving the company to a full-service partner, able to design and run award-winning customer-facing engagement campaigns alongside the underlying loyalty platform.

Gratificii has also signed a binding agreement to acquire Simplicity Loyalty, subject to regulatory and shareholder approvals, with completion expected early September 2026. Founded in 2001, Simplicity is a proven loyalty platform with 25 years of enterprise relationships and a blue-chip client portfolio including Dulux, Schneider Electric, Genesis, and a large international QSR food chain. With no current client overlap, the combined group enters Retail, QSR, and FMCG — the highest-value segments in APAC loyalty — with a far broader footprint, and pool of talented resources.

***Andrew Segar, Co-Founder and CEO, Simplicity Loyalty,** said, "Joining forces with Gratificii marks an exciting new chapter for Simplicity Loyalty. Simplicity brings a world-class loyalty platform that strengthens Gratificii's existing offering, and the combination of Gratificii and Marketplacers rewards ecosystem across Australia and New Zealand significantly enhances our fulfilment capability, creating greater value for clients of both businesses."*

Gratificii has also executed a non-binding term sheet to make a strategic investment in Marketplacer, a global enterprise marketplace platform that provides turnkey marketplace infrastructure — AI-powered product classification, onboarding tools, and fulfilment logistics — with a seller network spanning thousands of product categories and an API-first architecture purpose-built for integration with loyalty platforms.

An operational partnership is already well underway, with Marketplacer. The investment aligns long-term incentives and gives Marketplacer working capital to accelerate the integrations required for the partnership.

*"Loyalty programs have long struggled with redemption depth, and our partnership with Gratificii solves this at scale", said **Jason Wyatt, CEO of Marketplacer.***

"Marketplacer becomes the commerce engine behind Gratificii's reward network, letting members redeem across a curated, commercial-grade marketplace rather than a limited catalogue — and letting new enterprise clients launch rich, product-populated reward stores in weeks rather than months. It's one of the most compelling compound growth mechanics in the industry."

Individually each move represents a structural shift; together they represent a transformation in the Australian and New Zealand loyalty landscape.

Gratificii will operate across three connected growth vectors — creative and digital marketing through Mosh Digital, enterprise loyalty across Retail, QSR, and FMCG through Simplicity, and marketplace commerce through Marketplacer — each feeding the others as consumer data informs enterprise programs, enterprise programs drive marketplace redemptions, and marketplace engagement deepens consumer relationships.

With 90-plus enterprise clients combined, 18+ million member accounts, and access to over 65% of Australian and New Zealand households, Gratificii is building the rewards infrastructure for the next decade of loyalty in APAC.

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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.