

## Gratificii turns rewards catalogues into shopping destinations with the launch of Gratificii Connect<sup>+</sup>, powered by Marketplacer

**23 June 2026 – Sydney, Australia:** Gratificii Limited (ASX: GTI), a leading provider of rewards, loyalty and engagement solutions, today announced the launch of Gratificii Connect<sup>+</sup>, powered by Marketplacer - a fully managed marketplace solution that turns the static rewards catalogues from loyalty, member and client programs into high-converting, branded storefronts.

The launch is the first major product milestone under the five-year strategic partnership between Gratificii and Marketplacer, announced in February 2026. Live in weeks, it gives operators access to more than 8,000 pre-connected sellers from day one across health and pharmacy, beauty and personal care, home and lifestyle, babies and family, electronics, travel, dining, movies, experiences and gift cards. The company is already working on implementations for three long-term Gratificii clients, with several other existing Gratificii clients having registered strong interest in coming on board.

With marketplaces forecast to account for almost 60% of online purchases by 2027 <sup>(1)</sup>, Gratificii Connect<sup>+</sup> gives program operators — including airlines, telcos, automotive, banks and insurers, retail and FMCG, health and wellness, utilities, QSR, education and professional associations, technology and IT, and B2B wholesale and distribution — a capital-light path into marketplace commerce, without building technology in-house or holding a single unit of inventory.

Gratificii Connect<sup>+</sup> is delivered as a branded storefront inside the reward environment of each client. Members shop a vastly expanded range and pay how the operator chooses, such as points, cashback or cash, while Marketplacer's platform orchestrates every seller, order and payment behind the scenes. In addition, Gratificii clients can now access discounted hotel and accommodation deals sourced via an integration with US based travel aggregator Access Development. The integration gives members access to nearly one million hotels across more than 200 countries at wholesale rates typically 30% to 50% below standard online travel agency prices.

“Gratificii Connect<sup>+</sup> is the partnership made real,” said Iain Dunstan, CEO and Managing Director of Gratificii. “We act as the engagement and rewards layer while Marketplacer serves as the redemption marketplace. Together, we solve the missing layer of motivation, retention and behaviour change that traditional marketplaces leave on the table. For our clients, that means a static points catalogue becomes a motivated, high-performing storefront they can launch in weeks, not months. They get immediate access to thousands of curated sellers, with zero inventory to hold. More range, deeper engagement, and no balance-sheet risk.”

The platform orchestrates the entire chain — seller onboarding, catalogue management, orders, payments, returns, refunds and drop-ship fulfilment — and operators can sign any supplier they choose through commerce connectors for Shopify, WooCommerce and Magento, custom APIs, channel managers or a simple catalogue upload. AI runs throughout, accelerating onboarding, attribute mapping, data standardisation and risk management, while dedicated brand pages and enriched listings lift discovery and conversion. And because behaviour change is built in, Gratificii's points, cashback, challenges and recognition mechanics drive traffic, engagement and repeat purchasing directly within the storefront.

For operators, the commercial model is the real differentiator: every order opens a new revenue line through transaction margin, turning a static rewards catalogue into an end-to-end monetised channel — all under the operator's own brand.

“Marketplacer’s streamlined onboarding, robust infrastructure and comprehensive suite of APIs give Gratificii’s clients instant scale, broader choice and faster time to market,” said Jason Wyatt, CEO and Co-founder of Marketplacer. “Suppliers, in turn, reach new audiences and scale with ease, all with enterprise-grade security, performance and reliability. Our platform is trusted by some of the world’s most recognised organisations, and we’re proud to power Gratificii Connect+ as it sets a new benchmark for loyalty-driven rewards marketplaces.”

Marketplacer’s technology has launched more than 100 marketplaces worldwide and is trusted by enterprise organisations including Qantas, Optus, Chemist Warehouse and British Telecom.

Gratificii Connect+ is available now, with the first client programs scheduled to go live in the next quarter.

*(1) 2023 European Marketplaces Report*

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## About Gratificii

Gratificii Limited (ASX: GTI) is an ASX-listed rewards 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 85 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 its 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](https://Marketplacer.com) for more information.