

Gratificii announces strategic partnership with Marketplacer to enhance loyalty and rewards marketplace

Highlights

- **Five-year strategic partnership signed with Marketplacer**, with option to extend for a further five years
- Marketplacer's enterprise-grade marketplace technology is **used by global Tier-1 brands** including **Qantas, Optus** and **Chemist Warehouse**
- **Expected material marketplace revenue uplift over time** through expanded marketplace capability and supplier ecosystem monetisation
- **Enables fully automated, AI-driven digital rewards marketplace deployment** across member, loyalty and employee networks
- **Scalable deployment across 20+ million established ecosystem accounts**
- **Efficiently expands product range without inventory risk and cost**
- **Phased rollout across Gratificii client network commencing in the near term** to deliver access to **Marketplacer's global network of up to 14,000+ pre-connected sellers**

Gratificii Limited (ASX: GTI) ("Gratificii" or the "Company"), a leading provider of loyalty, rewards and engagement solutions, has today finalised a five-year strategic partnership agreement with an option for a further five years, with Marketplacer Ltd, ("Marketplacer"), an enterprise-grade marketplace technology provider. The Company expects to deliver a material uplift in marketplace revenue over time, although it is not possible to fully quantify the opportunity due to the inability to accurately forecast the expected take up across Gratificii's client and end user base.

This partnership positions Gratificii to deliver a fully automated, AI-driven marketplace platform designed to launch, operate and scale high-value digital rewards marketplaces across member, loyalty and employee networks. It combines Gratificii's extensive network reach and expertise in behaviour-driven engagement with Marketplacer's proven multi-seller marketplace technology, creating a scalable and future-ready alternative to building and operating marketplaces in-house.

Strategic rationale

Key strategic benefits include:

- Rapid deployment of enterprise-grade digital rewards marketplaces
- Expansion of product range without inventory risk
- Improved speed to market and operational efficiency
- Material new monetisation opportunities across supplier ecosystems

The platform is already trusted by some of the world's most recognised organisations, including Qantas, Optus, Chemist Warehouse, Barbeques Galore, and British Telecom, and will provide Gratificii with a foundation to continuously evolve and optimise its loyalty and rewards marketplaces.

Enterprise-grade marketplace capability

Powered by Marketplacer's platform, Gratificii will deliver end-to-end automation across seller onboarding, catalogue management, order orchestration, payments, returns and refunds, and fulfilment. This enables organisations to scale marketplace operations efficiently while reducing operational complexity.

The partnership significantly expands Gratificii's marketplace offering, providing access to more than 14,000 additional products via Marketplacer's global seller network. Importantly, these products are enabled without inventory ownership, procurement cost or balance sheet exposure, supporting a scalable, capital-light operating model.

Gratificii is expected to recognise margin revenue from marketplace transactions and associated platform SaaS fees. The combination of scale, operating efficiency and recurring platform revenue supports potential earnings growth over time, while enabling deployment of enterprise-grade marketplace solutions across more than 20 million established accounts within Gratificii's member, loyalty and employee ecosystems.

Expanded marketplace offering

The partnership enables Gratificii's network of individual client reward stores to rapidly expand their offerings, providing access to a significantly broader range of offers. New categories include Health, Wellness & Pharmacy, Beauty & Personal Care, Home & Lifestyle Essentials, and Babies & Family Essentials. These complement Gratificii's existing Movie, Theme Park & Experiences, Pet Care, Shopping and Everyday Gift Cards, Home, Living, & Automotive, Dining, and Travel & Holiday categories.

Market tailwinds

The partnership positions Gratificii to capitalise on a global shift towards marketplace commerce, with marketplaces currently estimated to account for ~35% of online purchases and forecast to approach ~60% by 2027.¹ Enterprise brands are increasingly adopting marketplace models to expand product range, monetise supplier relationships, improve speed to market and maintain brand control.

Value creation through engagement and AI

By combining Marketplacer's multi-seller marketplace capabilities with Gratificii's ability to drive behaviour change, the partnership is expected to deliver higher engagement, increased conversion and stronger retention. Gratificii's incentives, including points, cashback, challenges, recognition and non-cash rewards, are embedded directly into the marketplace environment, transforming static catalogues into motivated, high-performing engagement platforms.

Embedded AI capabilities further enhance marketplace performance by accelerating seller onboarding, standardising and enriching product data, optimising merchandising and discovery, and proactively managing fulfilment and performance risks.

Executive commentary

"We're excited to partner with Gratificii to power its loyalty and rewards marketplaces," said **Jason Wyatt, CEO and Co-Founder of Marketplacer**. "With our 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 tap into our global



network of more than 14,000 pre-connected sellers, delivering instant scale, broader choice and faster time to market with enterprise-grade security, performance and reliability.”

Iain Dunstan, CEO and Managing Director of Gratificii, said, “By combining Marketplacer’s technology with Gratificii’s 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 establishes clear pathways for joint 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.”

Next steps

The partnership will be rolled out progressively across Gratificii’s client network, with initial marketplace expansions expected to commence shortly.

GTI confirms that this announcement has been approved by the Board of Directors of Gratificii.

[Reference](#)

¹ 2023 *European Marketplaces Report*

For further information, contact:

Iain Dunstan
CEO & Managing Director
Gratificii Limited
E: iaind@gratificii.com

Alastair Murray
Investor Relations & Corporate Advisor
Candour Advisory
E: alastair@candouradvisory.com.au

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.