



27 February 2026
ASX ANNOUNCEMENT

Gratificii Market Update

Gratificii Limited (ASX:GTI) wishes to update the market on recent developments.

Marketplacer update

Further to the announcement dated 12 February 2026, Gratificii advises that its strategic partnership with Marketplacer to enhance its loyalty and rewards marketplace continues to progress well. The respective teams are engaging and working collaboratively.

Management has held several discussions with key clients, with initial feedback indicating strong and encouraging support. A series of positive workshops has been conducted with most participants expressing enthusiasm regarding the enhanced capabilities and opportunities that Gratificii expects to deliver with Marketplacer. A majority of larger clients have demonstrated strong interest.

Jason Wyatt, CEO and Co-Founder of Marketplacer said: "We're thrilled with the early feedback from leading member organisations, loyalty programs, and employee reward stores. The opportunity is already proving larger than we anticipated, and the strategic alignment between Gratificii and Marketplacer continues to show real promise."

Acquisition update

The Company is progressing towards completion of the Mosh Social Media Limited (Mosh) and FuturePass acquisitions. The acquisition of Mosh, is expected to further accelerate the Company's technology strategy, strengthen its loyalty and rewards capabilities, extend its geographic footprint, and expand its client base. There continues to be a consolidation trend within the loyalty industry and Gratificii has been approached by a number of industry players to look at ongoing consolidation opportunities.

Both the Mosh and FuturePass acquisitions have now received shareholder approval, and are now only subject to negotiation of formal agreements.

All acquisitions are profitable, high margin and are being acquired at attractive multiples.

Combined synergies

The recently announced Marketplacer partnership, together with the Mosh acquisition represent the next phase of our strategic transition. These initiatives will expand the Company into high-growth digital engagement and new loyalty verticals, while building a more diversified, behaviour-led platform.

The Company will simultaneously streamline overheads, reduce technology fragmentation and maintain focus on margin integrity, prioritising long-term structural strength. This approach broadens client exposure, enhances cross-sell opportunities and creates additional pathways for strategic partnerships.

Operational restructure

Gratificii's engagement with Marketplacer, alongside the acquisitions of Mosh and FuturePass, will trigger an operational restructure to align resources with the new framework and realise cost synergies. The benefits are beginning to flow through and will continue into the future. A dedicated Project Management Office (PMO) team will be established to oversee the transformation process, manage risk, and ensure disciplined execution.

Further details regarding the restructure and associated financial impacts will be provided as implementation progresses.

Client contract termination

RACV has chosen to administer its own member benefits program and has subsequently given formal notice of its intention to terminate. In accordance with the contractual notice period of 90 days, service to RACV is expected to cease on 26 May 2026.

During 1H FY26 RACV contributed ~\$8.2 million revenue at a ~5.5% gross margin.

Given RACV's margin contribution, the Company does not expect a material adverse impact on earnings over the medium term. The Board and Management are confident that any reduction in gross margin can be offset by Opex savings including the reduction of dedicated RACV resources and expected upside of Marketplacer sales.

Gratificii is confident in its strategic direction and believes the Company's transformation will position it well for improved revenue quality, enhanced margins, and sustainable long-term growth.

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

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Company Secretary

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About Gratificii Limited

Gratificii Limited (ASX:GTI) is an ASX listed company transforming the way that loyalty and rewards 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 loyalty and rewards across Australia, New Zealand and Hong Kong.

To learn more, visit: www.gratificii.com .