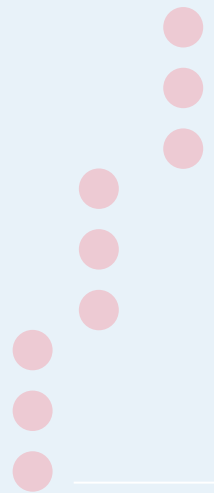




Company Profile



Gifty Platform Limited



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(+880) 1765 900999



House# 531/3 (Level 4),
Road# 11 (West),
Baridhara DOHS,
Dhaka 1206,
Bangladesh.

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Primary Company Details

Name: Gifty Platform Limited

Trade License No: TRAD/DNCC/091408/2022

Company Registration No: C-184408/2022

Business Type: Digital Gift, Reward, Loyalty Solution

Company Address

House# 531/3 (Level 4, Flat 3B), Road# 11 (West),
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Company Communications

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Company Overview

Gifty is a leading provider of reward solutions for merchants, banks, retailers and digital gift cards for personal and corporate companies. Gifty provides an extensive range of services that helps clients to save time and money and to improve their customer loyalty and retention.

In a world where brands constantly look for ways to engage and retain customers, Gifty's loyalty and rewards program is a breath of fresh air. The program is ROI-driven, intuitive, intelligent, agile, and flexible and ensures that customers are rewarded across all channels - internet, mobile, retail stores, PoS, and social media. Not only does this help banks to keep their loyal customers happy, but it also creates a memorable gratification experience that will keep them coming back for more.



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Core Competence

- Digital gifting solutions
- Loyalty and engagement solutions
- Innovative and cutting-edge technology
- Awards and recognition solutions
- Award-winning customer service
- Unmatched convenience and flexibility
- A wide range of gifting options
- Superior value and selection



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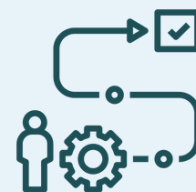
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Vision & Mission



Vision

Gifty provides the best reward-loyalty and digital gift solutions for brands, banks, merchants, corporates, and individuals. We provide an easy-to-use platform that helps businesses increase customer loyalty and engagement. Our products are used by some of the leading brands, including Sailor, Top Ten, Rokomari, gozayaan, etc.



Mission

Gifty is on a mission to make gift-giving easy, fun and convenient. Gifty's mission is to make it easy for people to show their loved ones how much they care. We offer a convenient and affordable way to send digital gifts that can be redeemed for loyalty points, cash back or other rewards.



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Company Products

Gifty is a SaaS-based loyalty, offer and gifting solution for banks, retailers and corporates that allows them to boost customer engagement, retention and revenue. Our solutions are designed to help retailers and banks to create personalized experiences for their customers, build brand loyalty, and increase revenue.

1. SaaS Based Loyalty and Gifting Tech Solution for Retailers

With our comprehensive suite of loyalty and gifting tools, retailers can easily create and manage reward programs, digital gift vouchers, and incentives to motivate their customers to shop more frequently and spend more. For example, Top Ten is one of our clients who are using this solution as monthly subscription basis.

2. Loyalty Solutions for Banks

It is designed to help banks to build customer loyalty, and strengthen relationships with their customers. With our advanced loyalty technology, banks can offer their customers customized rewards and incentives based on their spending patterns and preferences. This helps to increase customer satisfaction and retention, while also driving revenue growth for the bank. Through this web solution, bank customers can see their total reward points, and redeem those to digital vouchers and products.



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Company Products (Contd)

3. Membership/Privilege Card Solution

This privilege card tech solution is used by brands and companies for their staff, customers or stakeholders. Our loyalty card solution is fully customizable, allowing companies to tailor their loyalty and offers program to their specific needs and objectives. Whether it's incentivizing employees to achieve specific goals, or rewarding customers for their loyalty, our loyalty card solution provides a powerful and flexible tool for driving engagement and retention. Through this solution, customer can log into the portal and see the different types of offerings they may have, such as, 30% discount on any specific restaurant or a health or insurance package.

Additional Products and Services:

Similarly, our analytics and reporting tools provide retailers and banks with actionable insights into their customers' behavior and preferences besides, we deliver on-demand gift vouchers for corporates, retails and banks, helping them to optimize their marketing and sales efforts, and to identify new opportunities for growth



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