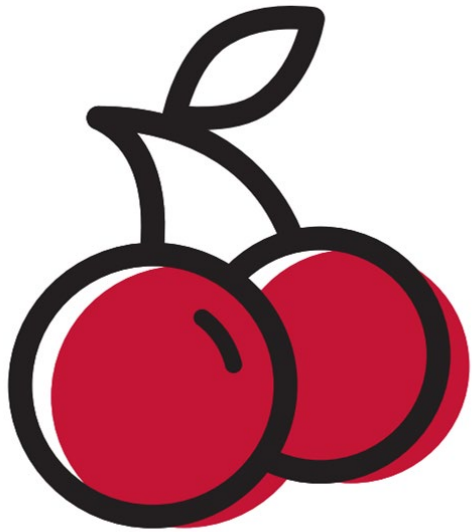


DIGITAL TRANSFORMATION IN THE GAMING & HOSPITALITY INDUSTRY



cherryhub®

THE FUTURE
IS NOW

Mobile Wallet



OVER 80% OF AUSTRALIANS USE DIGITAL WALLETS

- Mobile wallet use is now twice as frequent as cash.
- By 2025, cash will account for just 2% of all transactions.*
- Rapid move towards a cashless and cardless society.
- Early adopters will have the edge.



**Global Payments Report 2022*



What is a Mobile Wallet?

Mobile Wallets are apps that come preinstalled or can be downloaded on a smartphone.

A mobile wallet is a virtual storage of:

- Membership Cards
- Loyalty Cards
- Digital Coupons
- Rewards & Promotions
- Event Tickets
- Gift Cards
- Debit Cards

and more all on a mobile device



Connect



Engage



Simplify

Why businesses choose mobile wallet to engage

<30

Apps are used per month on average, including utility apps

Mobile device real-estate is becoming increasingly scarce, users have app fatigue.



88%+

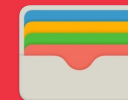
Mobile Wallet Passes Are Installed

Mobile Wallet creates an instant and lasting communication channel outside the app for business, with unparalleled install and retention rates.



85%+

Mobile Wallet Passes Are Never Removed



cherrypass

Instant Digital Membership

**YOUR GATEWAY TO
DIGITAL TRANSFORMATION**

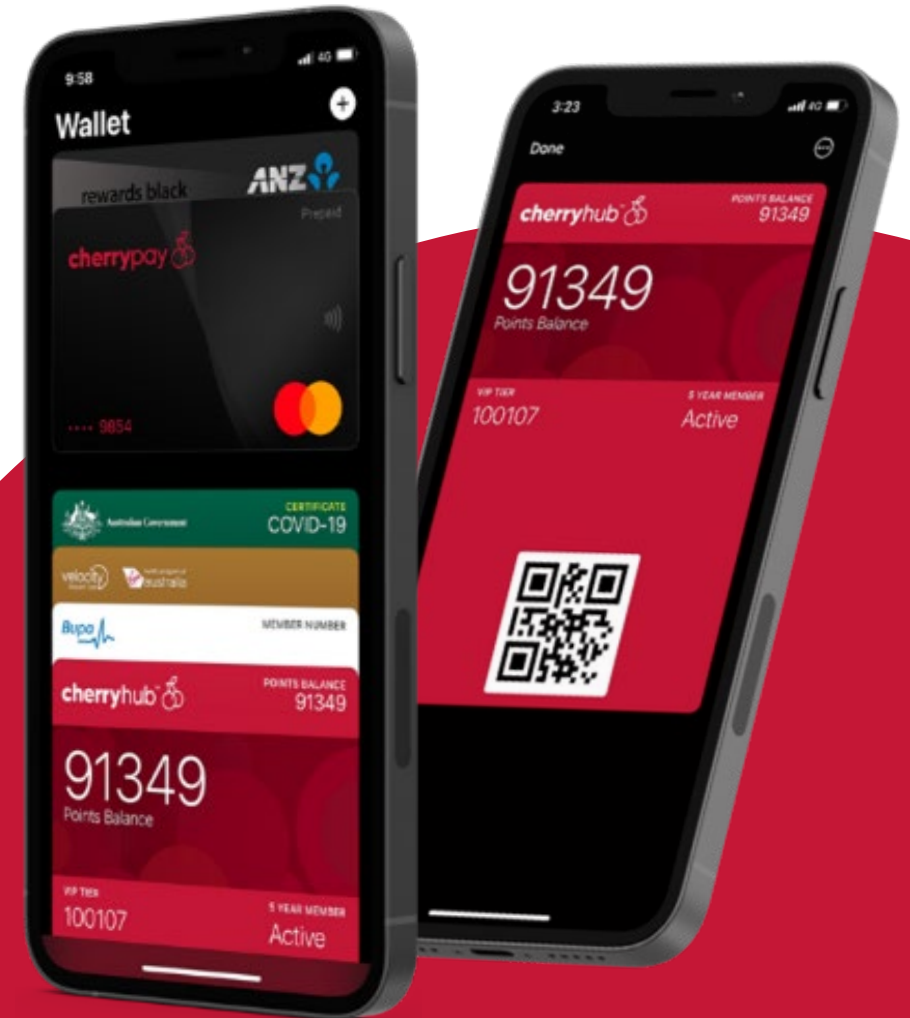
NO APP REQUIRED



cherrypass Digital Membership

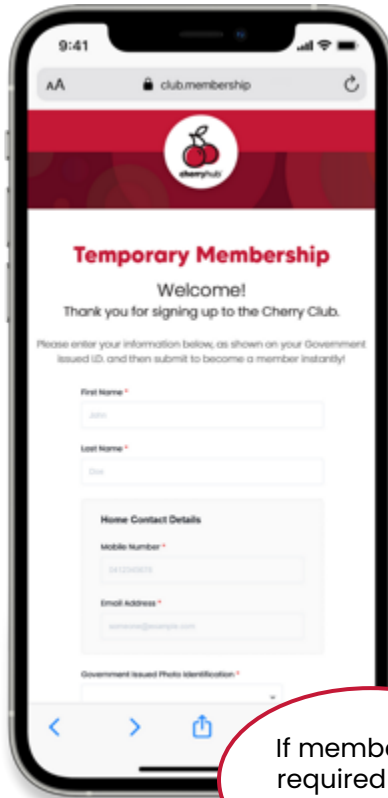
BENEFITS

- **Operates with or without dedicated App**
- Display and redeem Loyalty / Rewards points in real time
- Update content using push notifications
- Display promotions and offers
- Easy Member sign up via QR code and or NFC
- Provides contactless transactions and Geo-Fence location
- Lock screen notifications when relevant , eg in-venue
- Dynamic promotional partner and sponsor placement



Quick and easy to join

It's as easy as entering some details and uploading photo of ID



If membership required quick instant sign up



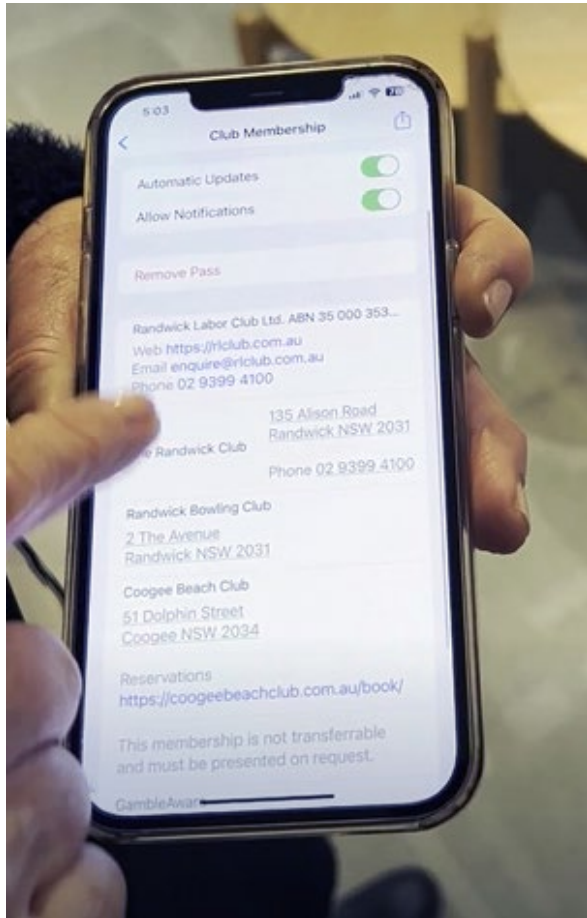
Instant Membership delivered via SMS and email



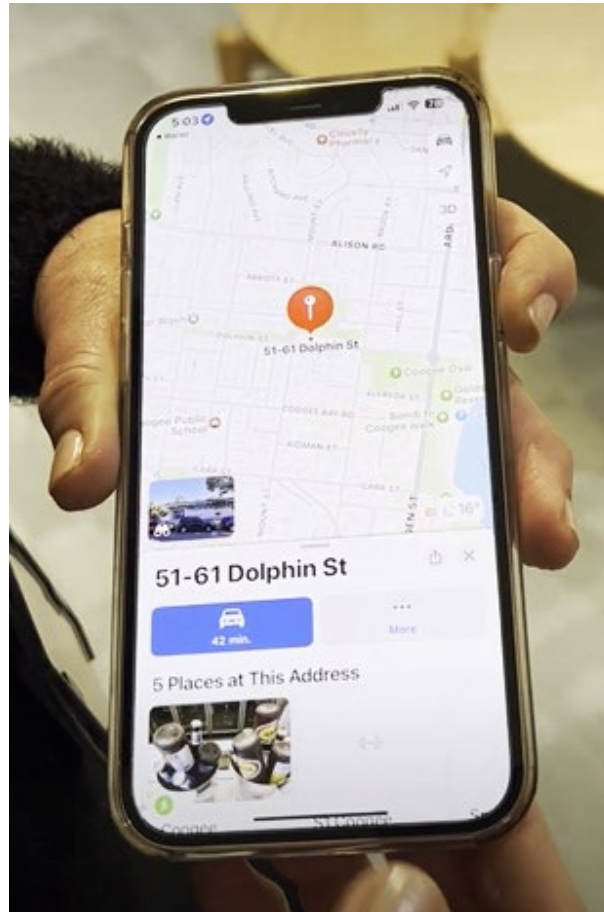
Digital membership in both IOS and Google Wallets

cherrypass Digital Membership

BACK OF CARD



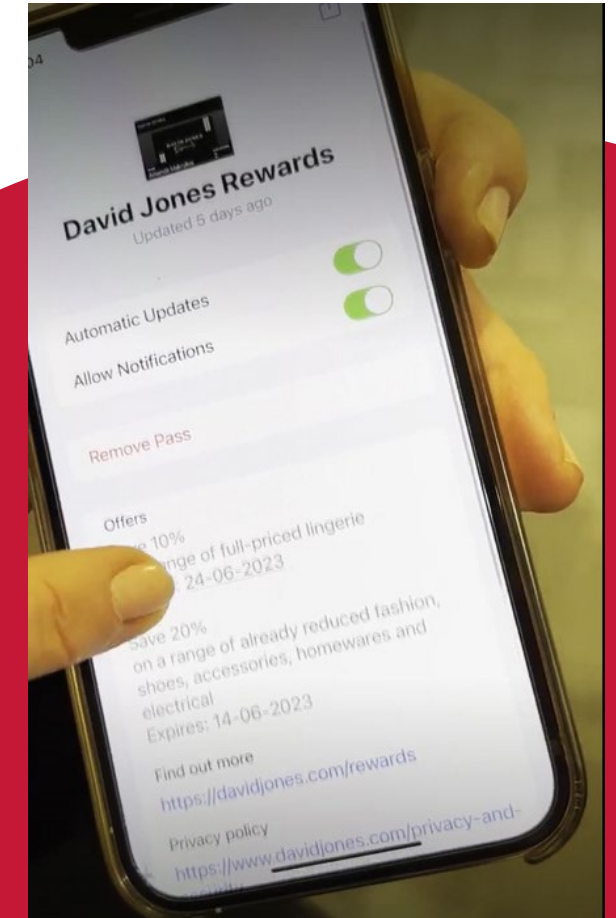
Links to venue website, phone,
email & reservations



Links to Maps, directions



Offer notifications

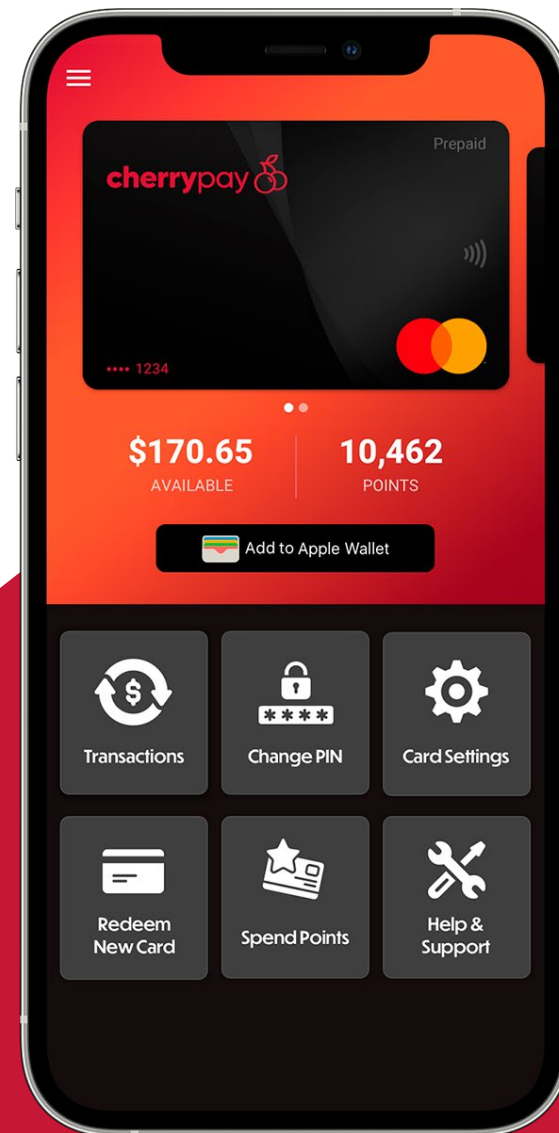


Current Offers Available

cherrypay

FEATURES

- Integration with Ordering including payment option
- Integration with Events / Bookings platforms including payment option
- External Merchant Rewards & Partnerships
- Gift Cards or Promotions Rewards – single load
- Fund top ups from external member bank account
- Dedicated branded Club App
- Unlimited push notifications
- Allows in App redemption of points
- Links to other promotion activities



Digital Membership and Mobile Wallet features

Standard Feature	cherrypass Digital Membership	cherrypass Digital Membership + App	cherrypay Mastercard
Operate App-less	✓		
Update of pass content using push notifications	✓		
Lock screen notifications when relevant (eg in venue)	✓	✓	✓
Venue branding available	✓	✓	✓
Easy Member sign-up via QR code and or NFC	✓	✓	✓
Store & display Loyalty or Rewards balances	✓	✓	✓
Contactless transactions	✓	✓	✓
Barcode / QR Code / NFC scanning eg for POS	✓	✓	✓
Geo-fence location	✓	✓	✓
Notifications	✓ (basic only)	✓	✓
Promotions / Offers	✓ (basic only)	✓	✓
Promotional Partner & Sponsor Placements	✓	✓	✓
Integration Events / Bookings	✗	✓	✓ (inc payments)
Integration Ordering	✗	✓	✓ (inc payments)
Loyalty Rewards - redeem for funds to spend anywhere	✗	✗	✓
External Merchant Partnerships	✗	✗	✓
Gift Cards or Promotions Rewards - Single Load	✗	✗	✓
Fund top ups from external member bank account	✗	✗	✓

Automated CRM





Connect and market with simplicity & ease

Send personalised messages or develop automated customer journeys based on their life-cycle

- Create marketing, transactional and automated SMS or email campaigns with ease
- Lifecycle engagement; last visit, spend, milestone anniversaries and birthdays
- Comprehensive library of campaign templates for inspiration and ease of use
- Aggregate and connect all member data in one place
- A/B testing subject matter lines to avoid spam filters
- Advanced drag and drop email editor functionality
- Focused on being best-in-breed in one industry
- SMS 98% open rate, easy to send personalised messages
- Easily link campaigns to the real world with **cherryplay** gamification campaigns, POS integrated vouchers and media generating measurable campaigns on any device





Gamification



Social & Mobile Gaming

- Mobile gaming is the largest games channel in the world
- Games - over 75% of iOS and 90% of Google Play revenue
- More people play social casino games every day than visit Las Vegas in a year
- 2016 mobile games revenue was \$38.6 billion
- 2023 revenue reached \$250 billion
- Aristocrat worlds #1 online gaming company
- Social gaming are not gambling





Why it works / Who is playing

- 85% of Australians play games on their mobile devices
- 40% of gamers are over 45 years of age
- 58% of gamers are female
- Older Australians also love to play, with 42 per cent of those aged 65 and over identifying as gamers.
- 7 out of 8 Australian gamers play at least daily.
- They play for the same reasons that people play poker machines – to have fun, pass the time and de-stress.

**Statistica 2022*

cherryplay Gamification Marketing

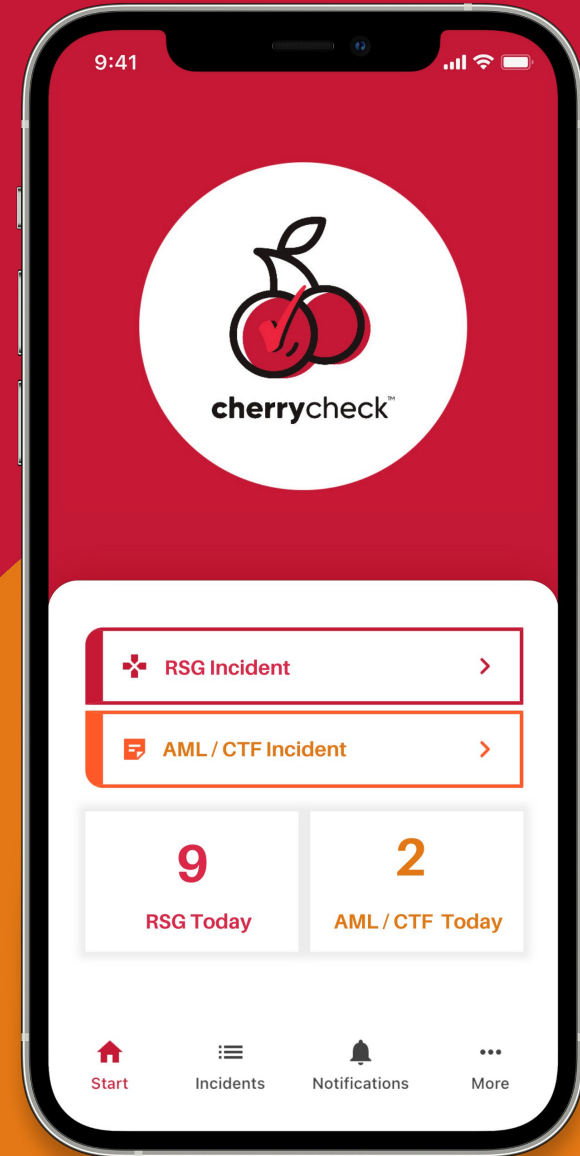
BENEFITS

- No downloadable app required to play
- Removes the need for expensive promotional terminals or kiosks
- Customer and Staff mobile phones act as portable kiosks
- Introduces anywhere anytime possibilities as games are available on personal devices
- Extensive game library with simple set up and customisation options
- Affordable promotional campaigns always engaging, never stale
- Campaigns are set up in advance and run themselves
- Ability to collect missing patron contact information for future marketing through leaderboard entry



RSG & AM/CTF

Proactive Risk Management



cherrycheck™

The **cherrycheck** App has been designed to help venues manage their compliance risk, reinforce advanced staff training and ensure industry best practice delivering safer gambling.

Australian Innovation Patent No. 2021107324 is a granted patent by the Commonwealth of Australia under the Patent Act 1990



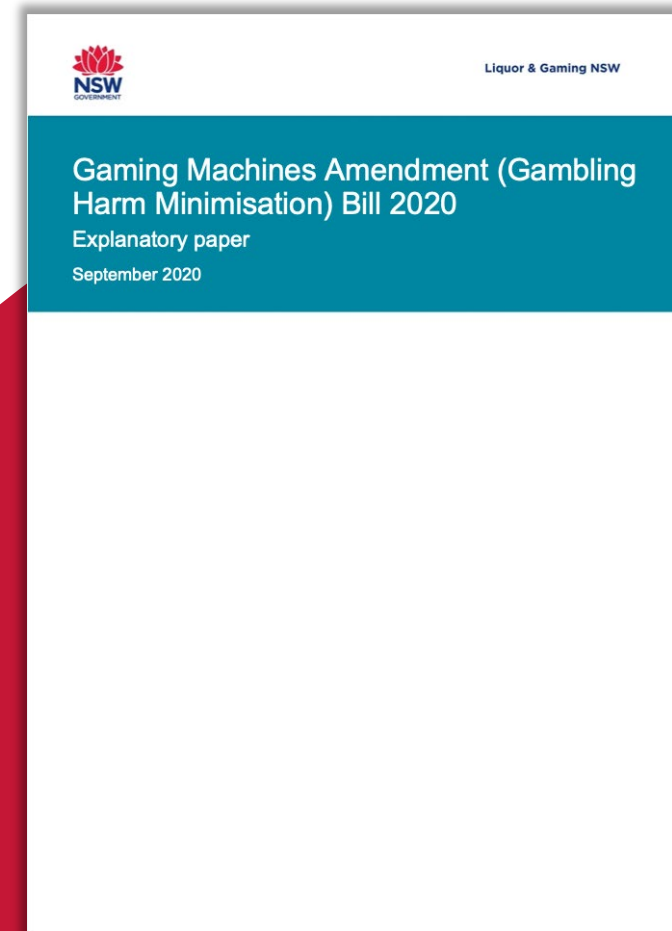
Gaming Machines Amendment (Gambling Harm Minimisation) Bill 2020

Proposed measures:

- Staff to actively monitor patrons and record details of problematic behavior. In the case of specific or repeated behaviours escalate to a GCO
- GCO to engage patrons demonstrating specified or repeated problematic behaviours
- Depending on the severity of the behaviours the GCO to provide access to counselling services or the opportunity to self exclude

New offences and increased penalties up to \$27,500

- Reasonable steps taken by venues will be taken into consideration

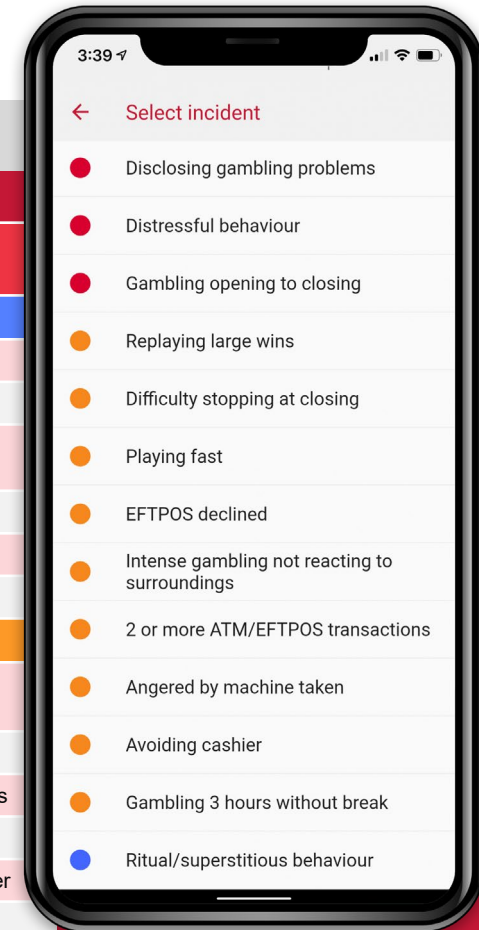


Alert criteria based upon bill

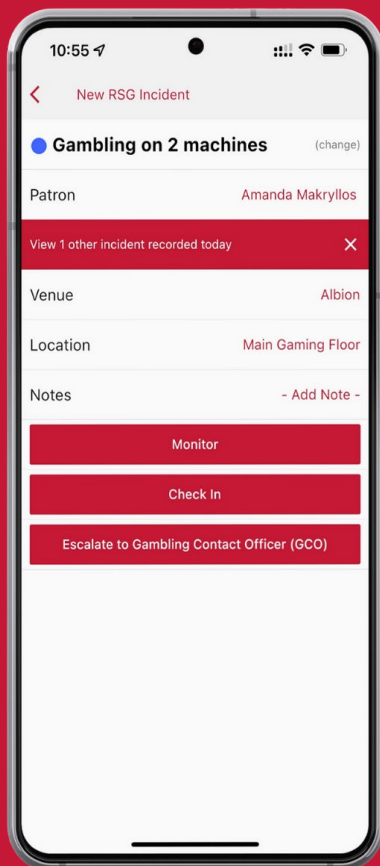
Gaming Machines Amendment (Gambling Harm Minimisation) Bill 2020

Colour coding in queueing is to place red alerts as top priority, then amber and then blue

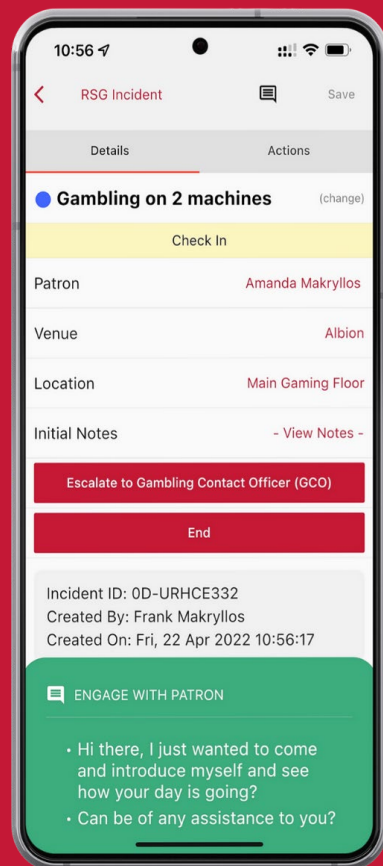
Automated Alert (depending on integration)	Manual Alert	Automated Action		Escalation	Action	Engagement
General signs - Blue						
Started gambling at opening	Gambling on 2 machines	Monitor behaviour				
Gambling 4 out of last 7 days	Rushing between machines	2 or more signs record in GIR	→	Notify GCO		
Significant increase in spending	Complaining/blaming venue for losing					
	Ritual/superstitious behaviour					
	Changing large notes					
	Using coin machine 4 times					
Probable signs - Amber						
Gambling 3 hours without break	Difficulty stopping at closing	Monitor behaviour				
Playing fast	Intense gambling not reacting to surroundings	Record in GIR	→	Notify GCO		
Replaying large wins	2 or more ATM/EFTPOS transactions	2 or more signs	→	Strong signs approach	Engage with patron	Offered counselling services
	Avoiding cashier					Offered self exclusion
	EFTPOS declined					Recommend exclusion order
	Angered by machine taken					
Strong - Red						
Gambling opening to closing	Distressful behaviour	Monitor behaviour				
Excluded	Attempting to borrow money	Record in GIR	→	Notify GCO	Engage with patron	Offered counselling services
	Disclosing gambling problems					Offered self exclusion
	Extended decline in personal hygiene					Recommend exclusion order
	Third party concern raised					
	Concealing presence in venue					



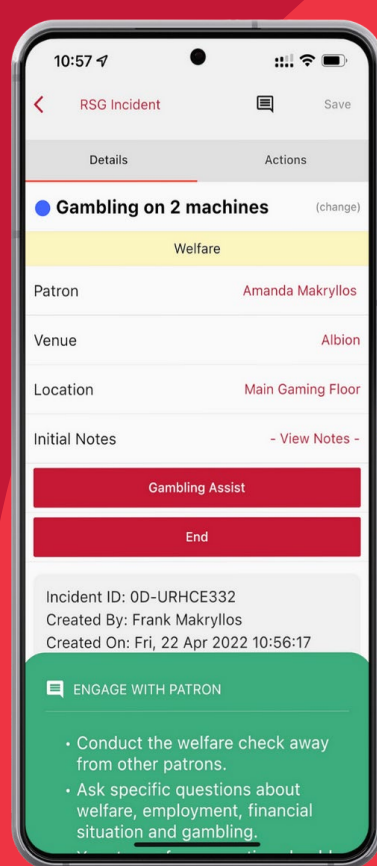
Quick incident recording & history



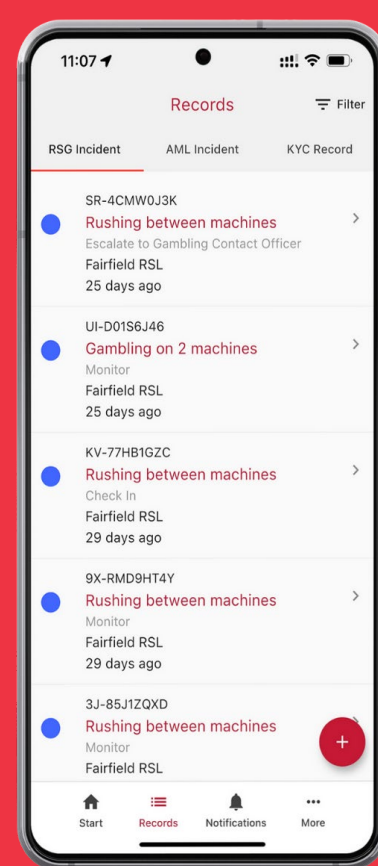
Highlights previous Incidents & History



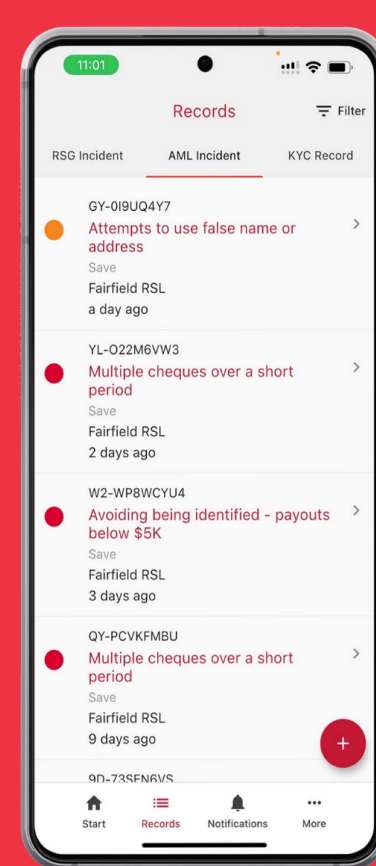
Assistive engagement prompts to support staff



Quick easy escalation to GCO or Manager

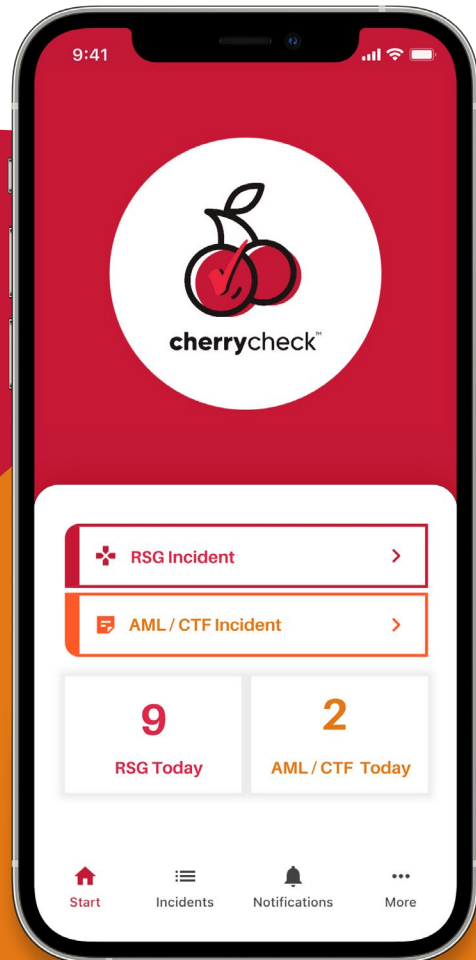


All incident records easy viewed or downloaded



Easy filtering by patron, reporting staff or incident

cherrycheck™ features extended to AML/CTF

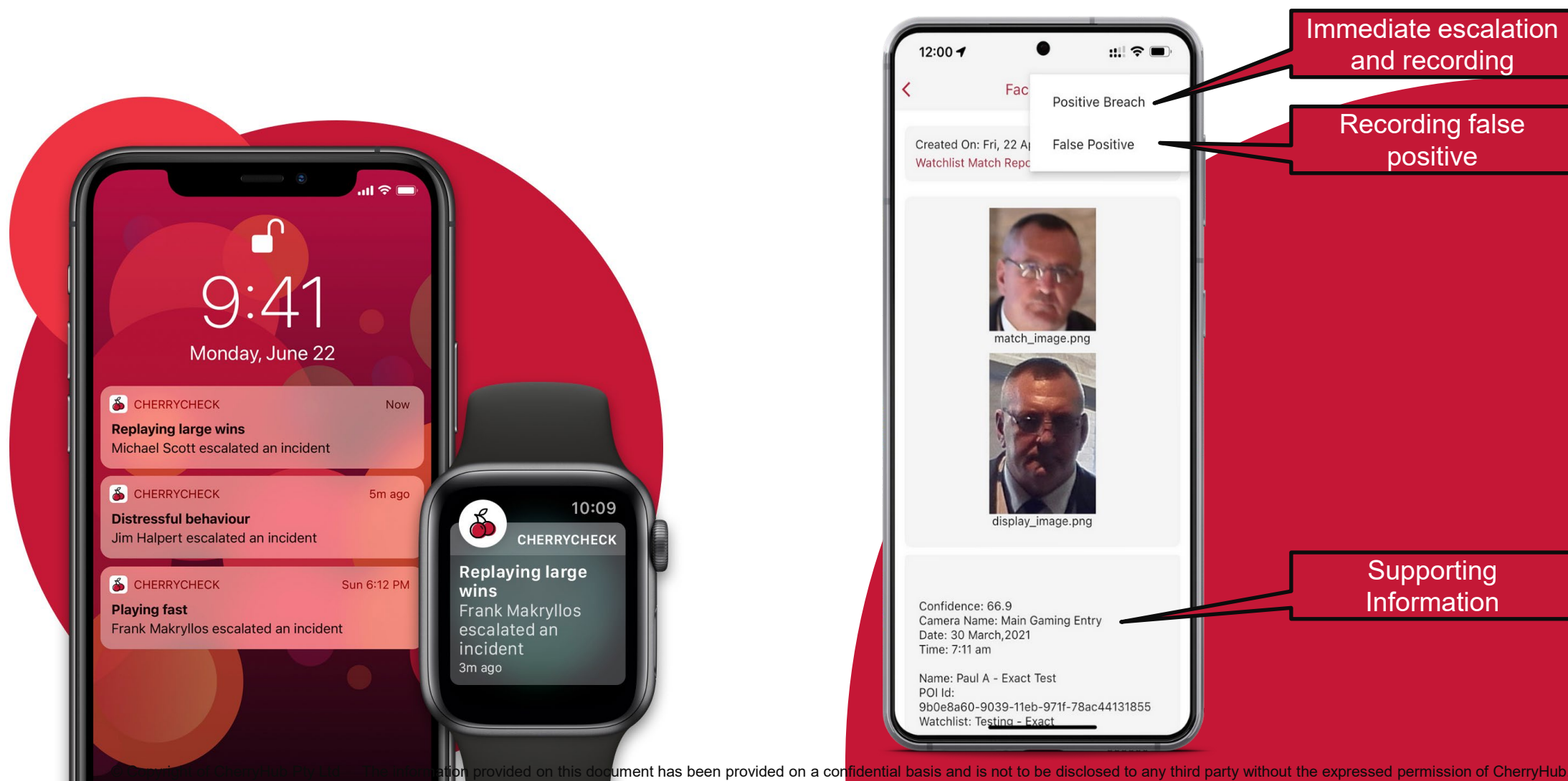


- Quick and easy recording of problematic patron behaviour RSG AML/CTF
- Ability to quickly add notes and associate to a customer and observation
- Collect KYC information and escalate to ECDD & PEP depending on risk matrix
- Assistive engagement prompts to support staff interactions and reinforce staff RSG training
- Automated escalation to Gaming Contact Officer
- Facial Recognition Technology integration with automated alerts for excluded patrons
- Complete chronological reporting and secure audit trail
- All data easily exported as digital risk register

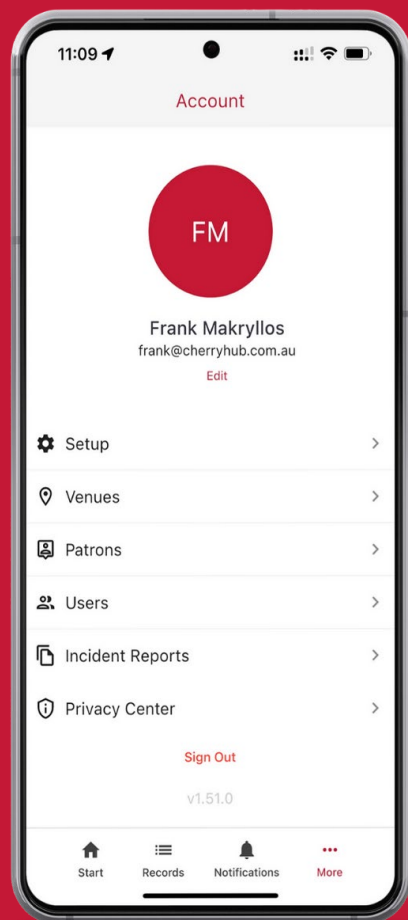
Easy configurable escalation including to counseling services



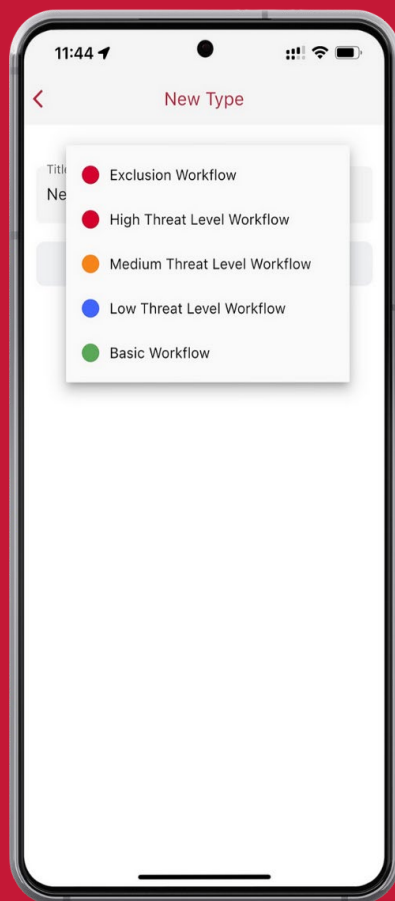
Integrated with FRT for self-exclusion



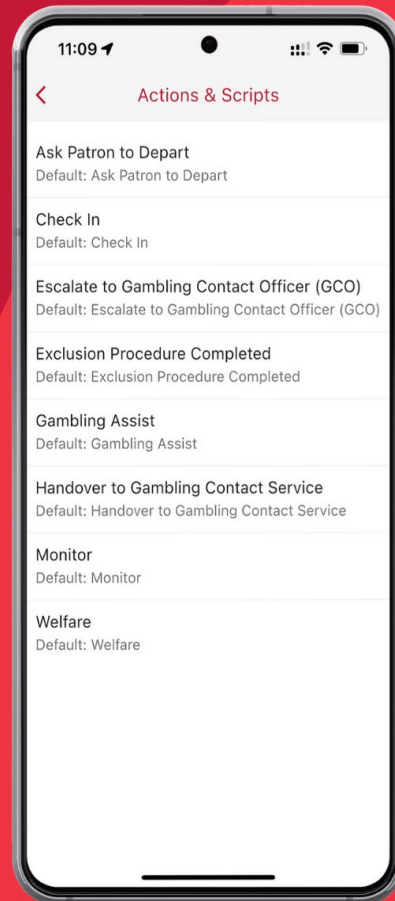
Highly customisable & configurable



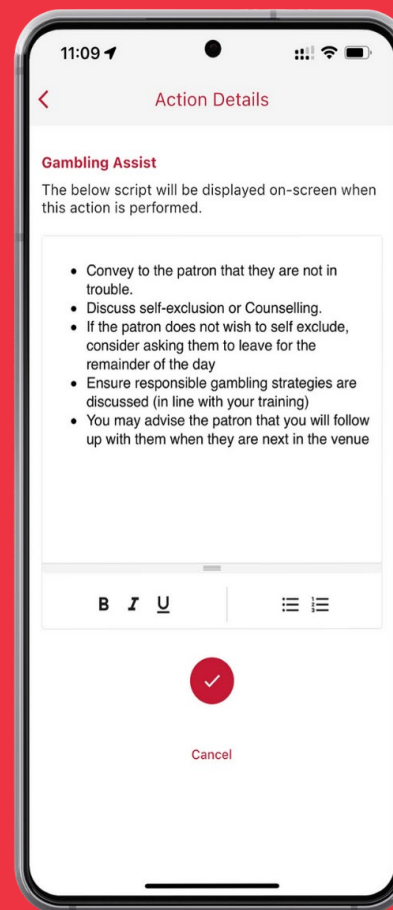
Access, Roles and Permissions



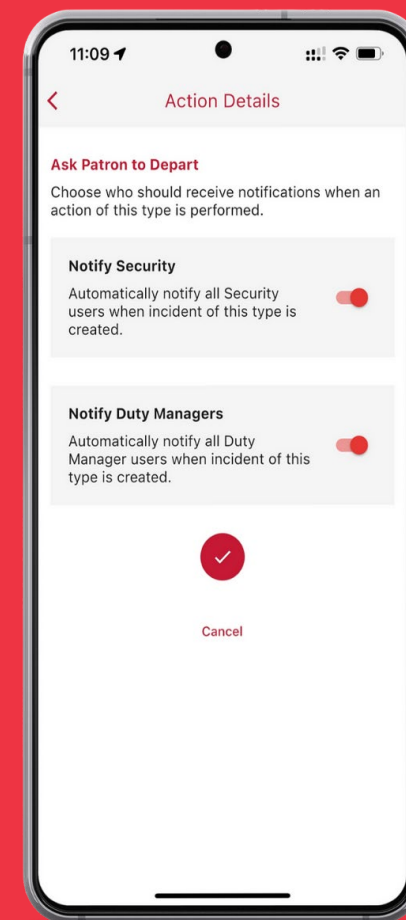
Incidents descriptors



actions escalations



Assistive scripts and/or prompts

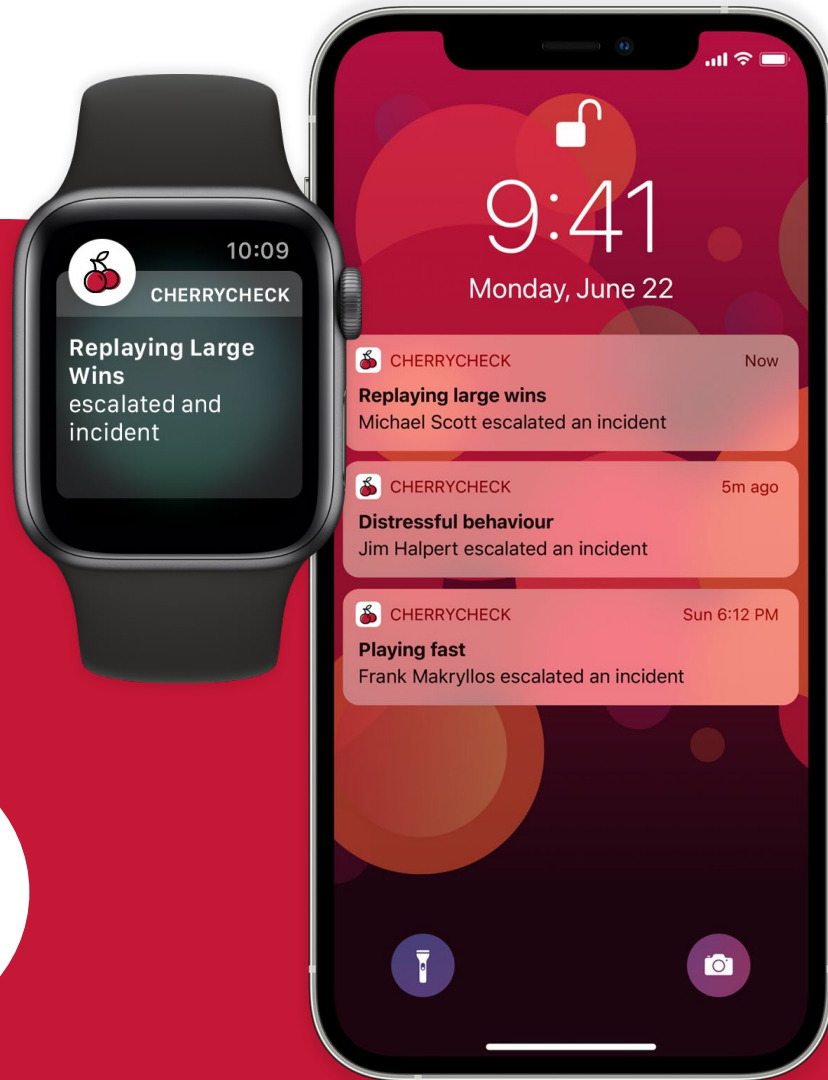


Notifications

High Level Interfaces

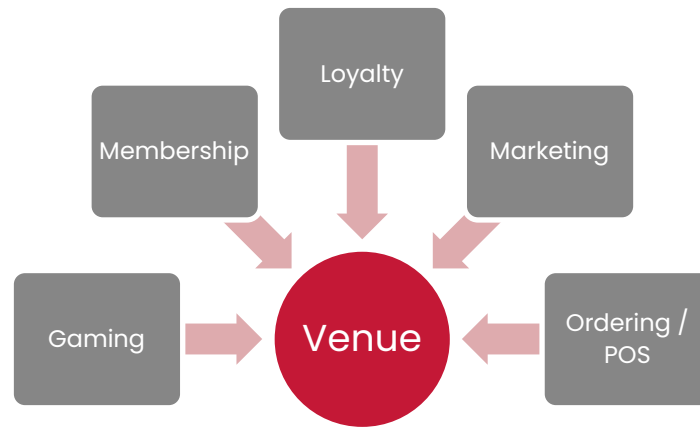


Confidentiality



- Data protection policies & procedures in place; data resides in Australia.
- Cherry Hub utilizes Microsoft Azure & Google Cloud Platform security frameworks.
- All data-at-rest (database and backup snapshots) stays encrypted using strong volume (disk) encryption .
- For data-in-transit, all network traffic is encrypted with TLS 1.1+ or better
- Using claims-based identity and authentication, all Responsible Gambling data is segregated for each tenant on the system, therefore only allowing access to each business entity's data as authenticated against their unique credentials, using access token on login.

Cherry Hub Solutions



cherryhub® – central data platform integrating with venue application systems above & Cherry Hub modules below.



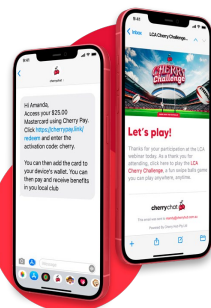
cherrypass

A branded smart digital instant membership solution linked to membership and loyalty enabling improved, communications and marketing opportunities through push notifications. No dedicated app required.



cherrypay®

A branded virtual debit MasterCard mobile wallet solution tailored for the venue. Provides members with reloadable debit card and/or single-load gift card functions linked to membership and loyalty.



cherrychat®

A white-label of the Sprout platform. A simple, intuitive and affordable marketing CRM platform specifically tailored for the hospitality and gaming industry, designed to be used by marketers of all skill levels.



cherryplay®

An exclusive white-label of game templates. Engage with customers anywhere anytime with a fun interactive gamification platform proven to increase engagement remotely and increase visitation.



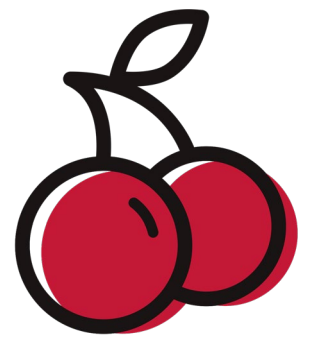
cherrycheck®

An intuitive, systemised and effortless mobile approach to managing risks associated with problem gambling in venues. Designed by gaming professionals to ease the burden of compliance.

FinTech

MarTech

RegTech



cherryhub[™]

Thank You!

Linda Joannides
on behalf of

cherryhub.com.au