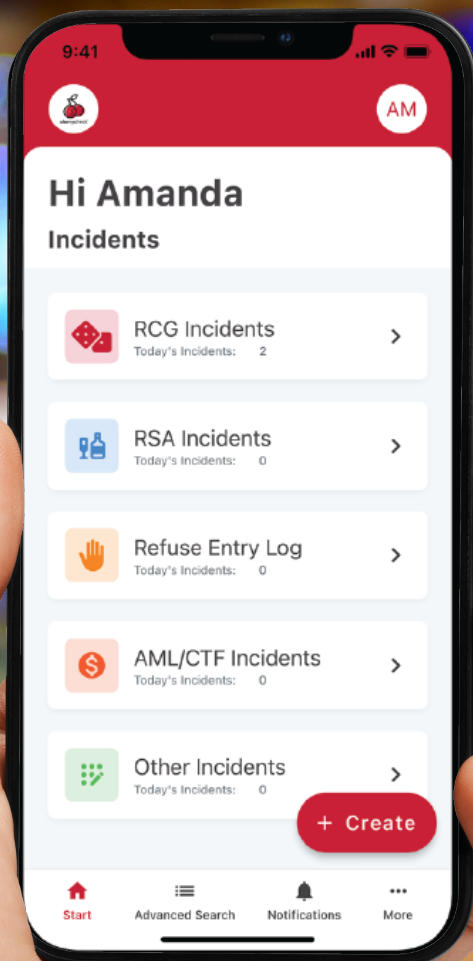


Cherry Picked

ISSUE 1

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NEWS, VIEWS & REVIEWS FROM THE HUB



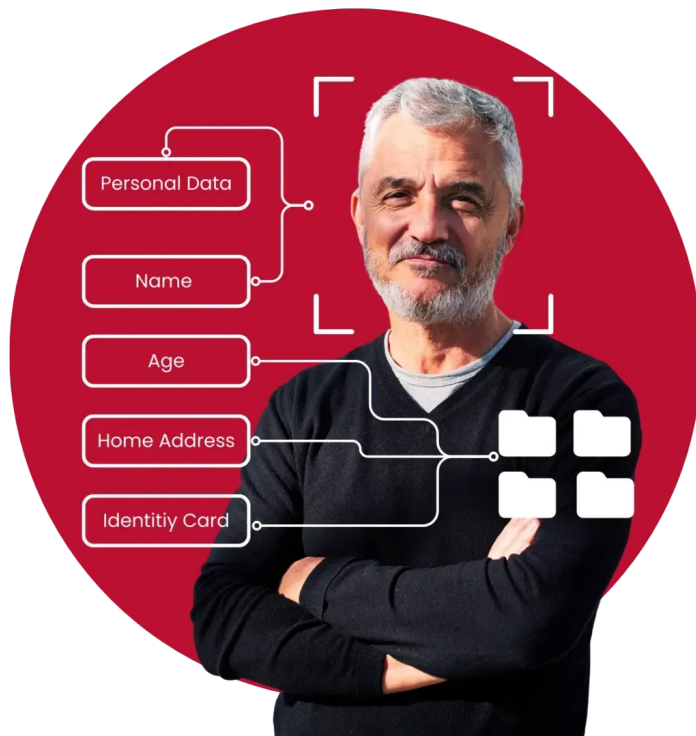
1. Simplifying Financial Crime Compliance for Clubs and Pubs
2. Cherrypass: The Smarter, Simpler Way to Connect with Your Members
3. Cherrypay + Cherryperks: Instant Rewards, Real Value



Simplifying Financial Crime Compliance for Clubs and Pubs



Cherryhub has teamed up with financial crime tech experts BNDRY, to deliver a smarter, simpler way for venues to stay compliant. By combining Cherryhub's deep gaming industry experience with BNDRY's financial crime and compliance expertise, they've created a purpose-built platform for the club and pub sector that provides an end-to-end compliance solution that helps venues meet AUSTRAC requirements without compromising the member experience.



One Platform. Five Key Elements of Compliance.

All your compliance requirements in one secure, easy-to-manage system. Here's how it works:

1. Know

Knowing your customers and their behaviours is a fundamental compliance requirement. Through membership onboarding with Cherrypass, venues can seamlessly verify members' identities and capture required KYC data at the point of registration.

2. Risk Assessment

Assigning each member a dynamic risk rating (low, medium, or high) is an essential part of AML/CTF compliance. BNDRY does this as an automated process, ensuring every customer is assessed and monitored consistently in line with regulatory expectations.

3. Monitor

Monitoring member activity remains one of AUSTRAC's top priorities. Cherrycheck helps frontline staff identify and record key member interactions, and because Cherrycheck integrates with all major gaming systems, clubs gain a more complete and unobtrusive monitoring process that links behavioural and gaming data seamlessly.

4. Report

The BNDRY platform includes the ability to pre-populate and submit AUSTRAC reports. The function is built into the Financial Crime Data Vault, capturing all information in the one place.

5. Store

BNDRY ensures all compliance an PII (Personally Identifiable Information) data is stored safely and securely for seven years, as required by law, calculated from the member's last transaction date. This means venues can access full historical records at any time, without relying on manual storage or multiple systems.

Purpose-Built for the Industry

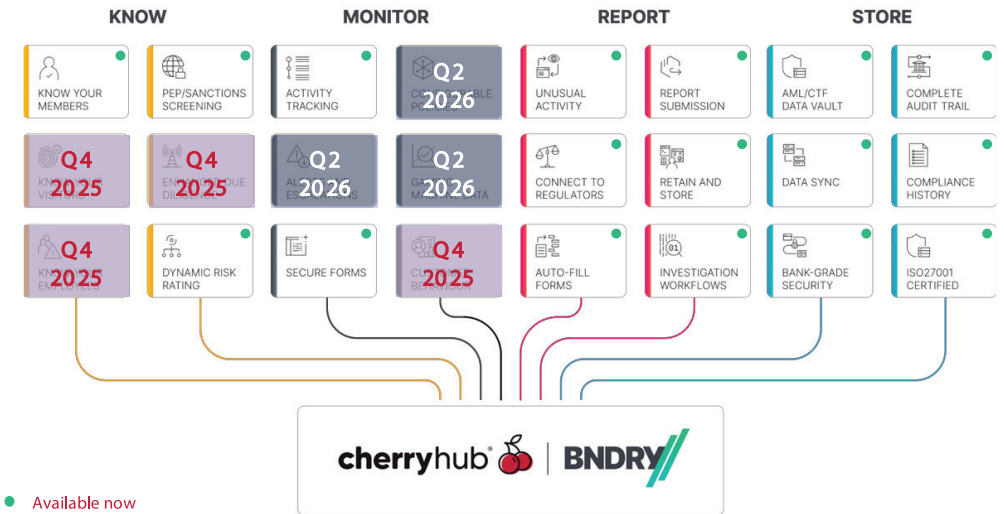
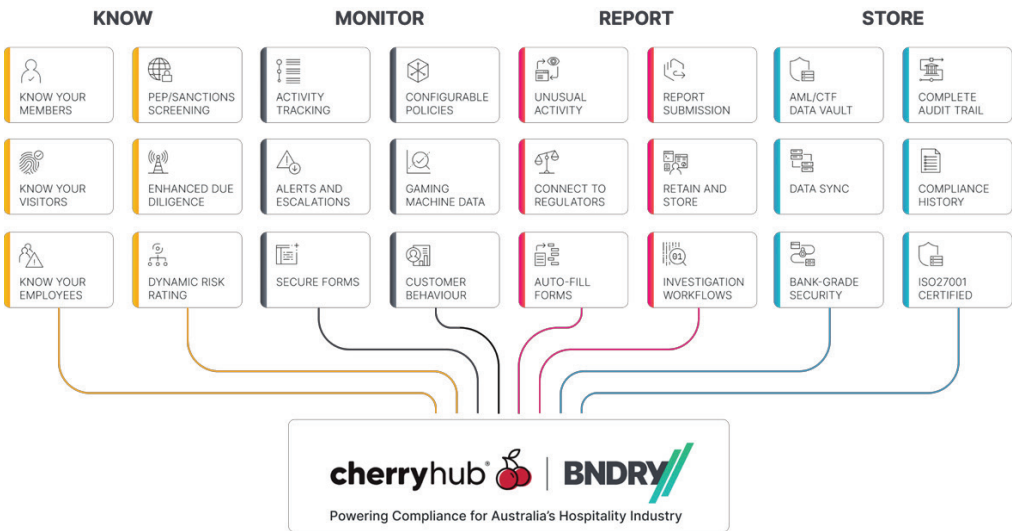
Unlike banks or large corporations with entire teams dedicated to compliance, venues don't have anywhere near the same resources, and with the Cherryhub x BNDRY platform, you don't need to. It ingests industry

data from multiple sources and brings it together in one secure platform, and with one login to manage all the risks your business may face.

Ready to Go

The system is live and operational right now, with continuous enhancements already underway.

Cherryhub x BNDRY is a powerful yet practical solution that helps venues meet their obligations, reduce risk, and protect both their business and their members, without disrupting trade or customer experience.



ONE PLATFORM that helps you...

KNOW
your members and visitors

ASSIGN
dynamic individual risk ratings

MONITOR
behaviour and transactions

REPORT
suspicious matters to AUSTRAC

STORE
the data securely for 7 years

Meet The Team



Leanne Halls

Customer Success Specialist

Leanne Halls Customer Success Specialist
When it comes to digital membership, Leanne Halls is in her element. Coming up to her first anniversary with Cherryhub (time really does fly!), Leanne spends her days helping venues implement seamless digital membership solutions that keep members connected and engaged.

Leanne's journey to Cherryhub began when a former colleague tipped her off about a role opening, and as they say, the rest is history. *"I already knew some of the team, and membership has always been my favourite part of hospitality, so I jumped at the chance,"* she says.

With a background in hospitality technology, particularly membership and POS systems, Leanne brings deep insight into how venues can bridge the gap between great tech and great member experiences. *"What I love most about Cherryhub is the team,"* she adds. *"We all come from quite different backgrounds, but it just works. Everyone brings something unique."*

A passionate advocate for digital transformation, Leanne sees the shift toward digital membership as one of the industry's biggest opportunities. *"It's not just about replacing plastic cards, it's about how venues communicate and connect with members in smarter, more personalised ways."*

When she's not powering up digital memberships, Leanne's a total sci-fi fan, with a soft spot for Marvel, Star Wars, Star Trek and Stargate. Her not-so-guilty pleasure? A stash of Haigh's Chocolates.

When it comes to her most-used emojis, that's easy 🤔 and 😂, because, let's face it, a good laugh makes every day better.



Lisa Davies

Business Development Manager

If you've seen Lisa Davies out and about, chances are she was visiting a club and chatting about all things Cherryhub, discovering what's working on the floor, and sharing the latest digital innovations.

Lisa joined the team just four months ago and jokes that her L-plates are nearly ready to come off. Already a familiar face in Clubland, she brings over 20 years of print industry experience and four years in hospitality, giving her a great understanding of both technology and the member experience.

"When the opportunity came along, joining Cherryhub felt like the natural next step," Lisa says.

"The management and team here are the most supportive and genuinely lovely people I've ever worked with; everyone's so kind and welcoming."

Her Cherryhub journey kicked off in style at AGE 2025, just two weeks into the role. *"It was such a fun experience! I loved meeting clients and visitors, sharing what we do, and learning about their clubs."*

Lisa has already noticed the biggest industry shift has been around AML/CTF compliance, an area where Cherryhub and BNDRY are leading the way.

"It's exciting to see how Cherryhub is ahead of the curve with practical, easy-to-use tools that really simplify life for venues."

When she's not on the road, Lisa's usually at home with her beloved pug Benny, indulging her passion for all things Japanese, especially ramen, or sharpening her skills in what she calls her *"favourite sport"*: late-night online shopping.

Another fun lady who says her most used emojis are 🤔 and 🍒 of course!

Cherrypass Digital Cards Hit 300,000 Members & Counting

Digital membership continues to surge, with around 300,000 active Cherrypass cards now in use across 80 businesses. That translates around 1 in 19 registered club members across NSW, currently using a Cherrypass Digital card.

80+

Partner Venues

300,000

Total Sign-ups

150+

Active Customers

15,000+

Monthly Membership sign-ups

Cherrypass: The Smarter, Simpler Way to Connect with Your Members

Cherrypass brings your venue's membership program to life digitally. It's a **branded, mobile-first membership card** that gives patrons instant access to their membership, rewards, and offers, and all from their **Apple or Google Wallet**, no separate app required.

Smart, Seamless, and Instant

Cherrypass lets patrons **join, renew, and pay** in minutes.

- **Fast signup:** Scan a QR code, enter details, and upload photo ID.
- **Instant delivery:** Members receive their card via SMS or email.
- **Wallet integration:** Add instantly to Apple or Google Wallet for contactless convenience.

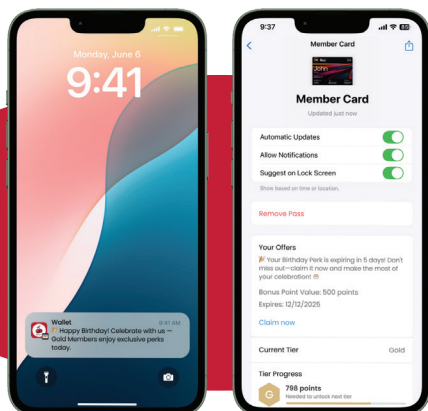


Members Love Cherrypass because

- **Convenience:** Digital card access anytime, anywhere.
- **Instant connection:** Real-time loyalty and rewards balance display.
- **Engagement:** Receive personalised offers, event alerts, and venue news straight to the lock screen.
- **Contactless transactions:** Seamless tap-to-redeem experiences with built-in geo-fencing.

Venues Love Cherrypass because

- **Brand visibility:** Showcase your venue logo and colours on every card.
- **Smarter marketing:** Send push notifications and targeted promotions directly to members' phones.
- **Faster onboarding:** Grow your database with easy digital sign-ups and renewals, right from the venue floor or website.
- **Always current:** Update offers or messaging instantly without reissuing cards.
- **Engage Members in Real Time:** Use push notifications about exclusive promotions or offers, events, reward reminders and timely updates when members are in-venue.

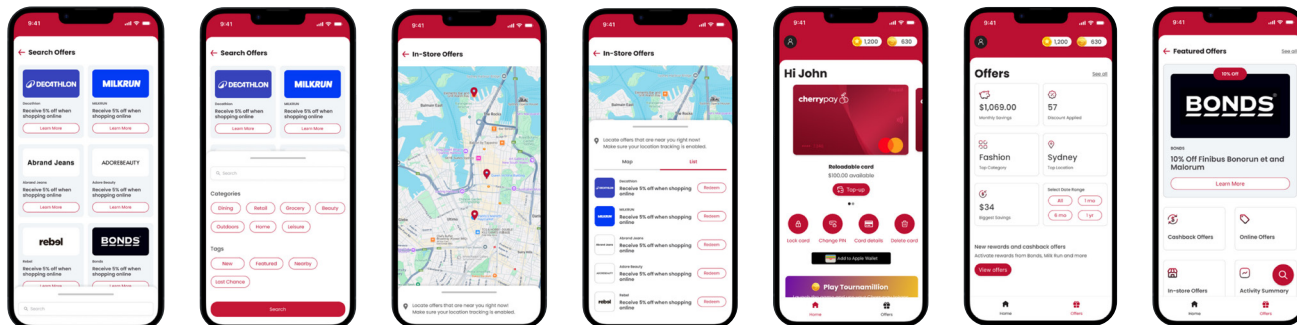


Cherrypass is direct, dynamic, and designed to drive loyalty. Start the digital shift today.

For more information, visit www.cherryhub.com.au or contact Mandy at Cherry Hub on 0414 018 65 or email mandy@cherryhub.com.au

Cherrypay + Cherryperks: Instant Rewards, Real Value

Your members' rewards just got a whole lot smarter.



With **Cherrypay Mastercard**, members can now access Everyday Deals with **Cherryperks**, a seamless card-linked rewards experience that delivers instant savings, cashback, and exclusive offers on everyday purchases.

Cherrypay: Your Venue Branded Mastercard

Make your rewards program more valuable with Cherrypay. Members can turn points into spending power for whatever they like with the Cherrypay Mastercard Debit Card. A dedicated venue branded Mastercard, it can be used online or wherever Mastercard is accepted, right around the globe. It also has the ability to provide push notification links to promotional activities.

How Cherrypay + Cherryperks Work Together

Every time a member uses their Cherrypay Mastercard, they automatically unlock discounts from 3% to 50% at over 500 brands and 5,500 stores across Australia. All with no codes, no claims and no fuss.

It's simple:

1. **Activate your Cherrypay card** for automatic enrolment in Cherryperks.
2. **Shop online or in-store** at participating merchants.
3. **Receive instant savings** applied to your card within 1-3 days.

Effortless Rewards, Instant Perk Alerts, Endless Possibilities

The Cherrypay Mastercard is more than just a card; it's a full rewards hub.

Members can:

- Redeem points instantly for spending funds via the app.
- Access digital gift cards and promotional rewards.
- Earn extra benefits through exclusive merchant partnerships.
- Receive savings on dining, groceries, fuel, entertainment, and more.
- Stay up to date with new offers and instant push notifications.
- No limits. Use wherever Mastercard is accepted, online or in-store.
- Automatic rewards, just tap and go.

**Learn how you
can upgrade your
Rewards Program
with Cherrypay and
Cherryperks. Your
members will love it!**

For more information,
visit www.cherryhub.com.au
or reach out to the
Cherry Hub team to get
your venue onboard.

