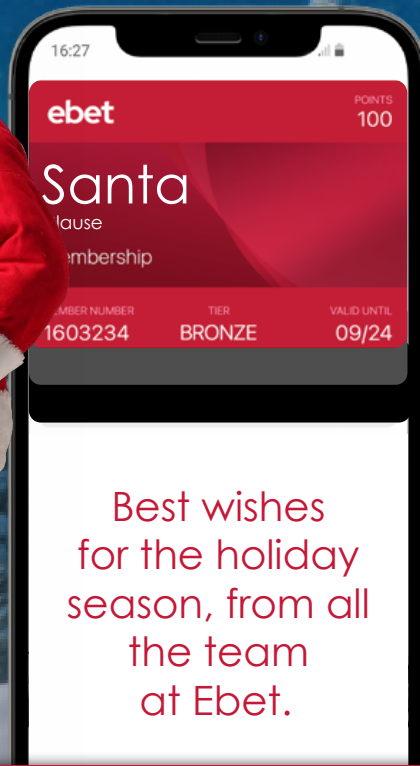


ebet

THE FUTURE IS **EBET'ER**



EBET SUPPORT SERVICES ARE OPEN & HERE TO HELP THROUGHOUT CHRISTMAS

THE EBET OFFICE WILL BE CLOSED FROM 23RD DECEMBER 2024 TILL 3RD JANUARY 2025.

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DEFINING YOUR CLUB'S DIGITAL FUTURE: LESSONS FOR CEOS

The digital revolution has changed communication, commerce, and culture, and has dramatically transformed how businesses run and engage with their clientele.

The Australian Government is also committed to digital advancement with a vision for Australia to become a "Top 10 digital economy and society" by 2030. Clubs and pubs need to embrace digital transformation to stay competitive. This entails implementing digital technologies, streamlining corporate procedures, and encouraging an inventive and adaptable culture.

This digital age places a premium on the customer experience. To match the demands of customers who are accustomed to using digital devices, clubs and pubs should place a high priority on providing smooth, customised experiences across all touchpoints, including gaming.



HOW CLUB CEOS CAN BRIDGE THE DIGITAL DIVIDE

Develop a digital transformation strategy

From membership to compliance to communications to gaming - digital advancements are reaching every industry point of contact. To help develop a digital strategy, the Australian Government has created an online Digital Readiness Assessment Tool to assist you in finding out what your business is doing well, and what you can do to improve your digital maturity. <https://business.gov.au/online-and-digital/what-is-your-business-digital-maturity>

Seek support from your technology providers.

As the largest Australian-owned and operated gaming systems company, Ebet has always led the way. We were the first with cashless gaming, first with digital wallets, and are now first to market with gaming machine-integrated digital membership technology. Ebet is committed to continuing to develop cutting-edge solutions for venues with electronic gaming machines by delivering innovative, practical solutions. Our highly trained team is just a phone call away and ready to solve your problems.

Start with incremental changes.

One of the first and most logical places to start your digital transformation and customer engagement journey is through a digital membership.

Ebet's Digital Membership Card allows new members to join instantly via a QR code and their mobile phone. Becoming a member is quick and seamless and customers can get immediate access to member discounts. Tiers and reward points are displayed, and you can send offers and updates through the digital card via geofenced notifications to keep members engaged and informed.

Joinit works directly with your mobile wallet, so there is no need for a separate club app. The reverse side of the digital card is customised to include links to your club's website, contact information and Google Maps. It also enables links to restaurant reservations and ticket bookings.

The next step is to link your digital membership card to Tapit, which eliminates the need for physical cards when playing a gaming machine. Officially approved by NSW Liquor & Gaming for all NSW clubs and hotels, Tapit leverages proven Ebet technology. It allows patrons to use their App to connect to Pathways and access all existing functionality, including Cardit, Promotions, Breakaway, Orderit, and Wager Exchange. It is the first and only fully approved solution of its kind, now available across NSW and ready to implement.

Foster a culture of adaptability and invest in the digital skills of your staff.

As part of our commitment to customer support, Ebet has developed a collaborative space called the Ebet Academy where venues can train and/or upskill staff to gain industry knowledge and get the most out of their Ebet products. Ebet provides face-to-face training, as well as online webinars, practical how-to videos and a series of downloadable "cheat sheets" for our product range. We also have a team of highly trained technicians available for customer support 7 days a week.

Monitor trends within your industry and best practices.

As part of Ebet's ongoing commitment to improving our software and platforms, we work closely with both clients and regulators to ensure best practices are met. Our mission is to provide a technology platform and ecosystem of applications that evolve with the Australian gaming industry's current and future needs and as proof, have consistently been first to market with the latest digital products.

According to recently commissioned research, 64 per cent of hospitality patrons are looking for value-driven offerings, personalisation and more experiential and digital offerings. With the right products, venues can streamline operations, enhance communication, and deliver a smoother, more enjoyable experience for members.

For any clubs and hotels looking to stay ahead and be industry leaders, now is the time to get on board and make the switch to Ebet's digital applications. Let's elevate the customer experience together!

EBET IS **FIRST TO MARKET** WITH A FULLY APPROVED MOBILE PHONE CONNECTION TO THE GAMING MACHINE.



Tapit, Ebet's game changing tap-to-play technology for gaming machines is officially approved by NSW Liquor & Gaming for rollout to all NSW clubs and hotels – NOW!

Tapit allows patrons to easily connect to a gaming machine and earn rewards, as well as transfer credits to and from a gaming machine using their mobile phones. By leveraging proven Ebet Cardit and integrating NFC and Bluetooth technology within the Player Interface Module (Pathway), Tapit eliminates the need for physical cards.

Fully-Approved Technology:

Tapit is the first and only fully approved way to connect your phone to a gaming machine available in NSW, and ready to implement now. It has already been successfully implemented across 1,000 machines.

Easy, convenient and safe

Patrons can earn bonus points while playing and transfer funds and credits to and from machines.

Seamless Gaming Experience

Combining Ebet's Jointit digital card and Tapit technology is a venue game changer. It provides a seamless gaming experience with players no longer needing a traditional plastic membership card.

Cardit+ App

Tapit works through the Cardit+ mobile app – an Ebet multi-venue app, where all Ebet memberships can be added and accessed.

Smooth Transition for Pathways Users

If you're already using Pathways, upgrading to Tapit is straightforward.

For more information on how to get started with Tapit or to book a demo, contact your Ebet representative or email us at sales@ebetsystems.com.au.

COLLEGIANS RLFC – NOW PART OF THE EBET FAMILY

Collegians RLFC is raising the bar in digital transformation. With fully digital membership via Jointit and Ebet's Tapit, members can now use digital membership on gaming machines. We're thrilled to welcome Collegians to the Ebet family!

Collegians has deployed Ebet's Metropolis and Pathways at their main venue, with plans to expand system-wide. Offering Cardit+, Wager Exchange, and Cherrypay Digital Mastercard, Collegians leads in customer benefits while proactively managing compliance with Cherrycheck, a tool tailored for gaming venues.



COLLEGIANS

EBET FOCUS GROUP FINDINGS: BALANCING PROGRESS AND TRADITION

Ebet held a series of Focus Groups earlier this year across various regional and metro locations in both NSW and Victoria to discuss Digital Transformation and what it means for venues and their patrons.

The sessions highlighted the industry’s need for a balanced approach to digital transformation that respects traditional customer preferences while progressively introducing digital conveniences.

Simplification, trust, and gradual implementation will be central to successful transformation, along with investments in integrated systems, data security, staff training and effective consumer marketing.

These findings will help shape Ebet’s long-term goals and help guide product development and strategic focus.

Our key findings were:

- When onboarding any new product or technology, the end user (the venue’s customer) should be the focus. It has to be accessible, intuitive and self-service
- Venues are interested in Ebet implementing a Change Management process, looking at current policy and procedures, and suggesting changes for the new technology.
- How Ebet may assist venues in educating a club board about necessary Digital Transformation.
- More marketing assistance and marketing materials aimed at the end customer. These need to be as simple as possible. If it cannot be explained in pictures, it is too hard.
- Simple and frictionless application and implementation.
- When developing new technologies, they need to be able to co-exist with existing products to allow the customer to choose where the tipping point is.



BIGGEST BUSINESS TRENDS FOR 2025

Understanding the most impactful business trends is vital for anyone aiming to leverage them for growth and a competitive edge. We've researched worldwide business forecasters like Forbes, Bloomberg and Harvard Business Review, amongst others, to provide the key trends shaping business in the coming year.

HERE ARE OUR TOP 5 FINDINGS

1. Digital Transformation

While digital transformation has been a buzzword for a few years, in 2025, it is likely to see it move from a strategic priority to an operational necessity. Companies that have been slow to adopt digital technologies will find themselves at a crossroads; they either embrace digital transformation or risk being left behind.

Part of that transformation includes automation and artificial intelligence (AI). They will become fundamental, reducing manual tasks and improving operational efficiency. AI tools like machine learning will help companies predict market trends and enhance decision-making.

Digitalisation involves integrating digital technologies into all aspects of a business, from internal operations to customer interactions. It enables companies to make processes more efficient, reduce costs, and improve customer experience. By 2025, companies that haven't embraced digital technologies will face significant competitive disadvantages.

2. Sustainability and ESG (Environmental, Social, and Governance)

Sustainability is now central to global business strategies, with ESG shaping decisions. By 2025, companies ignoring ESG risk losing credibility and market share as consumers and investors prioritise ethical, responsible practices aligned with environmental and social values.

Investing in ESG enhances long-term financial performance, attracting investors by reducing risk. Initiatives like waste reduction, renewable energy adoption, and diversity commitments and inclusions can foster consumer loyalty and strengthen brand appeal.

3. Circular Economies

Investing in ESG naturally supports the development of circular economies, where reusing and recycling materials in a "closed loop" reduces waste and environmental impact. Venues can adopt practices like enhanced recycling programs, donating excess food, replacing single-use items with durable alternatives, and composting organic waste.

Circular economies also lower energy and water usage through measures such as energy-efficient lighting, water recycling systems, and renewable energy sources like solar panels. Hospitality businesses should prioritise materials and products with durability, repairability, and recyclability while optimising procurement to minimise waste.

Data shows that meeting evolving customer demands is crucial, as green credentials increasingly influence buying decisions, even amid cost-of-living concerns.

4. Customer Experience Is King

In 2025, customer experience (CX) will be the key differentiator in competitive markets. As markets mature and buyers become more discerning, businesses that excel in delivering friction-free, hyper-personalised, and memorable experiences will find they are well-positioned to rise above the competition. More than just competing on quality and price, consumers expect businesses to meet them where they are, with service that's tailored to their needs and of consistently excellent quality.

AI and data analytics enable hyper-personalisation at scale, using real-time insights to ensure customers feel valued they are treated as valued individuals.

Businesses that put customer experience at the heart of everything they do will reap the rewards in 2025.

5. Multi-layered cybersecurity

Digital transformation often increases digital entry points, making robust, multi-layered cybersecurity essential as attacks grow more frequent. A strong defence includes employee training, zero-trust architecture requiring access verification, improved cloud security, and enhanced protection for IoT (Internet of Things) devices.

Effective strategies must also consider varying employee roles and access needs to address vulnerabilities and prevent breaches in grey areas.

EBET ANNUAL INSIGHTS 2025

Mark down the date in your diary for 2025.
You won't want to miss it!

Sydney:

Thursday 13 February 2025
The Eveleigh
10.30am – 2.30pm

Melbourne:

Thursday 20th February 2025
Treetops: Melbourne Museum
10.30am – 2.30pm



CROSSROADS EXCHANGE PROGRAM

Expressions of Interest

The Ebet Crossroads Exchange Program is a hands-on enrichment experience for up-and-coming staff to be exposed to new ideas, challenges, processes, and procedures and to broaden their knowledge through industry mentors.

At this stage, we are seeking expressions of interest from all venues, regional and metro, wishing to nominate staff for placement in our 2025 program.

Register your interest via the link below. Registering now does not commit you to the program. It is simply to help us evaluate the demand and most requested business areas for placements.

Placement would be for a one-week period unless otherwise stipulated. The nominating club will need to meet any travel expenses and accommodation of staff member/s who participate in the program.



[REGISTER HERE](#)

EBET SUPPORT HELPDESK

Ebet's Support team of technical specialists are standing by to answer your questions and help you solve problems.

CONTACT

Hours of Operation:

1300 060 026

Monday–Friday 8am–7pm
Saturday–Sunday 8am–4pm