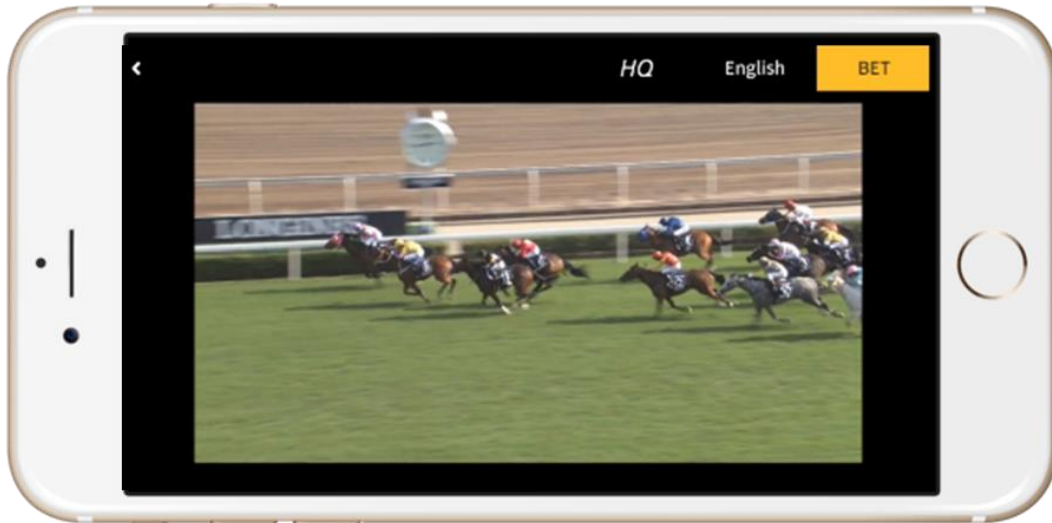


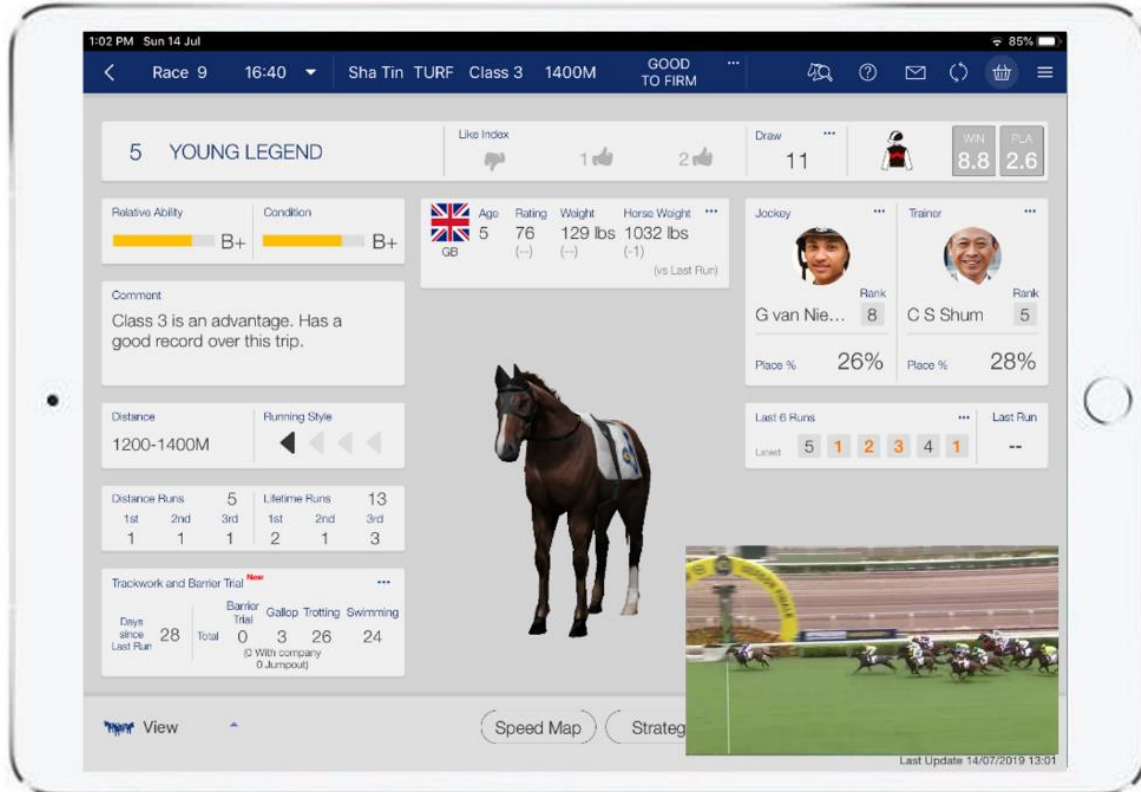
# A) Digital Transformation of Customer Experience

## (1) Racing Live Streaming Upgraded

- Racing live streaming, including local and simulcast races, are available for all HKJC betting account holders on HKJC TV and Racing Touch
- The quality of live streaming has been improved with latency reduced to 8-10 seconds. This could be faster than TV broadcasting programmes in some districts
- Launch date: September, 2019



HKJC TV live streaming

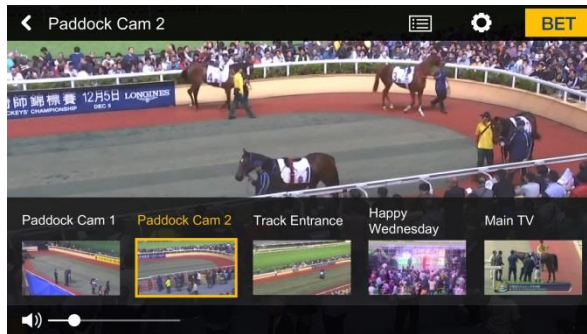


Racing Touch 'live streaming picture-in-picture'

## (2) HKJC TV New feature 'Live Multi-Angled Cam'

HKJC TV provides different exclusive angles of a live race meeting. All HKJC betting account holders can view the live raceday action from a variety of angles to capture the dynamics of both horse and rider at their fingertips

- Paddock Cam -- uninterrupted coverage from the paddock to keep a close eye on the condition of your favourites
- Track Entrance -- exclusive coverage from the track entrance to see how horses are feeling once they are let loose on the track
- Inside the Paddock (Sha Tin race meeting) -- a bird's eye view to capture all moments pre-race of people and horses in the Paddock
- Happy Wednesday (Happy Valley night meeting) – live views of the entertainment in Beer Garden
- Main TV -- same as Live Racing TV Channel
- Launch date: September, 2019



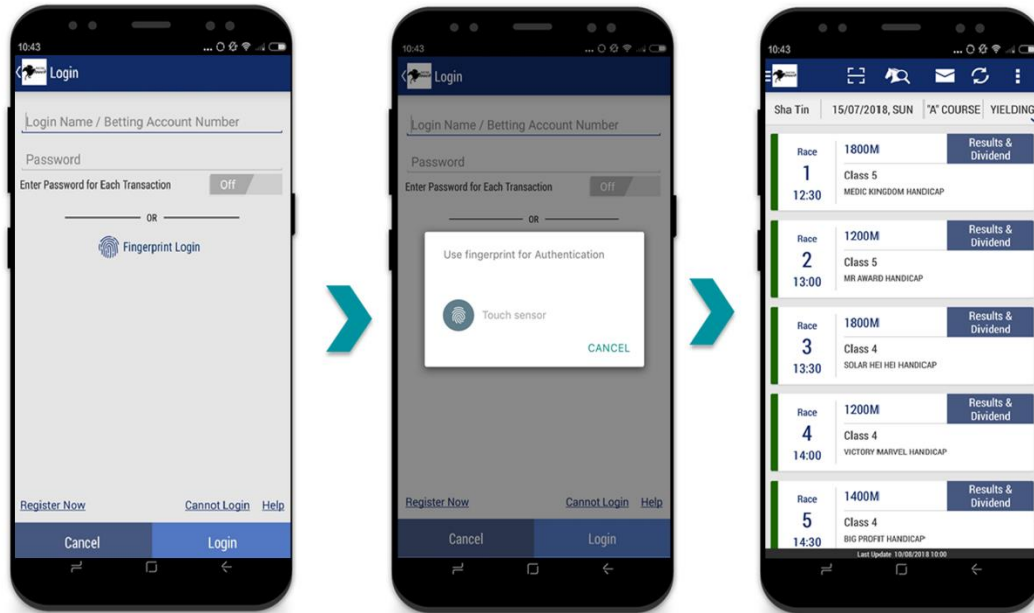
Uninterrupted Paddock Cam



Exclusive Angle at Track Entrance

### (3) Fingerprint / Biometric Login

- Racing fans can login to the mobile betting app easily through biometric authentication, i.e. fingerprint or facial recognition
- During the registration of fingerprint / biometric login at Racing Touch, a one-time-password will be sent to the racing fan's mobile phone number which is registered with the HKJC in order to strengthen the verification process
- If racing fans forgot or have not registered the mobile phone number with the HKJC, please login HKJC Customer eCentre to update the record (<https://cc.hkjc.com/#?language=en-us>)
- Launch date: Racing Touch in September, 2019; Classic 3-in-1 in the first half of 2020



#### (4) Racing Touch UI Design Enhancement

- Bet selection becomes easier by selecting the horses on odds screens
- Availability of “Win & Place” and “Quinella & Quinella Place” bet selections
- Viewing “Quinella & Quinella Place” odds on the same screen
- App loading time has been reduced
- Launch date: September, 2019

QIN		QPL					QQP									
12	209	39	153	198	12	5	83	31	70	12	58	139	73	23	47	5
13	27	28	146	56	23	13	6	208	298	48	128	325	170	33	88	6
14	70	12	139	47	20	27	14	7	114	31	122	174	103	31	120	7

No.	Horse Name	Draw	Jockey	Trainer	Win	Place	Banker	Selection
1	ELUSIVE STATE	2	K C Leung	A T Millard	39	7.7	<input type="checkbox"/>	<input type="checkbox"/>
2	HEZTHEWONFORUS	12	J Moreira	J Size	3.1	1.4	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3	MR SO AND SO	11	C Schofield	J Size	15	3.7	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4	THANKS FOREVER	5	Z Purton	J Moore	4.8	1.8	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5	KING OPIE	1	G van Niekerk	F C Lor	6.3	2.1	<input type="checkbox"/>	<input type="checkbox"/>

Horse Selector: 4,5,6,7

Add to Basket

#### (5) Simulcast information and betting available on Racing Touch

- Racing Touch will provide simulcast information including race cards, race records, racecourse and track analysis, trainers and jockeys statistics, as well as an expert column
- It will also offer live streaming, instant odds and betting services
- Target launch date: Q1 2020

No.	Horse Name	Draw	Jockey	Trainer	Draw	
1	Defoe (IRE)	99	18	Andrea Atzeni	Roger Varian	18
2	Selvaux (IRE)	99	19	Oran Murphy	Sylvester Kirk	7
3	Coast (IRE)	61	13	Dennisine O'Brien	Aidan O'Brien	4
4	Way To Paris (GB)	98	21	Gerald Mosca	Andrea Mancinelli	13
5	Waldgraf (GB)	5,7	1,8	Pierre-Charles Boudal	Andre Fabre	13
6	Call Of Sages (IRE)	66	14	Vincent Cheminaud	Annie Falson	3
7	Talswerve (GB)	32	7,4	Nikolai Demidov	Andre Fabre	8
8	Tiberian (FR)	88	10	William Buick	Amin Couetil	5
9	Onishi (JPN)	95	17	Yutaka Take	Hiroshi Miyamoto	1
10	Urbis (GB)	1,6	1,1	Frankie Dettori	John Gosden	1

Defoe (IRE)	Win	Place	Banker	Selection
10	99	18	<input type="checkbox"/>	<input type="checkbox"/>

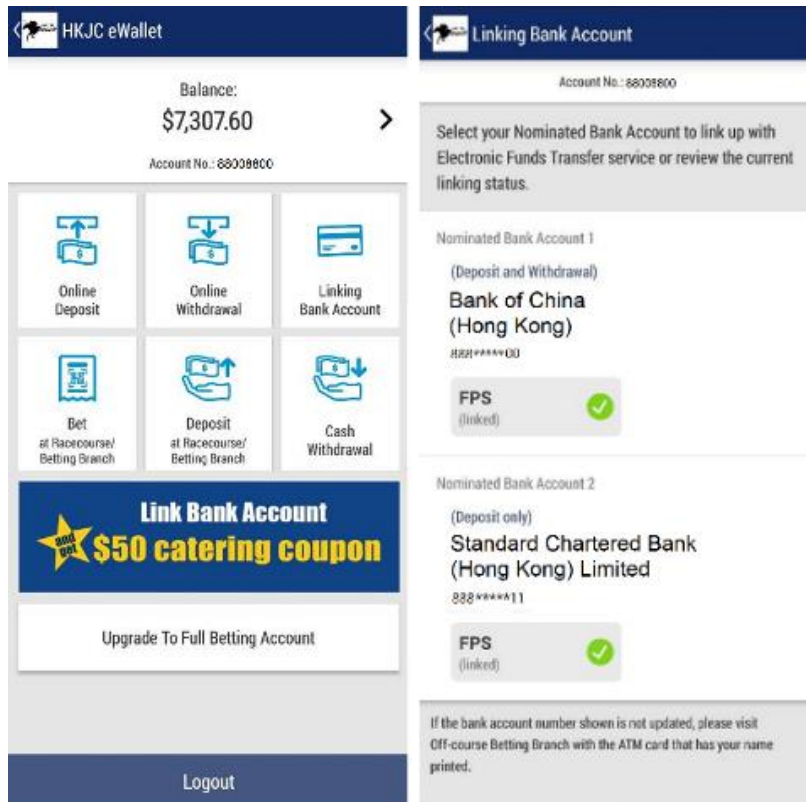
Defoe (IRE)	Win	Place	Banker	Selection
10	99	18	<input type="checkbox"/>	<input type="checkbox"/>

Defoe (IRE) - Win: 10, Place: 99, Banker: 18, Selection:

Defoe (IRE) - Win: 10, Place: 99, Banker: 18, Selection:

## (6) HKJC eWallet and Fast Payment System (FPS)

- HKJC will provide cashless experience for racing fans
- “HKJC eWallet” will be available on Racing Touch and Classic 3-in-1. Racing fans can perform deposit, cash withdrawal and place bet by using the QR Code on eWallet at Racecourses and Betting Branches
- Racing fans can also set up FPS service easily via Racing Touch or Classic 3-in-1 to perform funds instant transfer between HKJC betting account and personal bank account
- Target launch date: First half of 2020



## B) Priority Card New Initiatives


### Priority Points Program


- Open for Registration on August 15<sup>th</sup>
- Points are calculated from the date of registration
- Accumulate Priority Points throughout the registered season to redeem exclusive rewards
  - Free admission to the Public Enclosure of racecourses
  - 2,000 points: Free access to Football Live at HKJC TV
  - 4,000 points: Receive a designated gift in the registration season
  - 6,000 points: Upgrade to Priority Red Customer and enjoy more privileges
- Login to HKJC Priority website anytime to check Priority Points status



**PRIORITY POINTS PROGRAM**  
Open for Registration on August 15<sup>th</sup>

**HKJC Priority**  
香港賽馬會「優先」客戶



-  Points are calculated from the date of registration
-  Accumulate Priority Points throughout the registered season to redeem exclusive rewards
-  Login to HKJC Priority website anytime to check Priority Points status

[www.priority.hkjc.com](http://www.priority.hkjc.com)

# Meet the Registration Criteria, complete Simple and Fast Registration Process to become Priority Point Customer

HKJC Priority  
香港賽馬會「優先」客戶



1



Registered Online Betting Account (eWin)

2



Linked bank account for instant funds transfer (NBA)

3



Provided a valid email address at HKJC Customer eCentre

\*Register only once to obtain lifetime participation in Priority Points Programme

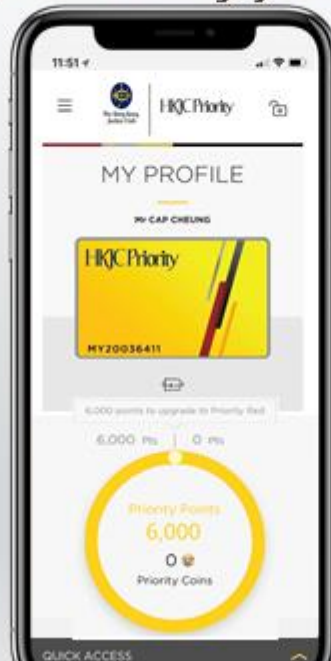
[www.priority.hkjc.com](http://www.priority.hkjc.com)

# Start Accumulating Points to enjoy the Benefits

HKJC Priority  
香港賽馬會「優先」客戶

2 **2,000 points**  
Free access to Football Live at HKJCTV

1 Free admission to the Public Enclosure of racecourses



3 **4,000 points**  
Receive a designated gift in the registration season



4 **6,000 points**  
Upgrade to Priority Red Customer and enjoy more privileges

[www.priority.hkjc.com](http://www.priority.hkjc.com)

## C) Racecourse Masterplan & OCBB renovation

### Sponsors Box, Happy Valley Racecourse

Location	Box 505, 5/F, Members Stand III, Happy Valley Racecourse
Business Hour	Happy Valley Race Meeting Night Race: 5: 15 pm – 11:00 pm Day Race: 11:00 am – 6:00 pm (Opening Hours: two hours before the first race until the last race)
Capacity	80 pax (8 x 10-pax Table)
Venue Facilities	<ul style="list-style-type: none"><li>• A dedicated venue in Happy Valley Racecourse to meet the increasing demand from Sponsors to hold racing events for their valued customers</li><li>• The venue provides guests with a first class experience with luxury ambience</li><li>• Guests can enjoy an upscale sit down dinner with a Western set menu while relishing an exciting, authentic racing experience</li><li>• The venue is expected to be launched in Nov 2019</li></ul>
Reservation	For enquiries or reservation, please call 2966 8568 / 2966 5895
Remark	All entrants must be aged 18 or above





**Parade Enclosure Suite, Happy Valley Racecourse**

<b>Grand Opening Date</b>	September 11, 2019 (First Happy Valley Night Race)										
<b>Location</b>	1/F, Members Stand III, Happy Valley Racecourse (Entrance D)										
<b>Business Hours</b>	<p><b>Happy Valley On-Course Race meetings</b>  Night Race: 5:15pm – 11:00pm  Day Race: 11:00am – 6:00pm  (Opening Hours: two hours before the first race)</p> <p>(Not open on Cross-Betting)</p>										
<b>Menu</b>	Western set menu with exquisite culinary choices										
<b>Capacity and seating</b>	<p>Maximum capacity: 58 Persons</p> <table> <tr> <td>Suite 1 'Mr Vitality'</td> <td>14 persons</td> </tr> <tr> <td>Suite 2* 'Pleasure Gains'</td> <td>10 persons</td> </tr> <tr> <td>Suite 3* 'Dashing Champion'</td> <td>10 persons</td> </tr> <tr> <td>Suite 4 'Sweet Sanette'</td> <td>12 persons</td> </tr> <tr> <td>Suite 5 'Floral Joy'</td> <td>12 persons</td> </tr> </table> <p>*Suite 2 and 3 can be merged for 20 persons.</p>	Suite 1 'Mr Vitality'	14 persons	Suite 2* 'Pleasure Gains'	10 persons	Suite 3* 'Dashing Champion'	10 persons	Suite 4 'Sweet Sanette'	12 persons	Suite 5 'Floral Joy'	12 persons
Suite 1 'Mr Vitality'	14 persons										
Suite 2* 'Pleasure Gains'	10 persons										
Suite 3* 'Dashing Champion'	10 persons										
Suite 4 'Sweet Sanette'	12 persons										
Suite 5 'Floral Joy'	12 persons										
<b>Venue facilities</b>	<ul style="list-style-type: none"> <li>- Design concept is inspired by "Winning Moments" as the Suites are located at the best position view of the Winning Post at Happy Valley Racecourse. You can enjoy the compelling spectacles of racing action up close and witness the thrilling moment to victory cheers.</li> <li>- The 5 brand new Suites feature stylish, contemporary and classy ambience that boast elegant decor and prestigious setting with high level of privacy.</li> <li>- Exclusive in-room betting facilities, advanced audio-visual equipment and delectable premium gourmet.</li> <li>- Perfect choice for Members to host private or business social gathering on a Happy Valley raceday.</li> </ul>										
<b>Reservation</b>	For enquiries or reservation, please call 2966 8568 / 2966 5895										
<b>Remarks</b>	<ul style="list-style-type: none"> <li>- All entrants must be aged 18 or above.</li> <li>- Minimum catering charge for the Suites is required.</li> </ul> <p><b>Dress Code:</b>  Men are required to wear blazers or sports jackets over shirts, sports shirts with collars, or turtle necks; or shirt and tie; Zhong Shan suits, Cheongsam and Min Ou.  Ladies are required to dress to a comparable standard.</p> <p><b>Unacceptable Attire:</b> Blue denim jeans, T-Shirts, tracksuits, singlets, shorts, overalls, shoes for sports activities and flip-flops.</p>										



## **Renovation of 3 Off-Course Betting Branches**

The Hong Kong Jockey Club's 102 Off-Course Betting Branches (OCBBs) are the Club's key retail network, their blue signage being a familiar part of the Hong Kong streetscape. To enhance the racing and betting experience for different customer segments, three OCBBs will be renovated from July to September 2019 (Table 1).

To better serve the mass public and seniors, the OCBBs will be renovated with age-friendly facilities, incorporating advanced technology to provide racing information in an engaging way. Upgraded facilities include more and larger TVs and electronic information displays that display bigger and clearer racing information and more seating area with a total of around 125 seats. (Photo 1-3)

Besides upgrading the facilities, efficient and convenient services will be provided such as provision of digital devices like iPads, Wi-Fi connection and mobile device charging, aiming at creating positive digital experiences for the Club's valued customers.

**Table 1 – Three OCBBs to be Renovated in Season 2019/20**

Branch Name	Address	Floor Area (sq. ft.)	No. of Seats		No. of TVs (Size of TVs)	
			Before	After	Before	After
Cheung Chau	G/F Lot 1148 Peak Road (No. 59), Lin Fu Yuen, Cheung Chau	1,890	16	20	12 (32" – 40")	12 (43" – 49")
Tai Wai, Hin Keng	1/F, Wing B, Hin Keng Estate Commercial Centre, Tai Wai	3,724	0	23	8 (40")	9 (49" – 55")
Hung Hom, Whampoa	Shop G8A and G8C, G/F, Site 1, Whampoa Garden, 121 Baker Street, Hung Hom	4,893	82	82	14 (40")	15 (43" – 49")
Total:			98	125	34	36

**Photo 1-3 – Enhanced Betting Environment and Facilities of the Renovated OCBBs**



Photo 1

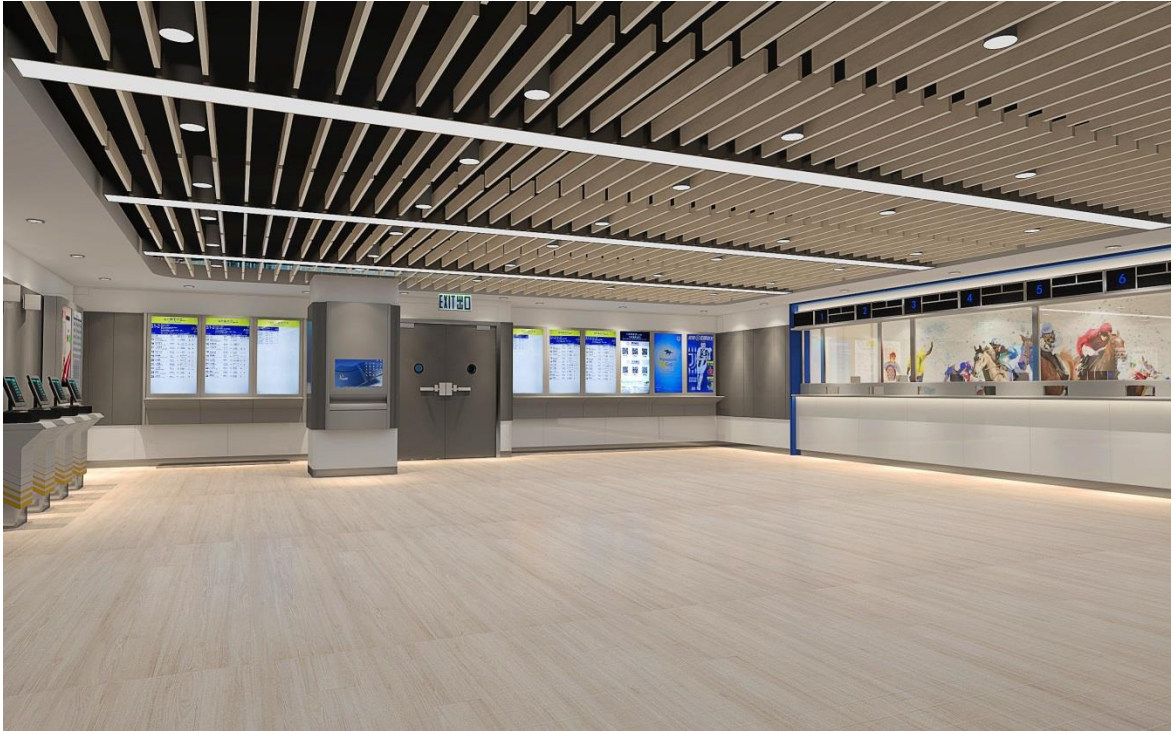


Photo 2



Photo 3

## D) Commingling Development

### Increasing Number of Commingling Partners

The Club will aim to have more than 60 partners in the new season from 43 partners last season.



## E) Jackpots for Season Opening

### \$28M Mega Prize for Season Opening

Date	Pool	Estimated Dividend / Jackpot (in HK\$)
Sep 1 (Day Meeting)	T-T	\$20 million
	QTT & F4 Merged Pool	\$3 million (\$1M each for Race 6, 8 & 10)
	Six Win Bonus	\$5 million
	<b>Total</b>	<b>\$28 million</b>

2019/20  
**SEASON OPENING MEGA PRIZE**

**\$28M**

**SEP 1 (SUN) SHA TIN DAY MEETING**

Triple Trio  
**\$20M**

Quartet & First 4 Merged Pool Jackpot  
**\$3M**

Six Win Bonus  
**\$5M**

\*Estimated dividend for a single \$10 winning unit.  
All Horse Race Bets are subject to the Horse Race Betting Rules of HKJC Horse Race Betting Limited ("the Rules"). The Rules will be amended from time to time and the latest version is available on the website of The Hong Kong Jockey Club. This promotional publication is for reference only, and in the event of any inconsistency with the Rules, the Rules shall prevail.

香港馬會賽馬博彩有限公司  
HKJC Horse Race Betting Limited

## \$20M Mega Prize for First Night Meeting

Date	Pool	Estimated Dividend / Jackpot (in HK\$)
Sep 11 (Night Meeting)	T-T	\$18 million
	QTT & F4 Merged Pool	\$2 million (\$1M each for 3 <sup>rd</sup> leg of T-T and last race)
	<b>Total</b>	<b>\$20 million</b>

**2019/20  
First Happy Valley Night Meeting  
Mega Prize**

**\$20M**

**SEP 11 (WED)**

Triple Trio  
**\$18M\***

Quartet & First 4  
Merged Pool Jackpot  
**\$2M**

\* Estimated dividend for a single \$10 winning unit

All Horse Race Bets are subject to the Horse Race Betting Rules of HKJC Horse Race Betting Limited ("the Rules"). The Rules will be amended from time to time and the latest version is available on the website of The Hong Kong Jockey Club. This promotional publication is for reference only, and in the event of any inconsistency with the Rules, the Rules shall prevail.

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