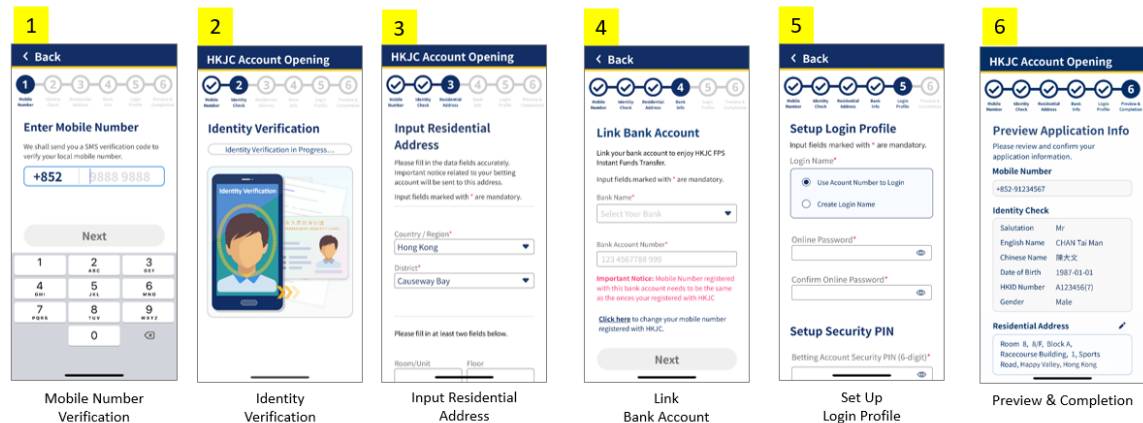


A. Digital Transformation of Customer Experience

1. “HKJC Account Opening” App

- Applicants can open a betting account online via their smartphone with “HKJC Account Opening” anytime, anywhere. Applicants are no longer required to visit the Betting Branches or Racecourses to open a betting account.
- “HKJC Account Opening” employs artificial intelligence technology to verify the applicant’s identity. The app also enables the applicant to register for linking to a bank account and the HKJC Faster Payment System (FPS).
- Applicants can now follow six simple steps to complete online registration and it can be completed in just five minutes. The whole process is digitalised, without the need for applicants to submit hard copies of documents.
- The account application could be approved on the same day or within five working days under normal situation, depending on whether the applicant has provided all required information and the time needed by the customer’s selected bank to process the application.
- From now on, the whole 7-step customer journey can now be taken online, the 7-step Customer Journey namely Onboarding, Funds Transfer, Experience and Booking, Preparing, Betting/Enjoying, Customer Relationship Management and Customer Care
- Available on the App Store or m.hkjc.com

Launch date: Launched

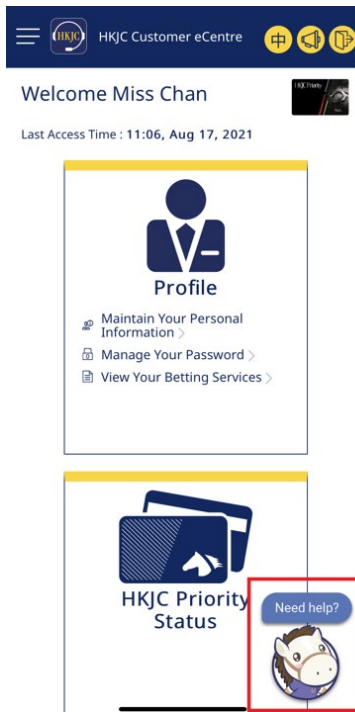


2. Customer Service Chatbot

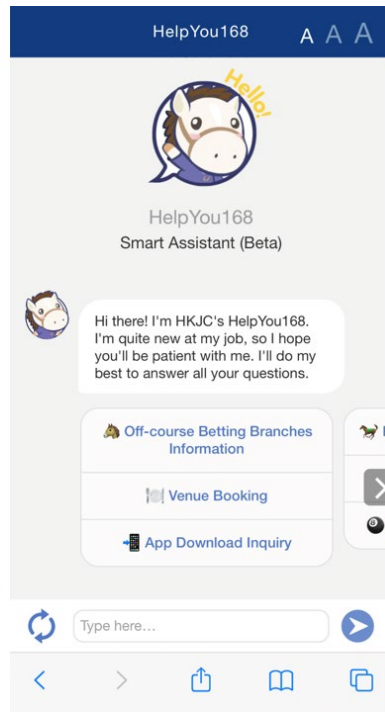
- Chatbot supported with Artificial Intelligence (AI) to address customer enquiries anywhere, 24/7 (Pic 2)
- Answer general enquiries online instantly with simple conversations, such as results & dividends, apps download, betting branch and racecourse venue information, saving time on calling hotline or visiting betting branches
- Interactive communication supported with multimedia (such as video or nearby betting branches map) to enhance customer digital experience (Pic 3,4)

- Chats can be redirected to Customer Care when the query cannot be answered by Chatbot.
- Available on HKJC Customer eCentre, Racing Touch, GoalX, eWin and Classic 3-in-1

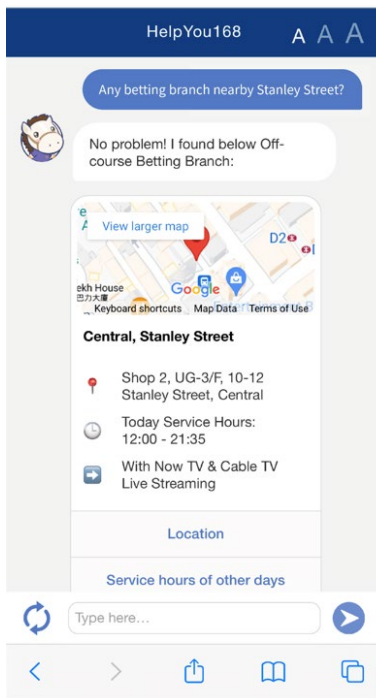
Launch date: Sep, 2021



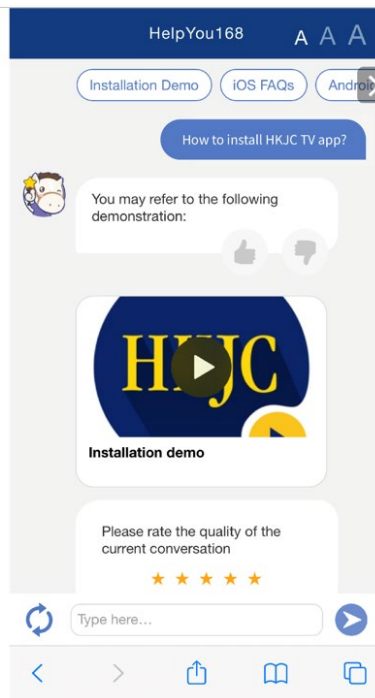
Pic 1



Pic 2



Pic 3



Pic 4

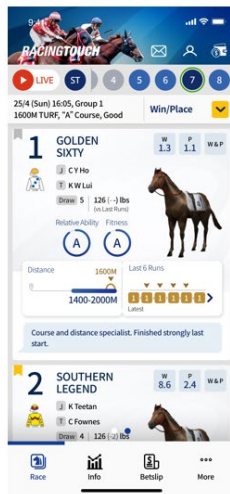
3. New Racing Touch iPhone version



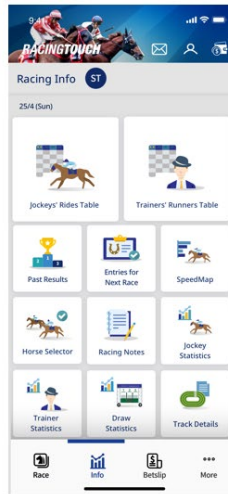
With the new user interface design and personalisation, new Racing Touch for iPhone is the pioneer version and is designed to enhance customer digital wagering experience. The features are as follows:

- New Racing Info Page (Pic 1, 2, 3): Quick and easy to study racing information, such as more comprehensive racing stats, Horse Selector and live racing with Picture-in-Picture function (Pic 4)
- Personalised User Interface (Pic 5): Customers are able to modify their own user interface therefore they can study racing information easily
- Quick Bet / Basket (Pic 6): Simple to place bets with just one click. You may also add betline into your basket. It assists you to form your own betting strategy.
- Other features: Simulcast Racing, Exclusive Trackwork Video and Barrier Trial Video, and Racing Notes

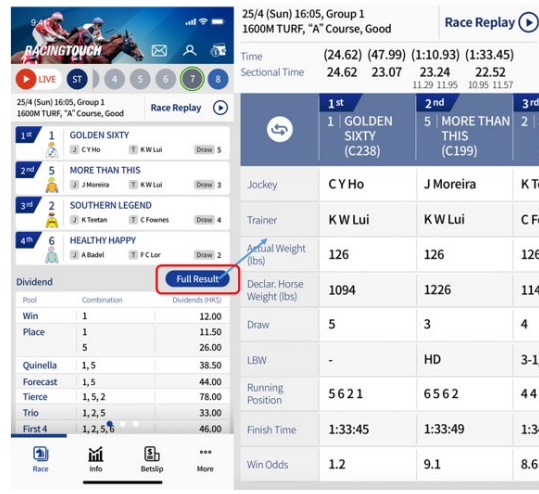
Launch date: Q2 2021



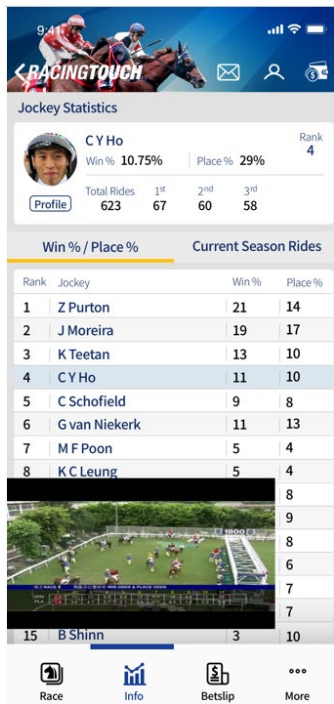
Pic 1



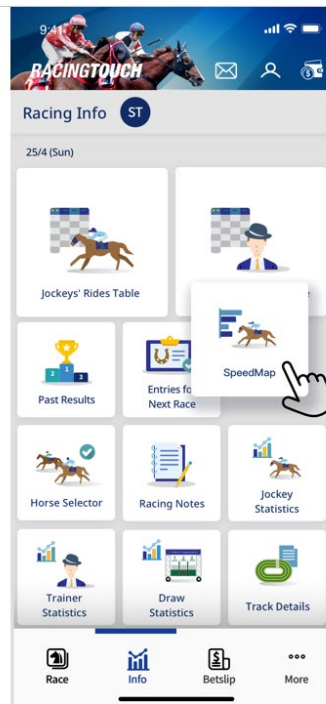
Pic 2



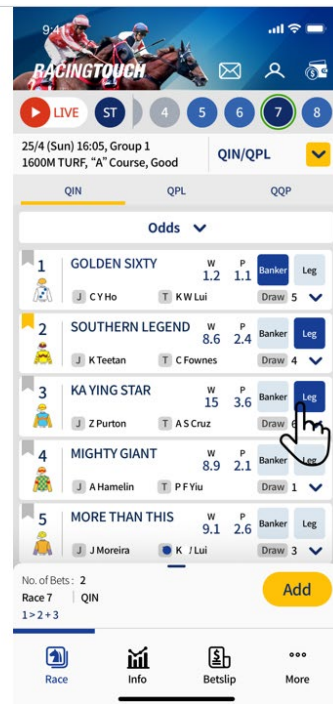
Pic 3



Pic 4



Pic 5



Pic 6

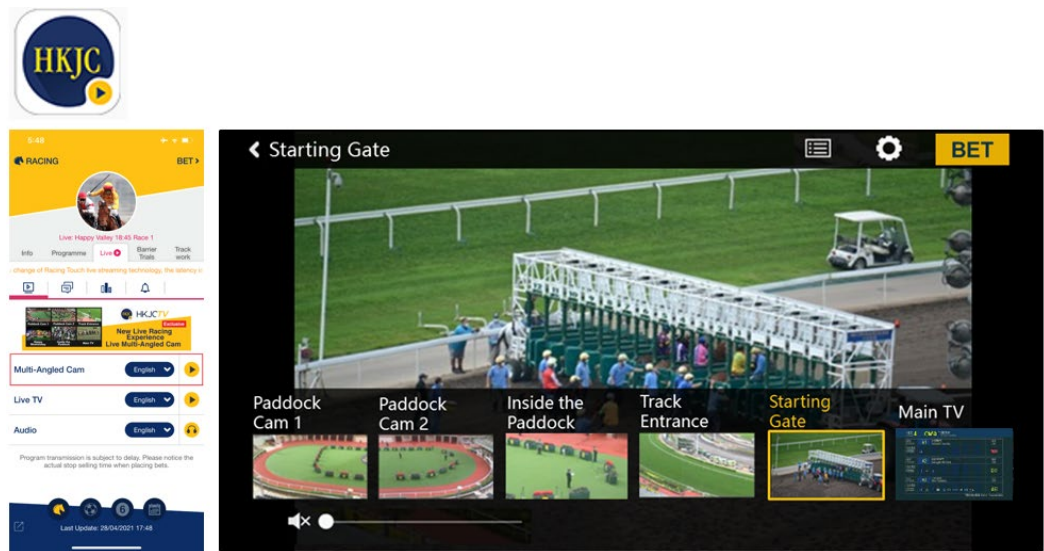
4. New ways to enjoy watching racing on HKJC TV

i) Live Multi-Angled Cam

It provides different exclusive angles during a race meeting. Customers can select and watch different racecourse angles at their own pace.

- Starting Gate Cam (New)
Multiple camera angles behind the gate allow a more thorough view and analysis of the race – revealing the moment when horses are at the jump, hence allowing the audience to observe the behaviour of horses and jockeys before the race starts
- Paddock Cam
It offers uninterrupted views, customers can keep following their favourite horses
- Track Entrance
It offers exclusive angle when horses are entering the track. Customers can observe the horses' fitness and mood
- Inside the Paddock (available for Sha Tin race meeting)
Customers can capture all of the moment inside the paddock
- Main TV
Same as Racecourse TV Channel
- Available on the App Store or m.hkjc.com

Launch date: Sep, 2021



ii) "Find My Horse" (empowered by AI)

During a race meeting, it's never easy for audience to stay current and locate the horse and jockey silk at all times. "Find My Horse" (empowered by AI) is an innovative app for horse racing with tracking function. You can track the running position of up to 4 favourite horses throughout the live streaming.

*Only available on local race meeting

*Must be used with HKJC TV app concurrently

Launch date: Q4 2021 (Pilot)



** All customers entering racecourses, Off-Course Betting Branches and placing bets must be aged 18 or above.*

B. Racecourse Masterplan

1. Sha Tin Racecourse

Factsheet - Backstage Fun Zone

To enhance the arrival experience and further cultivate customers' racing interests, a specific zone on 1/F Grandstand II is renovated to provide a brand new experience with eSports activities – Backstage Fun Zone.

Backstage Fun Zone is designed to be fun and educational. It provides Jockey training experience through various eSports activities, via the interaction of virtual reality. Customers will have the ability to test their skills as a Jockey: balance, hand eye coordination, reaction, strength, speed and stamina etc.

Location	1/F, Grandstand II, Sha Tin Racecourse (near Public Access Gate)
Opening Day / Hour	Starting from 13 November 2021 (Saturday) Sha Tin Day Race Meetings - 1 hour prior to Race 1
Admission Fee	FREE
Venue Facilities	6 eSports activities: <ul style="list-style-type: none">• e-Racing Training of speed and cardiovascular efficiency• e-Reaction Training of reaction• e-Battle Rope Training of arm and bodily strength• e-Bosu Training of balance and stamina• e-Peripheral Sight Training of eye sight• Rolling Racing Training of hand-eye coordination and speed
Remarks	All entrants must be aged 18 or above

e-Racing



e-Battle Rope



*Images are for illustration purpose only



Factsheet – Digital Zone Expansion

Location	1/F, Grandstand II, Sha Tin Racecourse (Customer can access from Entrance 5)
Target Business Opening Date	5 September 2021 Remark: (Target opening date for The Coffee Academics Cafe Area:13 November 2021)
Opening Hours	Sha Tin On Course Race Meeting Day Race: 1 hour prior to the first race – until the end of the last race Night Race: 45 minutes prior to the first race – until the end of the last race
Admission Fee	\$50 for Regular Race Meeting \$80 for Major Race Meeting
Capacity	101 seats
Entertainment and Facilities	<ul style="list-style-type: none"> ➤ New Paid Zone: Book a seat at the Co-Working table or Digital Media Station to enjoy a new digital racing journey. The new Co-Working Table will provide a mingling space for groups of racegoers with a relaxed atmosphere. Each seat comes with an iPad for instant racing information. ➤ Racing 101 Area: Join Racing 101 to get a thorough orientation on racing knowledge at the dedicated area. Racing Specialists are also available for sharing of racing insights. ➤ Cafe Area: Buy a signature coffee and refreshment from The Coffee Academics. ➤ New Gaming Devices: <u>Volumetric Lighting Sculpture</u> A virtual horse will be shown on the 3D volumetric display with different sounds and movements. It can interact with racegoers by walking toward the nearest one with horse motion simulation, creating immersive and interactive experiences. <u>Jockey Photo Booth</u> Racegoers have the ability to take photos at the thematic photo booth with different pre-set backgrounds and Jockeys, capturing the moment and memory of their experience. <u>WhatsApp Stickers Photo Booth</u> With the latest WhatsApp sticker booth racegoers can choose from a variety of funny racing jargon and lingo to create the unique WhatsApp stickers, which can share with friends & family.
Wi-Fi	Full high speed Wi-Fi coverage
Booking	Online via https://www.bookingrc.hkjc.com/
Remarks	<ul style="list-style-type: none"> ➤ All racegoers must be aged 18 or above. ➤ Dress code: no flip flops, singlets, shorts, and clothing that is torn or with holes allowed.

Digital Zone Expansion - New Paid Zone



Digital Zone Expansion - New Paid Zone Co-working Tables



Digital Zone Expansion – Racing 101 Area



Digital Zone Expansion – The Coffee Academics



*Images are for illustration purpose only.



2. Happy Valley Racecourse

Factsheet – Keiba

Location	MIII 2/F, Happy Valley Racecourse (Customer access via Entrance D)
Target Business Opening Date	17 November 2021
Opening Hours	Happy Valley On Course Race Meeting Day Race: 1.5 hours prior to the first race – until the end of the last race Night Race: 1 hour prior to the first race – until the end of the last race
Admission Fee	\$350 and up for normal race meeting \$450 and up for International Jockeys' Championship ➤ Catering offer: Japanese Western cuisine, 4-Courses Set Menu, with selected coffee or tea ➤ Minimum charge applies to each dining table based on the table's capacity
Capacity	72 seats
Entertainment and Facilities	➤ Book a seat at Racing Circle to enjoy interaction with Racing Specialist on racing highlights and insights ➤ Borrow iPad with Racing Touch application for instant racing information and interactive racing experience. ➤ Join Racing 101 to get a thorough orientation on horse racing and watch a live race at our dedicated balcony with Racing Specialist
Wi-Fi	Full high speed Wi-Fi coverage
Booking	Online via https://www.bookingrc.hkjc.com/
Remarks	➤ All racegoers must be aged 18 or above. ➤ Dress code: no flip flops, singlets, shorts, and clothing that is torn or with holes allowed

Keiba - Reception Area



Keiba - Foyer Area with decorative nostalgic items



Keiba - Restaurant Area



*Images are for illustration purpose only.

Factsheet - Topaz 7/F & 8/F

Grand Opening Date	17 November, 2021 (Wednesday)
Location	7/F & 8/F, Members Stand III, Happy Valley Racecourse (Entrance D)
Operation Hours	Happy Valley Race Days Night Race: 5:15 pm – 11:00 pm Day Race: 11:00 am – 6:15 pm (Opening Hours: two hours prior to the first race until the last race)
Menu	Chinese Cuisine
Capacity and seating	<ul style="list-style-type: none"> • 7/F: 92 persons • 8/F: 84 persons, including <ul style="list-style-type: none"> - 2 Private Rooms for 8 persons - 2 Private Rooms for 10 persons
Venue facilities	<ul style="list-style-type: none"> • Topaz 7/F and 8/F, the new Chinese restaurants specially designed for Members, will open in November, 2021. The design concept of Topaz is inspired by Chinese astronomy and the ancient use of constellation. The classic elements of sun, moon and stars project a starry night surrounded, creating an elegant and mysterious vibe. • Both Topaz 7/F and 8/F are deployed with floor-to-ceiling windows and balcony, embracing spectacular racecourse views. Members will enjoy the racing and entertainment with a closer perspective to the winning post. • Topaz 8/F offers 4 private rooms, accommodate dinner feast for 8 to 10 persons with high level of privacy. Members can share the racing enthusiasm with family and friends in Happy Valley race days.
Reservation	<ul style="list-style-type: none"> • Please dial 1814. For reservation guideline, booking schedules and procedures, please refer to the Member Facility Directory. • Private rooms at Topaz 8/F are available for booking. For details, please call 2966 8568 / 2966 5895.
Remarks	<ul style="list-style-type: none"> • Members and their guests must be aged 18 or above. • Dress Code: Men are required to wear shirts, sports shirts with collars, or turtle necks. Ladies are required to dress to a comparable standard.

Topaz 7/F & 8/F



* Photo For Reference Only

C. OCBB (Off-Course Betting Branches) Renovation

- The Hong Kong Jockey Club’s Off-Course Betting Branches (OCBBs) are the key retail network of the Club. To enhance the racing and betting experience for numerous customer segments, a new OCBB – The LOHAS Shop recently opened in May, 2021, marking the first new OCBB in 16 years. In addition, three OCBBs are to be renovated and completed before July, 2022.

New Opening of The LOHAS Shop

- The LOHAS Shop spans an area of 4,056 square feet and is designed with a new theme combining simulated sports games, enhanced digital services and diversified leisure activities to deliver novel and enhanced customer experience in a modern and dynamic environment, appealing to the younger and new community of LOHAS.
- New elements of leisure and lifestyle activities include DIY workshops, KOL (knowledge of racing) sharing sessions, racing simulators and gaming areas. There is also a book and magazine corner, board games and an instagrammable feature wall for football lovers to meet the preferences and needs of different customers.
- The zoning design of The LOHAS Shop facilitates the running of diverse activities - A workshop zone is dedicated for holding regular DIY workshops for customers to create unique hand-made crafts; an event zone with tiered seats, large TV screens and thrilling simulation games are offered for customers to enjoy live broadcasting; a relaxing seating area with an App-Touch Table to enhance knowledge of customers in using our digital service in using HKJC e-Wallet at our new self-vending terminals. We also have Racing Specialists in the shop to share exclusive racing insights and knowledge to deepen customers’ understanding of racing.
- To support sustainability, we also reused recycled timber from trees torn down by typhoons in our OCBB as our construction materials.

Branch Name	The LOHAS Shop
Location	Shop Unit 419, 4/F The LOHAS, 1 LOHAS Road, Tseung Kwan O
Floor Area (sq. ft.)	4,056
Zoning	DIY Workshop Zone, Live Event & Gaming Zone, Communal Zone

The LOHAS Shop



Relaxing Seating Area with App Touch Table



DIY Workshop Zone & Instagrammable Football Feature wall



Communal Zone with TV Wall for Live Broadcast



Live Event & Gaming Zone, Recycled Timber Feature Wall

Renovation of Three OCBBs

- In addition to the newly opened The LOHAS Shop, three OCBBs namely Central Stanley Street, Kwun Tong Plaza and Kwai Chung Wing Fong Road are to be renovated and completed before July 2022. This is part of the 10 years Retail Channel Transformation Plan that the Club is driving to ensure we upkeep the conditions of our retail branches for hard core customers, and also to identify some branches to transform them into a new format to create immersive experience.
- These targeted OCBBs for renovation will be transformed into experience branches, with a segregated zoning design to serve our existing hard core customers and a newly designed format to appeal to new customer segments. In some of these branches, we will introduce a lady-oriented dessert cafe, a nicely designed space for females to dine in tandem with live events. There are also gaming area where we will introduce jockey training simulation games and football simulator to allow the public to challenge themselves on their sporting skills. Food and beverage will continue to be an important element. We will introduce themed restaurants, thus allowing a space for gathering, namely to watch live events such as Football broadcasts.
- To better serve the mass public, our betting hall and media hall will be modernised with technology to provide better visual impact through a high density TV wall. There will also be numerous party room areas designed for customers to enjoy a similar ambience that of the racecourse with their friends. Racing Specialists will be stationed to share racing insights and to assist our customers in using their digital app or self-service terminals at the branches.

	G/F	1/F	2/F	3/F
Branch Name	Central Stanley Street			
Location	Shop 2, UG-3/F, 10-12 Stanley Street, Central			
Floor Area (sq. ft.)	10,175			
Zoning	Quick Account Service Area, Instagrammable Photo Spots	Female-oriented Dessert Restaurant	Gentlemen Dwelling Zone	Betting Hall, Media Hall

	G/F	M/F	1/F
Branch Name	Kwun Tong Plaza		
Location	Shops 15 G/F-1/F, Kwun Tong Plaza		
Floor Area (sq. ft.)	16,652		
Zoning	Betting Hall, Merchandise Zone KOL Broadcast Zone	Media Hall, Racing & Football Simulation Games	New Format Themed Restaurant

	G/F	1/F	2/F
Branch Name	Kwai Chung Wing Fong Road		
Location	Shop 5, G/F-2/F, Southern Building, 3 Wing Fong Road, Kwai Chung		
Floor Area (sq. ft.)	11,888		
Zoning	Quick Service & Account Service Area, Event Broadcast Area, Merchandise Zone	Co-working Space & Study Area, Digital Gaming, Racing & Football Simulation Game Area	Betting Hall, Media Hall

Central Stanley Street Branch



Quick Account Service Area & Instagrammable Photo Spots



Female-oriented Dessert Restaurant



Gentlemen Dwelling Zone



Betting Hall & Media Hall

Remarks: All photos illustrated above are for references only.

** All customers entering racecourses, Off-Course Betting Branches and placing bets must be aged 18 or above.*