### INTEGRATED BUSINESS MODEL

The Hong Kong Jockey Club is a not-for-profit enterprise dedicated to community betterment.

We have one single purpose: to always act for the betterment of Hong Kong.

香港賽馬會是非牟利企業,致力為社會謀福祉。我們的 目標始終如一,就是建設更美好香港。



The Club's integrated business model of world-class racing and racecourse entertainment, membership, responsible wagering, and charity and community contribution, enables it to maximise its economic and social value for the benefit of all.

馬會的綜合營運模式,結合世界級賽馬及馬場娛樂、會員事務、有節制博彩及慈善與社區貢獻, 令我們得以為香港市民帶來最大的經濟及社會 利益。

# Racing & Racecourse Entertainment

Through our world-class racing we bring pride to Hong Kong, providing a racecourse spectacle filled with entertainment and sporting energy.

我們舉辦的世界級賽馬,娛樂 與體育活力兼備,足令 香港引以為傲。

### Entertainment 賽馬及馬場娛樂

## Wagering & Lottery

博彩及獎券

Through our responsible and best-in-class wagering and lottery services we help meet public demand, channelling it away from illegal operators.

我們提倡有節制博彩, 藉著一流的博彩及獎券服務 滿足大眾的需求, 以防止他們參與非法賭博活動。



## Charities & Community

慈善及社區

Through our tax contribution, charitable donations and proactive community engagement, we work to improve Hong Kong's quality of life.

我們透過税款、慈善捐款及 主動投入社會服務, 致力改善香港市民的生活質素

#### Membership Club

會員會所

Through their ownership
of top-class thoroughbreds, and
despite Hong Kong's small
horse population, our Members make
Hong Kong's racing success
globally possible.

香港賽駒數目雖然 不多,但全賴馬會會員引入 頂級佳駟,令香港賽馬 備受全球推崇。

#### OUR VALUES 我們的核心價值