

Attachment:14/15 New Marketing and Customer Service Initiatives

I) WeChat ID: Racing HK (Chinese content only)

Receive latest racing and promotional updates when you follow “HKJC 香港賽馬” HKJC’s WeChat account! (WeChat ID: RacingHK).



(Photo1)



(Photo 2)

1. “Multi-media” 「講講馬」



Access informative “Videos” of horses’ last runs and interviews with trainers, jockeys and owners.



Enter “Blogger”, take advantage of the latest news and intelligence updates from racing professionals!

2. “Interactive” 「常互動」



Discover the latest “Promotional Activities” for major races and racing information.



Discover each racecourse’s “Best Venues” for shopping and wining and dining!



Compete for fantastic prizes in “Games” on major racedays!

3. Racing 「賽事區」

Find out all you need to know about races, race cards, odds, results and dividends!

HKJC 香港賽馬

12:00 即場
香港三級賽 國慶盃
1200米 草地

馬號	馬名	獨贏	檔位	負磅
1	魚躍鳥飛 莫雷拉 蔡約翰	3.2	1	126
2	駿馬名駒 貝湯美 約翰摩亞	4.0	2	126
3	旅遊大哥 梁家俊 約翰摩亞	1.7	3	126
4	桃花心 田泰安 蔡約翰			

排位表

賽果及派彩

HKJC 香港賽馬

12:00
香港三級賽 國慶盃
1200米 草地

名次	馬號	馬名	騎師
1	1	魚躍鳥飛	莫雷拉
2	2	駿馬名駒	貝湯美
3	3	旅遊大哥	梁家俊
4	4	桃花心	田泰安

第一場賽果

派彩

彩池	勝出組合
獨贏	1
位置	1

賽果及派彩

Steps to follow HKJC WeChat official account

1. Download WeChat
2. Search WeChat ID "RacingHK" to follow HKJC's WeChat official account.

II) Racing Touch

The enhanced Racing Touch iPad application will be equipped with new features including “Quick Bet” function and last 6 runs videos, aimed to provide an interactive racing experience for digital savvy customers wherever they go.

The new version will be available for download in September 2014.

Supported devices and OS

- ❖ iPad 2, iPad 3, iPad 4 and iPad Air
- ❖ iPad mini and iPad mini with Retina display
- ❖ Optimized for iOS 7.1 and support iOS5.0 or later

Feature highlights

- ❖ “Quick Bet” function (photo [3](#))
 - With the new “Quick Bet” function, customers can place a bet within 3 taps.
 - Step 1 - Tap on any odds button in the Parade Ring, Card and List view or Odds table, the corresponding betline will be composed and added to the “Place Bet” page.
 - Step 2 – Tap “Place bet” to go to the “Preview” page
 - Step 3 – Tap “Send” after review betline to place bet

Step 1 – Tap on any odds button



Step 2 – Tap “Place Bet”



Step 3 – Tap “Send” to place bet



- ❖ Enriched racing information (photo 4)
 - Last run video will be extended to cover up to last 6 runs of the starters, making the study of horse racing form easier and more enjoyable than ever before.

Last 6 Runs Video



The screenshot shows a mobile app interface titled "Last 6 Runs". It displays a table of race results for a specific race, "14. WONDERFUL MOMENTS". The table has columns for Results, Date/Racecourse/Track, Class/Distance, Horse Name, Win Odds, Finish Time of Winner (Final Sectional Time), and Video Replay. The race is held at Sha Tin, Happy Valley.

Results	Date/Racecourse/Track	Class/Distance	Horse Name	Win Odds	Finish Time of Winner (Final Sectional Time)	Finish Time (Final Sectional Time)	Video Replay
1	15/06/2014 ST TURF	Class 2 1400M	STORY MASTER	1.5	1:20.98 (23.23)	1:20.98 (23.23)	
1	17/05/2014 ST TURF	Class 3 1400M	ANTASTIC KA	3.9	1:22.46 (23.28)	1:22.46 (23.28)	
2	23/03/2014 ST TURF	Class 3 1600M	ITZEL KID	6.7	1:35.54 (22.86)	1:35.57 (23.45)	
3	15/12/2013 ST TURF	Class 3 1400M	WONDERFUL MOMENTS	5.3	1:24.16 (23.39)	1:24.42 (23.61)	
4	17/11/2013 ST TURF	Class 3 1200M	FLUENCE OF IN	4.0	1:09.80 (22.68)	1:10.00 (22.64)	

*Racecourse: ST - Sha Tin, HV - Happy Valley

- Other newly added information including rating, weight and horse weight difference to last run and gear descriptions will be available for customers to better prepare for the race.

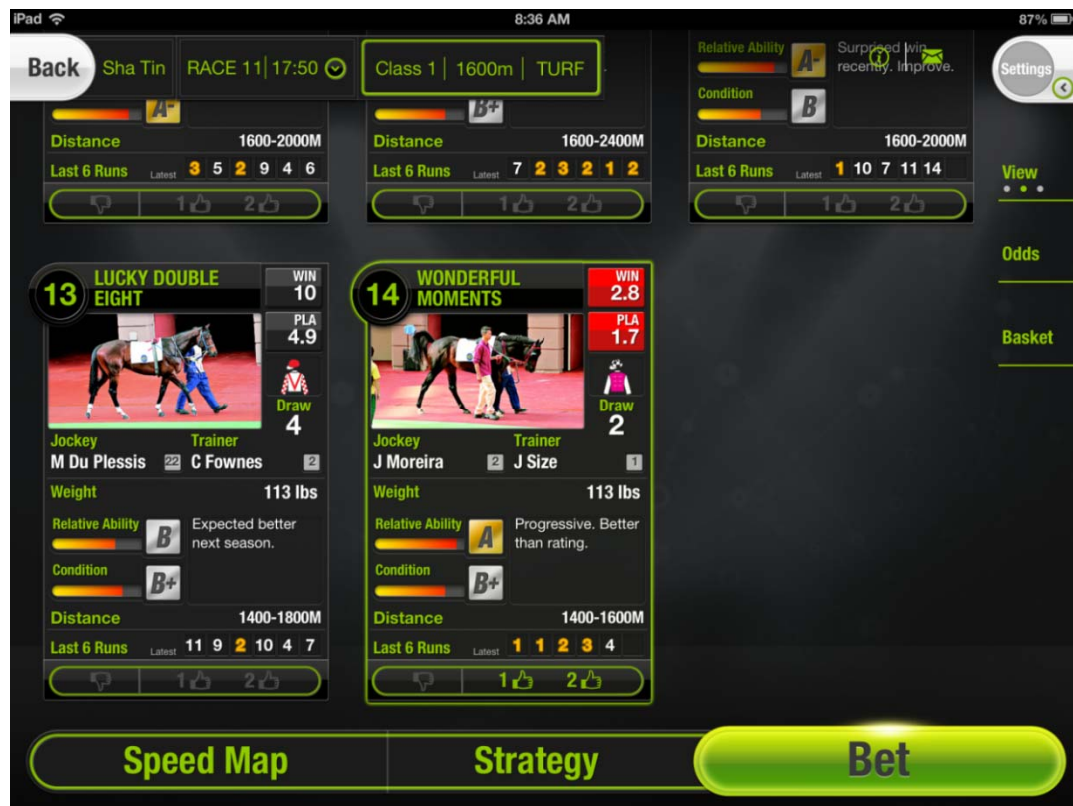
Horse Detail



The screenshot shows a mobile app interface titled "Horse Detail" for horse "14. WONDERFUL MOMENTS". The interface includes a navigation bar at the top with "Back", "Sha Tin", "RACE 11 | 17:50", "Class 1 | 1600m | TURF", and "Settings". The main content area displays the horse's details, including its relative ability (A), condition (B+), distance (1400-1600M), and running style. A central image of the horse is shown. To the right, there are sections for the jockey (J Moreira) and trainer (J Size), both with their respective place percentages (48% and 38%). Below this, there is a "Last 6 Runs" section showing the horse's performance in its last six races (1, 1, 2, 3, 4). At the bottom, there are buttons for "Speed Map", "Strategy", and "Bet".

- ❖ Enhanced personalised features
 - All new “Like” index allows customers to mark their favourite as well as least liked horses on the App.

Like Index on Card View



Bet types

Provides single-race pari-mutuel betting pools of Win, Place, Quinella, Quinella Place, Tierce, Trio and First 4.

How to download

The App is free of charge and can be downloaded via the iTunes App Store or visit www.racingtouch.hkjc.com

III) Customer Digital Experience

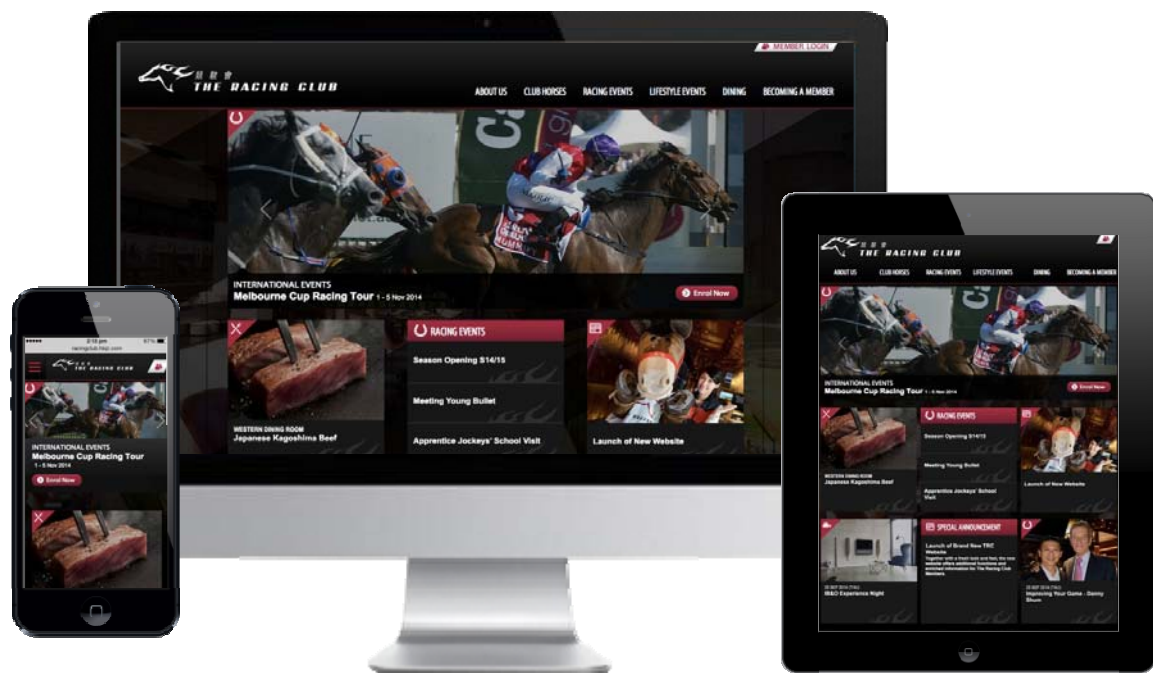
A) Aerial Virtual Replay (photo 5)

- Virtual replay video in aerial view from Trakus (external vendor), with Race Replay Video, for customers to study horse running path from different angles
- Available on HKJC website at noon on the next day of each local race meeting
- Launch: 20th October 2014



B) The Racing Club Website Revamp

- Mobile web solution with responsive design is used for The Racing Club's new website (www.racingclub.hkjc.com) to ensure "mobile friendly" and compatibility with both desktop PC and mobile devices
- More functions are developed to enhance interactivity with members
 - Table reservation for race day and non-race day
 - Members' activities preview and enrolment
 - Club horse winning photos ordering
 - Racing Club and racing information
- Website content is enriched with more racing related videos and information, such as racing highlights and interviews with racing experts as well as member's activities
- Compatible to desktop PC, iPhone, iPad and android phones / tablets
- Launch: 4th September, 2014



(C) Live Racing Web TV



- Live Racing Web TV is extended to Priority Red Cardholders (in addition to Owners, Racing Club Members, Priority Cardholders -- Black, Gold and Silver)
- Live Racing Web TV's website (www.hkjcwebcast.com), a message will be prompted to guide customers to add shortcut icon on iOS/Android device

(D) New Racing Content: Last Run Reminder

- Highlights and comments of the selected horse(s) that performed below standard in its last race in terms of positioning, pacing, draw, etc
- Available on HKJC website at start sell of each local race meeting
- Launch: first race meeting in 2014/15

香港賽馬會 The Hong Kong Jockey Club

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Racing Info (Local) | Racing Info (Simulcast) | Racing News | Key Races | Multimedia Showcase | International Racing and Sale | Betting Guide | Learn Racing

Entries | Race Card | Current Odds | Trainers' Entries | Jockeys' Rides | Reference Info | Statistics | Results | Report | Jockeys & Trainers | Horses | Fixtures

Racing Information (Local) - Reference Information - Last Run Reminder

Race Meeting 01/07/2014 Last Update Time : 01/07/2014 12:00:00

Selected Horse(s)			Details of Last Run								Last Run Reminder
Race No.	Horse No.	Horse Name	Race Date Race Index	RC	Track/ Course	Class	Dist. (M)	Draw	Running Position	Wide(s) while running	
5	12	HORSEFORALLSEASONS	28/05/14 1(558)	HV	Turf / A	5	1650	6	2 2 2 2	1 1 1 1	At the start INFINITE COURAGE was crowded for room when taken out by JUN HAO which shifted out abruptly on jumping. Travelled 3-wide without cover better than midfield stables bend.
6	6	FORTUNE TERRITORY	07/05/14 4(506)	HV	Turf / B	4	1650	8	6 6 7 2	2 2 2 2	Ridden along early, bumped and shifted in 1200m, then held wide without cover back stretch. Hard ridden entering turn but soon beaten, giving ground from 400m. Tailed off.
6	11	SPARKLING SWORD	25/05/14 3(549)	ST	AWT	4	1200	14	7 6 3	1 1 1	Pushed forward to settle in a prominent position, despite trapped 3 wide without cover throughout, stayed on nicely to get 3rd.

(E) Quartet Extension to Simulcast

- Quartet was re-launched for the local race days (2nd leg of Triple Trio and last race) since Jan 2014, receiving good customer feedback
- In 2014/15, Quartet will be extended to Simulcast race days
 - One race, to be announced prior to each Simulcast race day
- Launch: first simulcast meeting in 2014/15

SEASON 2014/15 HAPPY WEDNESDAY EVENT CALENDAR



<p>OCT 19 HV Million Challenge & 130th Anniversary</p> 	<p>OCT 22 HW's Back & 130th Anniversary</p> 	<p>NOV 19, 26 Japan Night & JRA Cup</p> 
<p>OCT 22, 29, NOV 12 Oktoberfest</p> 	<p>DEC 03 Happy X'mas</p> 	<p>DEC 10 LONGINES International Jockey's Championship</p> 
<p>DEC 17 Happy X'mas</p> 	<p>JAN 07, 14, 21 Music Rocks the Valley</p> 	<p>JAN 28, FEB 04 Magic in the Valley</p> 
<p>FEB 11, 25 Fortune CNY</p> 	<p>MAR 04, 11, 18 Wines & Delicacies</p> 	<p>APR 01 Sweet Easter</p> 
<p>APR 15, 22 Digital Night</p> 	<p>APR 29, MAY 06 Heroes Return</p> 	<p>MAY 13, 20 French Night</p> 
<p>JUN 03, 10 Bollywood</p> 	<p>JUN 17, 24 Summer Splash</p> 	<p>JUL 08 Happy Valley Finale</p> 