

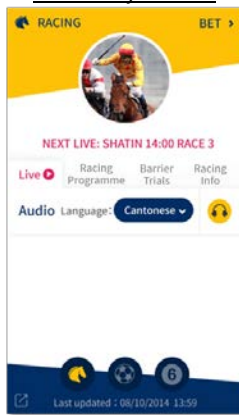
Factsheet - Enriched Digital Experience

HKJC TV Enhancement

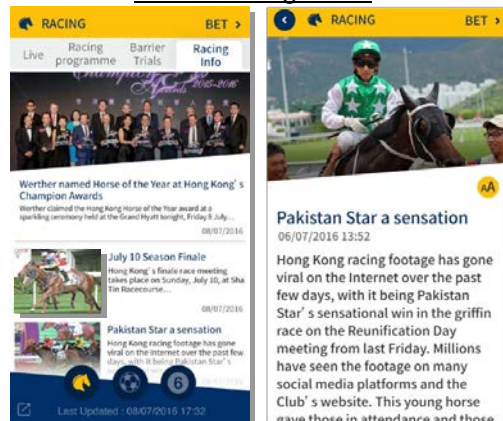
Enhance live racing content, including

- Raceday Radio (photo 1)
 - Live racing audio in Cantonese, English and Mandarin
 - Available for all HKJC betting account holders
- Latest Racing News (photo 2)
 - Pre- and post-race news
 - Race meeting information (e.g. track condition, wind direction, race statistics)
 - Interviews with Trainers and Jockeys at Parade Ring
- Available on iOS and Android
- Target launch date: 16/17 season opening

Raceday Radio



Latest Racing News

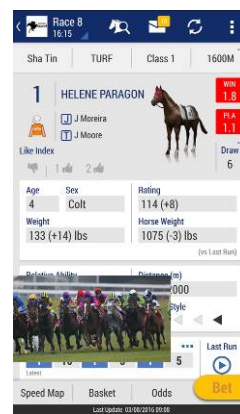
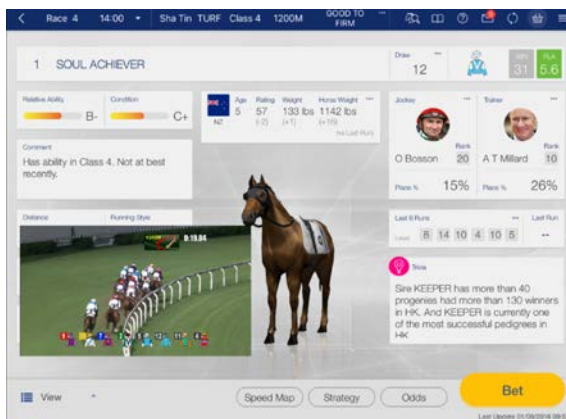


Racing Touch

Further enhancements and additional racing information on Racing Touch to improve customer experience

- Live racing video available for all HKJC betting account holders, full screen or floating screen
- Horse Picker: Racing Touch helps to pick the horses in a race based on customer's selected criteria
- Other information enhancement
 - Entry List by Trainer and Rating
 - Enhanced result page with all ranking, sectional time, winning margin, weight carried, final odds, etc.
- Available on iPad and Android
- Target launch date: Jan 2017

Live Racing (photo 3)

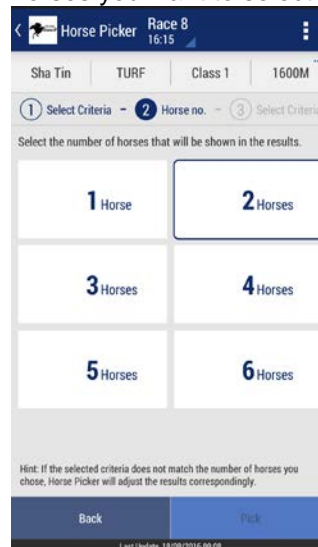


Horse Picker (photo 4)

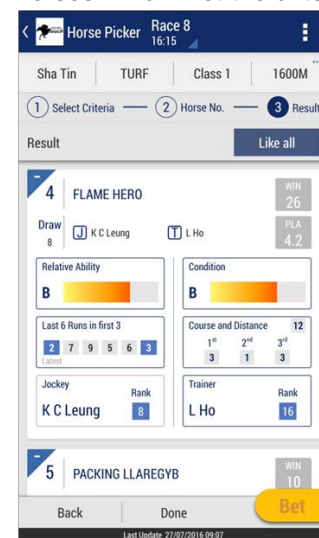
Step 1: Select your preferred criteria



Step 2: Specify no. of horses you want to select



Step 3: Racing Touch shows the horses which met the criteria



Entry List

Sorted by Trainer

Entry List				
Sort by Trainer		Sort by Rating		
Trainer	Group 1 1200M TURF Section 1	Group 1 1600M TURF Section 1	Class 2 1400M TURF Section 1	Class 3 1200M TU
A Lee				
A S Cruz	PENIAPHOBIA	BEAUTY FLAME BEAUTY ONLY	AMBER DRAGON	WAH MA
A T Millard	SUPER JOCKEY STRATHMORE		BALAY BALAY +	
C Fownes		GUN PIT DUNDONNELL		SKY KING
C H Yip		SECRET WEAPON		
C S Shum				WINNING
C W Chang				DRAGON

Sorted by Rating

Entry List										
Sort by Trainer					Sort by Rating					
Group 1 1200M Section 1	Group 1 1600M Section 1	Class 2 1400M Section 1	Class 3 1200M Section 1	Class 3 1400M Section 1	Class 3 2000M Section 1	Class 4 1200M Section 1	Class 4 1400M Section 1	Class 4 1400M Section 2	Class 5 2200M Section 1	Griffin 1000 Section 1
Race Name : THE CHAIRMAN'S SPRINT PRIZE			Race Class : Group One			Track : TURF				
Horse	Representing	Trainer	Wt.	Int'l Rating	Rtg.(+/-)					
CHAUTAUGUA (V638)	AUSTRALIA	M Hawkes	126	121	-					
AEROVELOCITY (P069)	HONG KONG	P O'Sullivan	126	119	126 (+1)					
GOLD-FUN (P045)	HONG KONG	R Gibson	126	119	128 (-1)					
PENIAPHOBIA (S143)	HONG KONG	A S Cruz	126	118	125 (+0)					
BUFFERING (T604)	AUSTRALIA	R Heathcote	126	117	-					
NOT LISTENINTOME (T235)	HONG KONG	J Moore	126	117	130 (+3)					
LUCKY BUBBLES (T211)	HONG KONG	K W Lui	126	117	121 (+9)					
MONGOLIAN SATURDAY (V603)	UNITED STATES OF AMERICA	G Enebish	126	116	-					
CHARLES THE GREAT (N171)	HONG KONG	J Moore	126	116	111 (-2)					
SUPER JOCKEY (D106)	HONG KONG	A T Millard	126	115	115 (-1)					

Full Result page (photo 5)

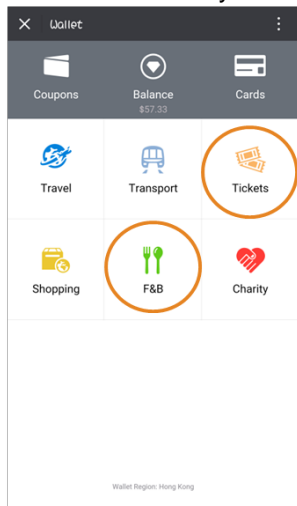
Results and Dividend		01/05/2016 ST		Race 2 14:30						
Single Race and Multi-race Pool		Jockey Challenge		Full Result						
Going: GOOD		Course Time: (14.06) (57.65) (1:03.47) (1:29.55) (1:53.90) (2:17.97)								
Course: TURF - "B" COURSE		Section Time: 14.06 23.59 25.82 26.08 24.35 24.07								
Result #	Horse No.	Jockey	Trainer	Actual Wt.	Declared g Wt.	Draw	LBW	Running Position	Finish Time	Win Odds
1	3 KING BOUNTIFUL(105)	J Moreira	J Size	133	1097	9	-	6 7 8 8 8 1	2:17.97	3
1	4 MALAYAN PEARL(N416)	G Lerena	D Cruz	130	1180	8	-	4 5 6 6 6 1	2:17.97	49
3	12 LOYAL CRAFTSMAN(S354)	K C Leung	D J Hall	116	1016	7	N	3 4 4 4 5 3	2:18.02	11
4	6 VIVA GLY(K318)	N Callan	D E Ferraris	127	1023	5	1/2	8 8 7 7 7 4	2:18.05	10
5	14 WIN CHANCE(P415)	K Teetan	L Ho	117	1054	1	1/2	7 6 5 5 4 5	2:18.08	59
6	8 COOL PAL(S035)	D Whyte	A Lee	126	989	3	3/4	5 3 3 3 3 6	2:18.10	27

Partnering with WeChat

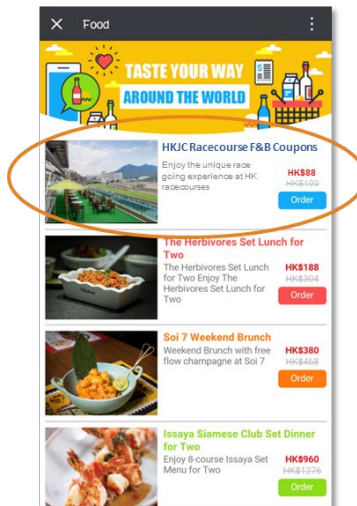
Racecourse offerings via WeChat Pay (photo 6)

- F&B discount coupons
 - 12% off for \$100 F&B coupon
 - For public sit-down venues in Happy Valley and Sha Tin (including Hay Market, Digital Zone, Pak Sing, Media Hall, Champion Circle, Jun Hui Ting, adrenaline, Stable Bend, The Gallery, Moon Koon and Leading Edge)
 - First selective period for promotion will be from 30 Aug 2016 to 16 Oct 2016 and more surprising offer will be available in near future
- Racecourse entrance tickets

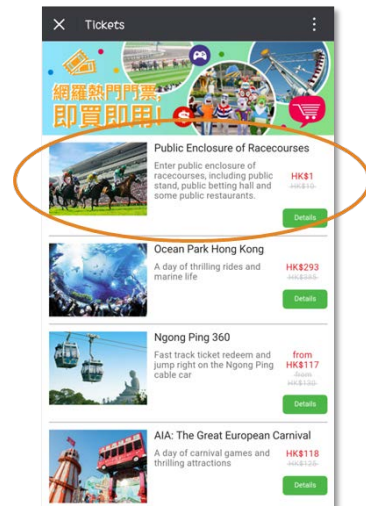
F&B and Tickets on WeChat Pay



Racecourse F&B Coupon



Racecourse Entrance Ticket



Racecourse table reservation on WeChat's HKJC Official Account (photo 7)

- Most of the public sit-down venues
- Mobile responsive design

