## **Integrated Business Model**

### 綜合營運模式

Through its integrated business model, the Club generates economic and social value for our society.

In 2016/17, the Club returned 79.1% of its betting and lottery revenue directly to Hong Kong in the form of tax payments and charitable donations.

馬會透過其綜合營運模式, 創造經濟及 社會價值。

2016/17年度,馬會透過税款及慈善捐款,將79.1%的博彩及獎券收入直接回饋香港。

# Racing & Racecourse Entertainment

賽馬及馬場娛樂

By continually developing the quality of our world-class racing, we bring pride to Hong Kong and provide a racecourse spectacle filled with entertainment and sporting energy.

馬會持續提升香港世界級賽馬的質素 舉辦娛樂與體育活力兼備的賽事, 足令香港引以為傲。

#### 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。



#### Responsible Sports Wagering & Lottery

有節制體育博彩及獎券

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

我們提倡有節制體育博彩,藉著一流的 體育博彩及獎券服務滿足大眾的 需求,以協助防止他們參與 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。