HK$M 百萬港元 14,223 1997/98

11,698 2002/03

HK$M 百萬港元 1,026 1997/98

1,012 2002/03

Wagering and Lottery
博彩及獎券

Tax and Lotteries Fund Contributions
稅款及獎券基金貢獻

HK$M 百萬港元 **22,935**
2016/17

Charitable Donations
慈善捐款

HK$M 百萬港元 **7,607**
2016/17

This year, the Club continued to leverage its technology strengths, implementing new and improved digital services and rolling out new customer relationship management programmes. With the addition of eight simulcast racedays and five local race meetings, Hong Kong racing fans have also been able to enjoy even more of the world's best racing action. Meanwhile, the continued growth of commingling underlines the growing attractiveness of Hong Kong's world-class racing.

今年，馬會繼續善用本身的科技優勢，改良和推出嶄新數碼服務，並實行了全新顧客關係管理計劃。馬會今季增加八個越洋轉播賽日及五個本地賽日，讓本港馬迷得以觀賞更多國際頂級賽事。此外，匯合彩池持續增長，印證香港的世界級賽馬越來越受歡迎。

Overall wagering and lottery turnover for the year was HK$216.5 billion. Racing turnover, at HK$115.8 billion for the financial year, and HK$117.4 billion for the full racing season, was up 7.9% and 10.7%, respectively, achieving a new record. Football turnover was up 6.8% on last year to HK$92.7 billion, also a new record, reflecting enhanced coverage of leagues and tournaments, notably Olympic football and the final stages of Euro 2016. Turnover on the Mark Six lottery, at HK$8.0 billion, was down 6.2% on last year. Here it should be noted that the Mark Six is now 40 years old.

All of these achievements, it must be stressed, are the product of Hong Kong's system of responsible gambling, under which the Club is authorised by the Government to provide a regulated channel to meet demand for wagering and lottery services, with the proceeds being used to benefit the community as a whole. This year, the Club's success in channelling customer demand enabled it to provide record levels of community support in terms of tax and Lotteries Fund contributions and charitable donations.

年內，馬會的整體博彩及獎券投注額為2,165億港元。本財政年度的賽馬投注額為1,158億港元，而全個馬季則錄得1,174億港元，分別上升7.9%及10.7%，創下歷年新高。今年播放的聯賽及盃賽有所增加，如奧運足球賽事及2016歐洲國家盃決賽階段等，足智彩投注額因而再創新高，達927億港元，較去年上升6.8%。至於已有40年歷史的六合彩，投注額較去年下跌6.2%，為80億港元 。

必須强調的是，馬會能取得如此佳績，有賴香港奉行有節制博彩政策。馬會獲香港政府授權營辦博彩及獎券服務，透過規範化的博彩渠道，滿足市民對博彩及獎券服務的需求，並將所得收益回饋社會。年內，馬會成功回應顧客需要，因而得以繼續透過稅款、獎券基金捐款及慈善捐款貢獻社會，再創紀錄。

COMMINGLING

The attractiveness of Hong Kong racing, in the context of an increasingly globalised and inter-connected racing environment, means that there is growing demand for it amongst overseas racing fans. This was reflected in the impressive growth of commingling this season, which saw total turnover of HK$6.5 billion for the racing season, up 87.1% on 2015/16.

With the addition of 21 new partners this year, including the United Kingdom, Ireland, Canada and the United States, the Club now has 34 commingling partners. In addition, live and pre-recorded racing programmes featuring Hong Kong racing are now more widely available overseas, including on the Sky Racing and Racing.com channels in Australia, Racing UK and At the Races in the United Kingdom, TVG in the United States, Fairchild TV in

Canada and the TVB Anywhere network. Likewise, Hong Kong racing information is now carried in major overseas racing publications, including the Daily Racing Form in North America, the Racing Post in the United Kingdom and ThoroughbredNews.com and Racing And Sports in Australia.

SIMULCASTING

A total of 23 overseas meetings, up from 15 meetings in previous years, plus 10 individual races, were simulcast this season. These included the world's richest race meeting, the Dubai World Cup Day; the Melbourne Cup Day and The Championships meetings in Australia; and three days of the United Kingdom's prestigious Royal Ascot. Among the new additions were Japan's Arima Kinen Day, Australia's Lightning Stakes Day, and the 2,000 Guineas Day from the United Kingdom. One undoubted highlight was the inaugural Korea Sprint, where fans watched live as Hong Kong's *Super Jockey* stormed home to win the race by four lengths.

匯合彩池

香港賽馬富吸引力，加上賽馬環境日趨全球化，各地賽事緊密相連，令海外馬迷對香港賽事的需求日增，匯合彩池因而於季內錄得可觀增長，總投注額達65億港元，較2015/16年度上升87.1%。

今年，馬會增添21個匯合彩池合作夥伴，分別位於英國、愛爾蘭、加拿大及美國，令匯合彩池合作夥伴總數增至34個。此外，越來越多海外地區播放香港賽馬直播及預錄賽馬節目，包括澳洲的SKY Racing及Racing.com、英國的Racing UK及At the Races、美國的TVG、加拿大的新時代電視(Fairchild TV)，以及TVB Anywhere頻道。與此同時，海外主要賽馬刊物亦有刊載香港賽馬資訊，例如北美的Daily Racing Form、英國的Racing Post以及澳洲的ThoroughbredNews.com及Racing And Sports。

越洋轉播賽事

香港越洋轉播的海外賽馬日，由以往的15個增至今季合共23個，另亦越洋轉播了十場個別賽事，當中包括全球獎金最高的賽事 — 杜拜世界盃賽馬日、墨爾本盃賽馬日、澳洲錦標賽事系列，以及英國皇家雅士谷賽期的其中三天賽事。季內新增的越洋轉播賽事包括日本的有馬紀念賽日、澳洲的閃電錦標賽馬日及英國二千堅尼賽馬日，當中最受矚目的賽事之一無疑是首屆韓國短途錦標，本地馬迷透過現場直播，見證香港代表「積多福」以四個馬位之先奪冠。

ENHANCING THE DIGITAL EXPERIENCE

With digital technology opening up new experiences for customers, the Club has continued to enrich its digital information and entertainment offerings this year.

Racing Touch, the Club's one-stop racing app, has accumulated over 300,000 downloads since launch. Following further enhancements, live racing is now available to all account holders. Users can also enjoy full-screen or floating-screen formats, while the Horse Selector feature facilitates form analysis.

The HKJC TV mobile app has also been enhanced. In addition to instant pre-race and post-race news and race meeting information,

it now provides trainer and jockey interviews from the Parade Ring not available on regular TV. It also provides race day radio to all betting account holders.

Meanwhile, utilising the latest VR (Virtual Reality) technology, fans at racecourses and selected Off-Course Betting Branches have been able to get a behind-the-scenes look at a raceday stable, the Parade Ring, jockeys' room and judges' room. They are also able to experience what it is like to ride a competitive race as a jockey.

NEW PRIVILEGES FOR HKJC PRIORITY CARD CUSTOMERS

Launched in 2011, the HKJC Priority Card provides priority access to facilities and exclusive experiences and is designed to compete against similar offerings provided by offshore casinos and illegal operators.

Starting from this season, Priority Card customers have been able to utilise the Priority Box Office service to book tickets to world-class sporting and entertainment events. Highlights this season included premium tickets for the 2016 FIA Formula E Hong Kong ePrix, the Hong Kong Tennis Open and the Hong Kong premiere of the Broadway musical *Wicked*. Overseas they have been able to book VIP boxes at Manchester United and reserved seating in Melbourne's prestigious Rose Room for the Melbourne Cup.

提升數碼娛樂體驗

數碼技術能為顧客帶來嶄新體驗，因此，馬會年內繼續優化數碼資訊及娛樂產品。

馬會的一站式賽馬應用程式「Racing Touch」已累積超過30萬次下載率，功能亦已進一步提升，為用戶提供賽馬直播，並提供「全屏幕」及「畫中畫」功能。用戶亦可透過「揀馬助手」分析馬匹態況。

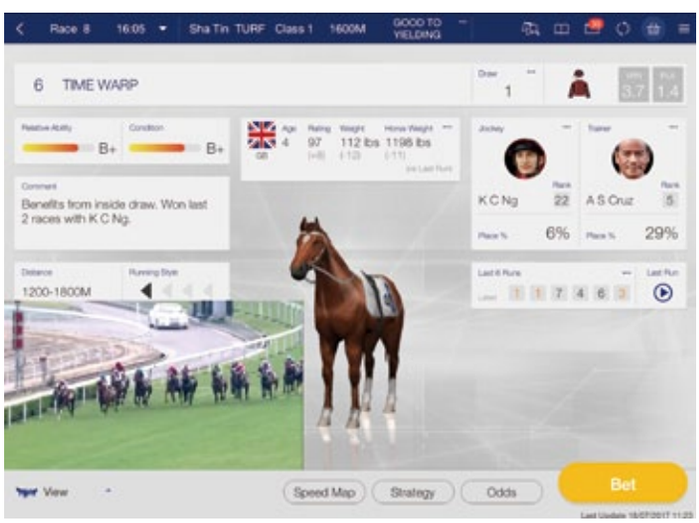
「HKJC TV」手機應用程式亦已推出加強版，除了提供賽前賽後即時資訊及賽日情報外，亦增設一般電視節目未能涵蓋的資訊，包括練馬師和騎師在馬匹亮相圈的訪問片段，而賽日收音機亦開放予馬會所有投注戶口持有人。

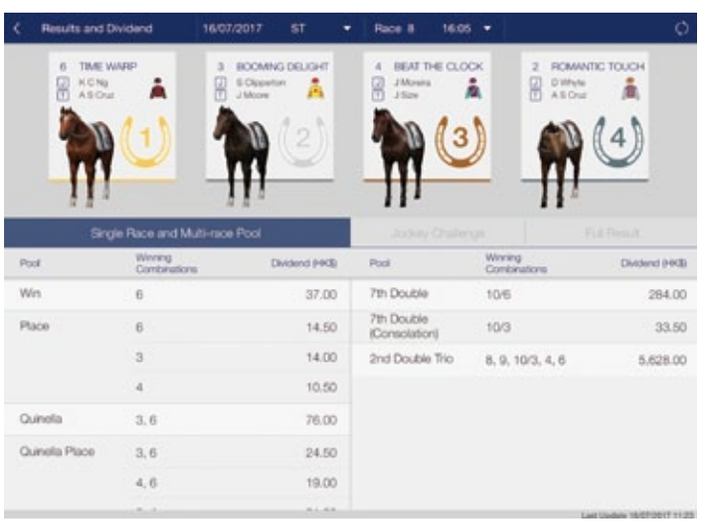
此外，馬會運用最新的虛擬實境技術，讓馬迷可在馬場及指定的場外投注處探索馬場幕後重地，包括賽馬日馬房、馬匹亮相圈、騎師室及裁判室；馬迷亦可透過虛擬裝置一嚐騎師參賽滋味，享受策馬奔馳的刺激體驗。

馬會「優越」客戶尊享新禮遇

馬會於2011年推出「優越」客戶計劃，讓「優越」客戶優先享用設施及專享體驗，以應對離岸賭場及非法賭博集團類似服務所帶來的競爭。

今季開始，「優越」客戶可透過「優越登場」服務訂購世界級體育及娛樂盛事門票。今季熱門盛事包括2016國際汽聯香港電訊電動方程式賽車錦標賽香港站、香港網球公開賽及首度在港演出的百老匯音樂劇鉅獻《綠野仙踪女巫前傳》。「優越登場」亦提供海外門票預訂服務，包括預訂貴賓廂房觀看曼聯賽事，以及預留墨爾本盃賽的著名玫瑰包廂(Rose Room)。





Racing Touch, the Club's one-stop racing information app, has been enhanced this year.
馬會年內更新了一站式賽馬資訊應用程式「Racing Touch」。