

RESPONSIBLE SPORTS WAGERING AND LOTTERY 有節制體育博彩及獎券

HK\$M 14,223
百萬港元 1997/98

HK\$M 1,026
百萬港元 1997/98

11,698
2002/03

1,012
2002/03



上網賭
你輸得

STAY AWAY FROM
ILLEGAL ONLINE G

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

HK\$M **23,863**
百萬港元 2017/18

Charitable Donations
慈善捐款

HK\$M **4,234**
百萬港元 2017/18

14,072
2007/08

18,777
2012/13

1,052
2007/08

1,950
2012/13



As a provider of responsible and world-class sports wagering services, the Club is well-recognised for its customer-centricity and rapid adoption of technology. This year saw further innovations in customer offerings, while the strong growth of commingling underlined the appeal of Hong Kong racing to an audience that now spans the globe.

馬會提供有節制及世界級體育博彩服務，其以客為尊、緊貼科技發展步伐的策略備受推崇。年內，馬會進一步推出創新客戶服務，而馬會匯合彩池取得大幅增長，足證香港賽馬的吸引力經已廣遍全球。

All of this enabled the Club to achieve both new highs in wagering and lottery turnover and record levels of support to the community in terms of tax, charitable donations and Lotteries Fund contributions.

Overall wagering and lottery turnover for the year was HK\$234 billion. Racing turnover, at HK\$122.8 billion for the financial year and HK\$124.3 billion for the full racing season, was up 6% and 5.8% respectively – a new record – reflecting the strong growth of commingling. Football turnover was up 11.2% to HK\$103.1 billion, also a new record, partly due to the impact of the early stages of the World Cup. Turnover on the Mark Six lottery, at HK\$8.1 billion, was up 1.2% on last year.

正因如此，馬會的博彩及獎券投注額得以打破紀錄，而稅款、慈善捐款及獎券基金貢獻亦得以再創新高，大力支持社會發展。

年內，馬會的整體博彩及獎券投注額為2,340億港元。本財政年度的賽馬投注額受匯合彩

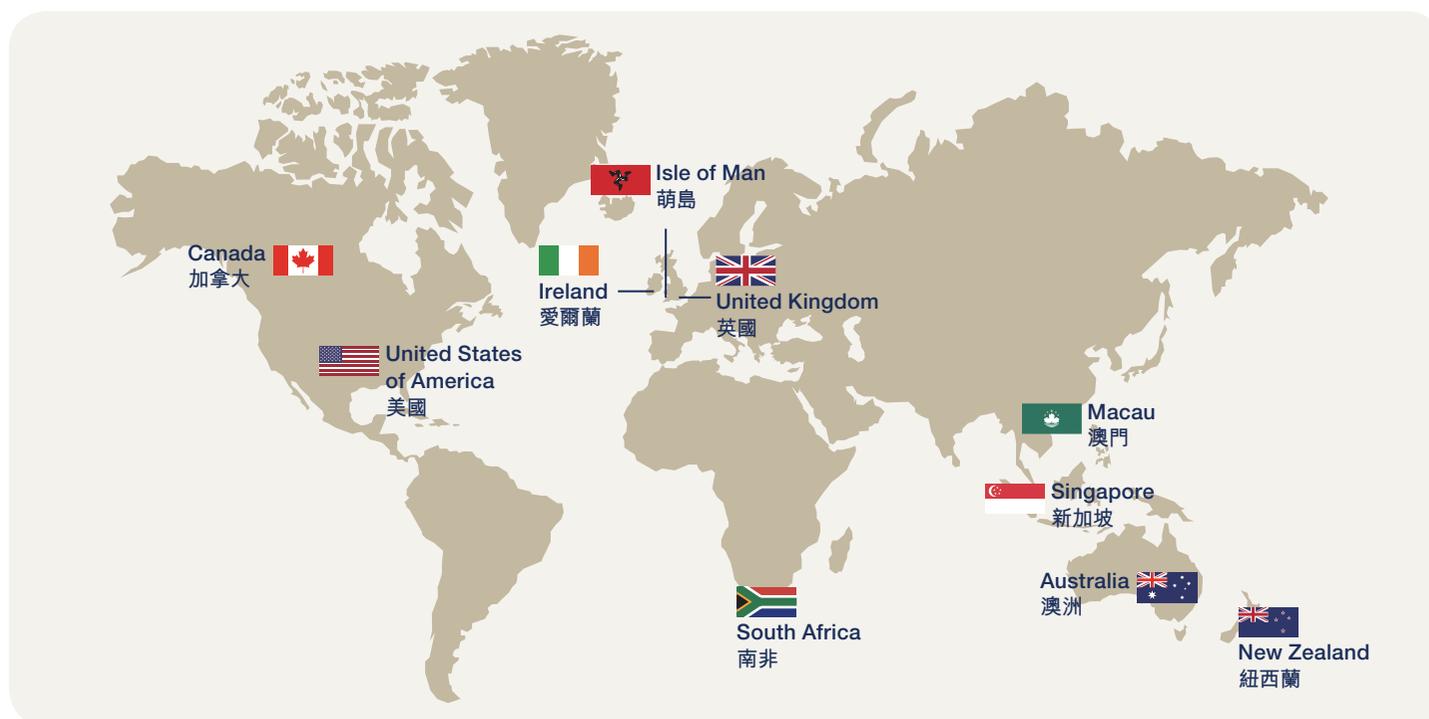
池大幅增長帶動，達1,228億港元，而全個馬季則錄得1,243億港元，分別上升6%及5.8%，創下歷年新高。受世界盃分組賽帶動，足球投注額再創新高，達1,031億港元，較去年上升11.2%。至於六合彩，投注額較去年上升1.2%，達81億港元。



COMMINGLING 匯合彩池

38 COMMINGLING PARTNERS IN TEN COUNTRIES AND JURISDICTIONS

38個匯合彩池合作夥伴位於十個國家及地區



The high quality and integrity of Hong Kong racing continues to attract global racing fans, as demonstrated by the significant growth of commingling this season. At HK\$16.6 billion, commingling turnover was up 154.8% on the 2016/17 season. With additional overseas partners joining this year, the Club now has 38 active commingling partnerships.

The Club continues to work with new media partners across the world to enrich Hong Kong racing information for overseas racing fans. These included the Racing Post and UK-based broadcaster At The Races which provided expert analysis and

tips on Hong Kong races throughout the season, while Racing UK has introduced a weekly live racing programme focused on Hong Kong.

香港賽馬達世界級水平，並堅守最高誠信，得以繼續吸引全球馬迷。季內，匯合彩池大幅增長，香港賽馬的吸引力，從中可見一斑。今年，匯合彩池投注額較2016/17季度上升154.8%至166億港元。季內，馬會海外匯合彩池合作夥伴數目有所增加，至今活躍夥伴共有38個。

馬會與更多來自全球各地的媒體合作，為海外馬迷提供更豐富的香港賽馬資訊，其中 Racing Post 及英國廣播公司 At The Races 於整個馬季提供香港賽事專業分析及「貼士」，前者更推出了每週一次的現場賽馬節目，主要播放香港賽事。

At HK\$16.6 billion, commingling turnover was up 154.8% on the 2016/17 season

匯合彩池投注額較2016/17季度上升154.8%至166億港元

SIMULCASTING 越洋轉播賽事

A total of 23 overseas meetings as well as ten individual races were simulcast to Hong Kong this season. These included some of the world's top racing events such as Dubai World Cup Day, the Prix de l'Arc de Triomphe in France, the British Champions Day and four days of the United Kingdom's prestigious Royal Ascot. The Champions Challenge Day from South Africa, the Osaka Hai Day from Japan and the Kranji Mile Day from Singapore were some of the other top-class overseas races.

季內，共有23個海外賽馬日及十場個別賽事越洋轉播至香港，包括杜拜世界盃賽馬日、法國凱旋門大賽、英國冠軍錦標賽馬日及英國賽馬盛事皇家雅士谷賽期其中四天賽事等全球頂尖賽馬日，以及南非的冠軍挑戰錦標賽馬日、日本的大阪盃賽馬日及新加坡的克蘭芝一哩賽日等頂級海外賽。

CUSTOMER OFFERINGS AND EXPERIENCE 客戶禮遇及體驗

The Club continues to enrich its digital information and wagering offerings to transform the customer experience.

This season saw the launch of the HKJC Customer eCentre, a one-stop self-service platform for account holders to manage account information and loyalty programmes and make reservations at racecourse venues.

The HKJC TV mobile app has also been enhanced. In addition to live

racing TV programmes it now provides a second screen of live racing for instant analysis of races, a first-hand information reminder and a real-time discussion forum.

In Off-Course Betting Branches, a new display providing enriched content, higher resolution of live race broadcasts and enlarged odds and results display has been piloted. It will be gradually rolled out to all branches in the 2018/19 season.



This season has seen enhancements to the HKJC TV mobile app and the launch of the new HKJC Customer eCentre. 馬會今季推出「HKJC TV」手機應用程式加強版，以及「HKJC網上客戶中心」。



Meanwhile, good progress has been made with the Club's new integrated information and wagering system, with all wagering customers now seamlessly migrated. The system provides much greater speed and flexibility in responding to customer demand as well as improving the Club's ability to combat illegal betting operators.

馬會繼續加強數碼資訊及投注服務，務求提升客戶體驗。

年內，馬會推出「HKJC 網上客戶中心」，為投注戶口持有人提供一站式的自助網上客戶服務，讓客戶管理自己戶口的資料及客戶獎勵計劃，以及預訂馬場設施。

「HKJC TV」手機應用程式亦已推出加強版，除了提供直播賽馬節目外，亦增設第二螢幕播放賽事，以供即時分析之用，其他新增功能包括第一手資料提示及實時討論區。

部分馬會場外投注處已設置全新顯示器，所播放的內容更加豐富，現場直播賽事解像度更高、顯示賠率及賽事結果的字體更大。於2018/19年度馬季，所有場外投注處均會陸續設置此全新顯示器。

同時，馬會全新綜合資訊及投注系統取得良好進展，所有投注客戶經已順利轉移至全新系統，可更快捷及更靈活回應顧客需要，加強馬會協助打擊非法賭博營運商的能力。

The Club continues to enrich its digital information and wagering offerings to transform the customer experience

馬會繼續加強數碼資訊及投注服務，務求提升客戶體驗

RESPONSIBLE GAMBLING 有節制博彩

Under Hong Kong's system of responsible gambling, the Club is authorised by the Government to provide horse race and football betting services and to administer the Mark Six lottery. In doing so, the Club provides a regulated channel to meet gambling demand and works with the Government to advocate responsible gambling and to protect the public from the dangers of credit betting, illegal gambling and associated crimes such as money laundering. It also ensures that any proceeds benefit the community as a whole, whether in the form of tax and duty to the Government or through the Club's own charitable donations.

根據香港現行有節制博彩的營運模式，馬會獲政府授權營辦賽馬、足球博彩及六合彩獎券服務，透過規範化的博彩渠道，滿足市民對博彩活動的需求。同時，馬會亦與政府緊密合作，提倡有節制博彩，以減低市民參與借貸賭博、非法賭博及因此而衍生的有組織罪案，例如洗黑錢活動。此營運模式亦確保博彩收益可以透過政府稅收及馬會的慈善捐款，回饋社會。

ILLEGAL GAMBLING IS A THREAT TO OUR COMMUNITY 非法賭博危害社會

There is no doubt, however, that illegal gambling remains a threat to the community. Facilitated by mobile telecommunications and the internet, it helps fund criminal activities such as drug smuggling, loan sharking, extortion, money laundering and bribery. Through the provision of credit, it also encourages excessive and pathological gambling.



The Club is making every effort to tackle and raise awareness of illegal gambling. It provides support to the Hong Kong Police in their efforts to combat the problem. The Club also chairs the Asian Racing Federation's Anti-Illegal Betting Task Force and collaborates with international law enforcement agencies to combat transnational organised crime groups involved in illegal gambling and related sports corruption. For quite clearly this is a problem which requires action both across borders and within Hong Kong itself.

然而，非法賭博對社會的威脅持續。流動電子通訊及互聯網發達，使非法賭博愈趨便利，進而助長販毒、高利貸、勒索、洗黑錢及賄賂等各樣犯罪活動。此外，非法賭博集團接受信貸賭博，亦容易導致過度賭博及病態賭博問題。

馬會致力打擊非法賭博，提醒市民非法賭博的禍害，並一直支持香港警方的相關工作。亞洲賽馬聯盟的打擊非法賭博專責小組由馬會高層擔任主席；與此同時，馬會亦與國際執法機關緊密合作，打擊涉及非法賭博及體育貪腐問題的跨國有組織犯罪集團。要打擊非法賭博，跨境合作與香港境內的行動可謂缺一不可。



RESPONSIBLE GAMBLING POLICY 有節制博彩政策

The Club advocates responsible gambling and has established an extensive range of measures under its Responsible Gambling Policy. The Club does not permit credit betting and has stringent underage access controls across all betting channels, including Off-Course Betting Branches, telephone, online and mobile services. Messages on responsible gambling, including treatment and counselling service information, are displayed prominently in all betting premises, websites and marketing materials. All front-line betting staff receive training in the Responsible Gambling Policy.

The Club's support for responsible gambling is widely recognised. In 2011, it was granted Level 4 accreditation, the highest possible, under the Responsible Gambling Framework of the World Lottery Association (WLA). This accreditation was renewed in 2015.

The Club has also been invited by the China Sports Lottery, which is under the General Administration of Sports Administration Centre, to design a responsible gambling framework for use in the Chinese mainland.

馬會致力提倡有節制博彩，並根據有節制博彩政策制定多項措施。這些措施包括不接受信貸投注，同時嚴禁未成年人士使用場外投注處、電話投注、網上投注及流動投注服務等所有投注渠道。此外，馬會所有投注處、網站及宣傳品均於顯眼位置展示關於有節制博彩的資訊，包括問題賭博治療及輔導服務資料，而馬會所有前線投注部員工均須接受有節制博彩政策培訓。

馬會提倡有節制博彩的努力廣受認同。2011年，馬會榮獲由世界博彩協會根據其有節制博彩框架要求頒發「有節制博彩」第四級(最高級別)認證，而馬會於2015年再度獲頒最高級別認證。

馬會亦獲國家體育總會中國體育彩票中心邀請，為內地制定有節制博彩框架。

RESPONSIBLE GAMBLING ADVOCACY AND EDUCATION

有節制博彩倡議及教育

The Club proactively advocates responsible gambling. It is the major contributor to the Ping Wo Fund, which finances and co-ordinates preventive and remedial measures to address gambling-related problems. Starting from 2015, the Club has doubled its annual contribution to HK\$45 million. By 2019, the Club's total contributions to the Fund will have exceeded HK\$360 million.

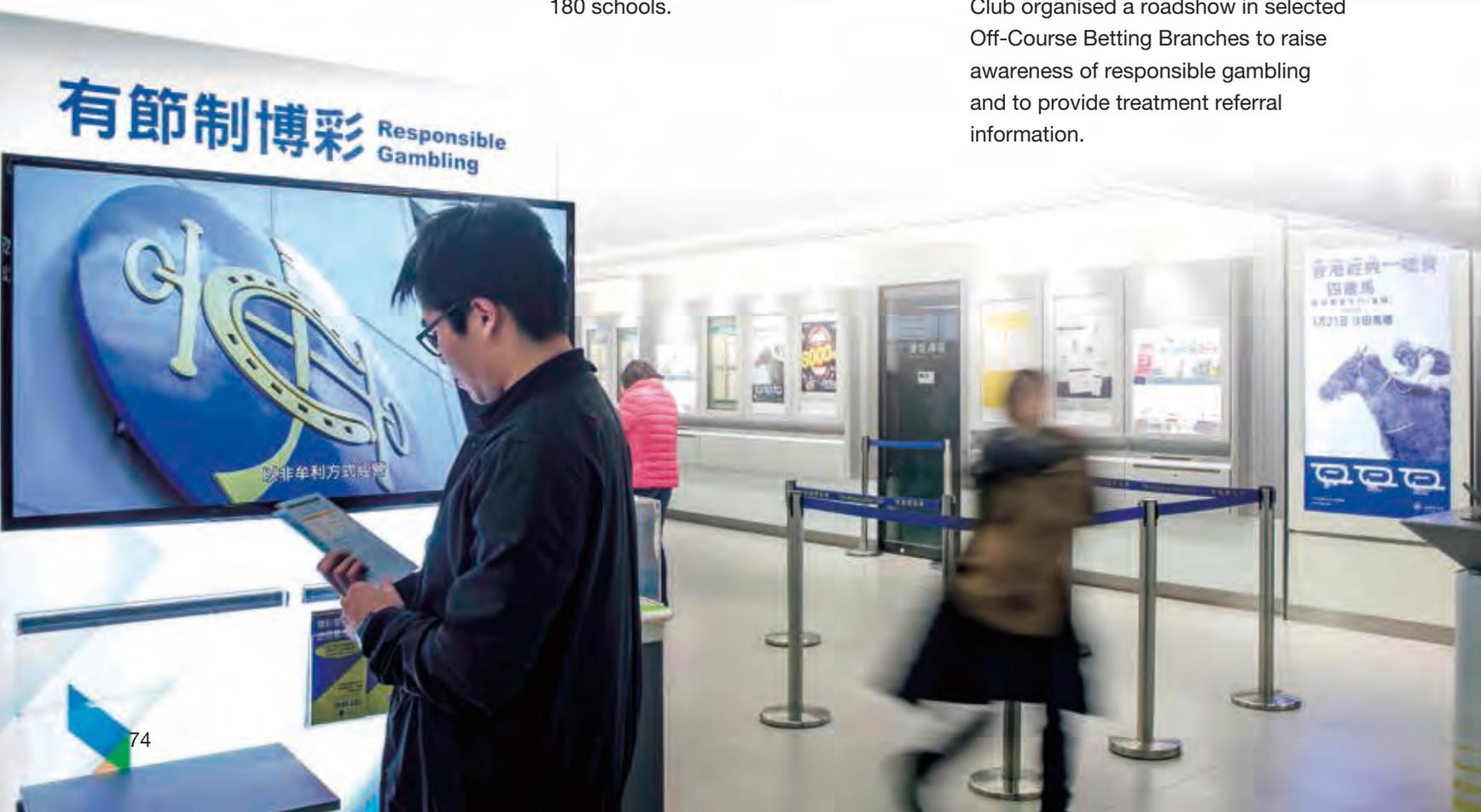
The Club regularly seeks input from advisory and expert bodies such as the Betting and Lotteries Commission, the Ping Wo Fund, legislative and district councillors and providers of counselling and treatment services. It

also gathers public feedback, which this year facilitated enhancements to its responsible gambling communications.

The Club has an active and ongoing public education programme, with a number of initiatives launched this season. Partnering with the Education Bureau, district school head associations, the Tung Wah Group of Hospitals Youth & Family Unit and professional psychiatrists, the Club launched a three-year school educational programme. The programme encourages students to embrace a positive and healthy lifestyle, and to avoid harmful activities such as online gaming. The programme aims to reach 40,000 students from 180 schools.

At the end of 2017 the Club launched a Responsible Awareness Week campaign to disseminate responsible gambling message to bettors. This included the showing of educational videos in selected Off-Course Betting Branches featuring counselling and treatment services provided by NGO partners. With the support of the TWGHs Even Centre, kiosks were set up in April 2018, staffed by qualified social workers, to further disseminate responsible gambling messages and to provide outreach and referral services to at-risk individuals.

During the 2018 World Cup, in addition to launching a responsible gambling campaign across various channels, the Club organised a roadshow in selected Off-Course Betting Branches to raise awareness of responsible gambling and to provide treatment referral information.



馬會積極倡導有節制博彩，是平和基金的主要捐助機構，資助及統籌各項預防及緩減問題賭博的相關工作。自2015年起，馬會每年資助平和基金的金額倍增至4,500萬港元。至2019年，馬會將合共撥捐逾3億6,000萬港元予平和基金。

馬會定期向不同顧問及專家團體尋求意見，例如博彩及獎券事務委員會、平和基金、立法會議員及區議員，以及提供輔導及治療服務的機構等，同時亦收集公眾反饋，令今年有節制博彩宣傳更臻完善。

馬會一直持之以恆，積極推動公眾教育計劃，本季亦展開多項活動。馬會與教育局、地區校長會、東華三院青少年及家庭服務部以及精神科專家攜手合作，推出為期三年的學校教育計劃，目標是接觸180間學校約40,000名學生，鼓勵同學建立健康正向的生活模式，避免沉迷網上賭博等不良嗜好。



2017年底，馬會推展有節制博彩宣傳週活動，向投注人士宣揚有節制博彩的訊息，其中包括在指定場外投注處播放教育短片，推廣非政府機構夥伴所提供的輔導及治療服務。在東華三院平和坊的支持下，馬會於2018年4月設立駐有合資格社工的外展輔導亭，進一步推廣有節制博彩，並為有需要人士提供外展及轉介服務。

2018世界盃舉行期間，馬會除了透過不同媒體渠道提倡有節制博彩外，亦於指定場外投注處舉行巡迴宣傳，提升市民對有節制博彩的意識，並提供問題賭博相關的輔導及治療資訊。

ANTI-MONEY LAUNDERING 反洗黑錢措施

The Club is committed to preventing its operations from being used for money laundering. It has an Anti-Money Laundering policy and framework, which makes reference to the internationally recognised Financial Action Task Force recommendations and industry best practice.

馬會致力防止成為洗黑錢的渠道，按照國際認可打擊清洗黑錢財務行動特別組織的建議及業內最佳方案，制訂反洗黑錢政策及框架。

