





RESPONSIBLE
SPORTS WAGERING
AND **LOTTERY**

有節制體育博彩及獎券

OVER 40 COMMINGLING PARTNERS IN 14 COUNTRIES AND JURISDICTIONS

位於14個國家及地區的超過40個匯合彩池合作夥伴



This year the Club continued to work hard to meet the expectations of its wagering and lottery customers, implementing new and improved digital services and upgrading retail branches. Commingling also saw further substantial growth, with the Club offering commingling on the prestigious Royal Ascot race meeting for the first time. All of this underscored the world-class quality of the Club's racing entertainment and responsible sports wagering.

今年，馬會繼續致力滿足顧客對博彩及獎券服務的期望，推出全新及更優質的數碼服務，並提升場外投注處設施。馬會的匯合彩池進一步錄得可觀增長，更首次為享負盛名的皇家雅士谷賽期提供匯合彩池。凡此種種，均彰顯馬會賽馬娛樂及有節制體育博彩的世界級質素。

Overall wagering and lottery turnover for the financial year was HK\$247.5 billion. Racing turnover, at HK\$125.0 billion for the financial year and HK\$124.8 billion for the racing season, exceeded last year's record high. Football turnover was up 10.7% on last year to HK\$114.1 billion, partly due to the impact of the latter stages of the 2018 World Cup and this season's highly competitive Premier League. Turnover on the Mark Six lottery, at HK\$8.4 billion, was up 4.3% on last year.

As a result, the Club was able to provide a record HK\$28.9 billion to the community in terms of betting duty, profits tax, Lotteries Fund contributions and approved charitable donations.

COMMINGLING 匯合彩池

The high quality and integrity of the Club's racing and the strong liquidity of its betting pools continue to be a major attraction for overseas customers. As a result, commingling turnover was up 13.5% on last season to HK\$18.8 billion.

Notably, this year saw the Club launch the new Ascot World Pool on Britain's Royal Ascot in partnership with Ascot and Totepool. The first time the Club has offered commingling on an overseas race meeting, this further strengthened Hong Kong's position as an international commingling hub.

With additional partners in Denmark, Norway and Grenada joining, as of next season the Club will have over 40 commingling partners in 14 countries and jurisdictions.

馬會本財政年度的整體博彩及獎券投注額為2,475億港元。本財政年度的賽馬投注額達1,250億港元，而本馬季則達1,248億港元，打破去年創下的紀錄。足球投注額受2018年世界盃末段賽事及今季競爭激烈的英格蘭超級足球聯賽所帶動，較去年上升10.7%，達1,141億港元。六合彩投注額較去年上升4.3%，達84億港元。

正因如此，馬會能夠透過繳納博彩稅和利得稅、獎券基金撥款及已審批慈善捐款，貢獻社會289億港元，創下歷年新高。

馬會的高水平及高誠信賽馬，以及龐大的彩池，繼續是最吸引海外顧客之處。因此，匯合彩池投注額去季上升13.5%，達188億港元。

值得一提的是，馬會與雅士谷及Totepool合作，為2019年英國皇家雅士谷賽期全部賽事開辦了全新的「雅士谷全球匯合彩池」。這是首個馬會為海外賽馬日開設的匯合彩池，進一步鞏固香港成為國際匯合彩池中心的地位。

馬會下季的匯合彩池合作夥伴將增至超過40個，遍佈14個國家及地區，新合作夥伴來自丹麥、挪威及格林納達。



The Ascot World Pool on Britain's Royal Ascot was the first time the Club has offered commingling on an overseas race meeting. 馬會為英國皇家雅士谷賽期開辦「雅士谷全球匯合彩池」，是馬會首個為海外賽馬日開設的匯合彩池。

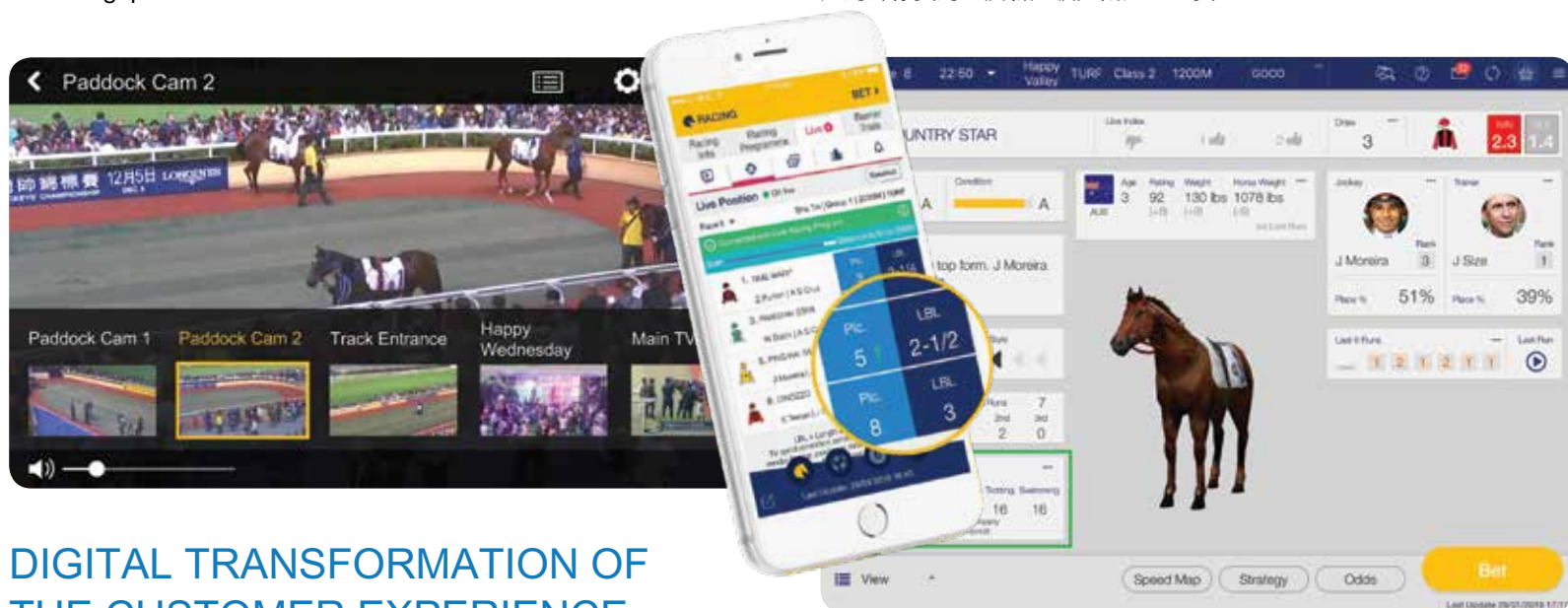
SIMULCASTING 越洋轉播賽事

As evidenced by the 14.6% increase in simulcast wagering turnover, Hong Kong racing fans are increasingly keen to watch and wager on the very best overseas racing.

This season, fans were able to enjoy the simulcast of 23 overseas meetings plus 10 individual overseas races. These included Dubai World Cup Day, the Prix de l'Arc de Triomphe in France, British Champions Day and, for the first time, all five days of Britain's Royal Ascot. Other top-class overseas events were Melbourne Cup Day from Australia, Sprinters Stakes Day from Japan and Kranji Mile Day from Singapore.

越洋轉播賽事投注額錄得14.6%增長，印證香港馬迷對觀賞及投注於高質素海外賽事的興趣日濃。

今季，香港馬迷欣賞了23個越洋轉播海外賽馬日及十場個別海外賽事，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首次越洋轉播皇家雅士谷賽期全部五天賽事。其他越洋轉播的頂級海外賽事包括澳洲墨爾本盃賽馬日、日本短途馬錦標賽馬日及新加坡克蘭芝一哩賽日。



DIGITAL TRANSFORMATION OF THE CUSTOMER EXPERIENCE 提升顧客數碼體驗

When it comes to innovation in digital wagering entertainment, the Club is an acknowledged leader, and this season saw yet further enhancements to digital products.

Two new features were added to the popular HKJC TV app. Utilising digital watermarking technology, Live Position enables customers to follow the performance of selected horses during a race with respect to their running position and distance behind the lead horse. Meanwhile, a multi-angle camera second screen gives customers additional options to view horses in the parade ring and as they enter the track.

在運用創新數碼科技以提升博彩娛樂方面，馬會被公認為領導者，今年在數碼產品質素上也繼續有所提升。

深受歡迎的「HKJC TV」應用程式新增了兩項功能。「即時走位」功能運用電子水印技術，讓顧客追蹤所選馬匹於賽事期間的沿途位置及與帶頭馬匹的距離；此外，多角度相機增設第二屏幕，讓顧客可從另一途徑觀看賽駒在馬匹亮相圈及進入跑道時的情況。

From February, daily trackwork videos were made available on Racing Touch, the Club's one-stop racing information and wagering app. For ease of access, the information is available by horse and in calendar format.



今年2月起，馬迷可在馬會的一站式賽馬資訊及投注應用程式「Racing Touch」觀看每日的晨操影片，並方便馬迷可按照所選馬匹及以日曆格式查閱相關資料。



RETAIL RENOVATION 場外投注處翻新工程

The Club's rolling programme to renovate Off-Course Betting Branches continued, with five new-look branches opening at the beginning of the season.

The largest of these, the Nathan Centre OCBB in Mong Kok, includes a media hall with age-friendly facilities, a 120-seat theatre, and a Caring Hearts community service counter.

馬會繼續逐步翻新場外投注處，季初，共有五間場外投注處完成翻新工程以全新面貌開幕。

當中最大的一間是位於旺角彌敦道的投注處，於影視大堂設有年齡友善設施，配置120個座席的影院，以及「友心站」社區服務櫃台。

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.

馬會致力防止被利用作為洗黑錢的渠道，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。

RESPONSIBLE GAMBLING 有節制博彩

有節制博彩 Responsible Gambling



Under Hong Kong's system of responsible gambling, the Club, through its wagering subsidiaries, is authorised by the Government to provide horse race and football betting services and to operate the Mark Six lottery. In so doing, 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. It also ensures that any proceeds benefit the community, whether in the form of tax and duty to the Government or through the Club's own charitable donations.

根據香港現行制度的有節制博彩方針，馬會獲政府授權，透過博彩附屬公司營辦賽馬、足球博彩及六合彩獎券服務。馬會提供規範化的博彩渠道，滿足市民對博彩活動的需求。同時與政府緊密合作，推廣有節制博彩，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的風險。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。

RESPONSIBLE GAMBLING POLICY 有節制博彩政策

The Club advocates responsible gambling and has established extensive measures under its Responsible Gambling Policy. The Club is also a major contributor to the Ping Wo Fund, which finances and co-ordinates preventive and remedial measures to address gambling-related problems. By the end of 2019, the Club's total contributions will have exceeded HK\$360 million. Starting from July 2019, funding will be extended for a further four years, with the Club contributing HK\$45 million per annum.

The Club's support for responsible gambling is widely recognised. In 2011 the World Lottery Association granted the Club Level 4 accreditation, the highest possible, under its Responsible Gaming Framework. This was renewed in 2015 and 2018. The Club is the first operator in Asia to receive this accreditation three times in succession.



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。此外，馬會是平和基金的主要資助機構，基金資助及協調各項預防及緩減措施，回應賭博相關問題。截至2019年底，馬會對平和基金的資助總額將會超過3億6,000萬港元，而自2019年7月起，馬會對平和基金的資助將會延長四年，每年的資助金額為4,500萬港元。

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「有節制博彩框架」要求而頒發的「有節制博彩」第四級（最高級別）認證，於2015及2018年再次獲同一殊榮，令馬會成為亞洲首個連續三度榮獲最高級別認證的機構。

RESPONSIBLE GAMBLING ADVOCACY AND EDUCATION 有節制博彩倡議及教育

The Club has an active public education programme. This includes its Responsible Awareness Week campaign in selected Off-Course Betting Branches, which this year was extended to a further 40 branches.

In the run-up to the 2019 Copa America Tournament, the Club also launched a citywide responsible gambling campaign. The television commercials have since been taken up by the Education Bureau for use on its e-learning platform.

More broadly, the Club supports initiatives to promote healthy lifestyles, with responsible gambling being part of the overall message. In April, with the support of community partners, the Club launched the Family Volunteer Academy, which includes topics such as family psychology and counselling, parenting skills and financial management. Around 8,000 families will benefit each year.

In a similar initiative, the Club joined hands with the Kowloon Women's Organisations Federation, the Hong Kong Micro Movie Institute and media partners to launch the Family Cinemography Contest. The contest saw participants create audio-visual stories featuring positive lifestyle and responsible gambling messages.

馬會積極推動公眾教育活動，其中包括於指定場外投注處舉行的有節制博彩宣傳週活動，今年活動已擴展至另外40間場外投注處。

馬會亦於2019年美洲國家盃賽事開鑼前夕，在全港推行一項有節制博彩活動，所製作的教育宣傳短片更被教育局上載至網上學習平台。

整體而言，馬會支持宣揚健康的生活方式，而有節制博彩是其中宣揚的重要訊息之一。今年4月，馬會在社區合作夥伴的支持下，推出了「家庭義工學院」，內容分別以家庭心理學與輔導、育兒技巧及財務管理等為主題。預計每年將有約8,000個家庭受惠。

此外，馬會與九龍婦女聯會、香港微電影學會和多個傳媒機構合作，舉辦同類活動——「愛·攝·家主題短片創作比賽」。參賽者結合正向的生活態度以及有節制博彩資訊，創作自己的影音故事。





ILLEGAL GAMBLING – A THREAT TO THE COMMUNITY 非法賭博危害社會

While the Club makes every effort to promote responsible gambling, there is no question that Hong Kong remains a major target for illegal gambling operators. Many of these are international and offshore, and most are linked to organised crime.

The proceeds of illegal gambling fund criminal activities such as drug smuggling, loan sharking, extortion, money laundering and bribery. Furthermore, the provision of credit by illegal operators has a highly negative impact on society, encouraging excessive and pathological gambling.

The Club is making every effort to tackle and raise awareness of illegal gambling. It supports the Hong Kong Police and collaborates with international law enforcement agencies. It also chairs the Asian Racing Federation's Anti-Illegal Betting Task Force. For illegal gambling requires action both internationally and in Hong Kong, with regulators, law enforcement, sporting bodies and financial institutions working together to protect the community.

雖然馬會致力宣揚有節制博彩，但香港無疑仍然是非法賭博營運商的主要目標之一。不少非法賭博營運商跨境及離岸運作，大部分更與有組織罪案有關。

非法賭博收入亦助長販毒、高利貸、勒索、洗黑錢、賄賂等各樣犯罪活動。此外，非法賭博集團接受信貸賭博，容易導致過度賭博及病態賭博問題，對社會構成嚴重禍害。

馬會不遺餘力打擊非法賭博，提醒市民相關禍害，並一直支持警方及與國際執法機關合作。亞洲賽馬聯盟轄下的打擊非法賭博專責小組，就是由馬會高層擔任主席。監管機構、執法機構、體育機構及金融機構必須攜手合作，透過跨境聯合行動和香港境內執法，方能有效打擊非法賭博，保障市民大眾。



(above and left) The Club supports public information campaigns warning of the dangers and consequences of illegal gambling.
(上及左圖)馬會支持各類宣傳和公眾教育工作，提醒市民非法賭博的禍害。