



RESPONSIBLE SPORTS WAGERING AND LOTTERY

有節制體育博彩及獎券





As for all of the Club's operations, this has been a challenging year for wagering and lottery services. Nonetheless, thanks to the strength of its digital wagering platform the Club was able to maintain its full support for racing customers. Meanwhile, commingling saw further significant growth, reflecting the continued expansion of the Club's racing and wagering brand worldwide.

今年，馬會各營運範疇均面對不少挑戰，而博彩及獎券服務亦不例外。儘管如此，馬會擁有優質可靠的數碼博彩平台，因此能夠繼續為賽馬客戶提供全面服務。與此同時，馬會的匯合彩池進一步錄得可觀增長，反映馬會的賽馬及博彩品牌繼續邁向全球。

In response to the COVID-19 pandemic, and in compliance with Government regulations as they were implemented, from February onwards the Club either ceased or substantially reduced operations at Off-Course Betting Branches, Telebet centres and racecourses.

Racing however continued thanks to the support of the Government, horse owners and racing personnel, with the Club maintaining a full racing information and wagering service via its digital platform. In addition, the Club accelerated the launch of its Faster Payment System, facilitating online funds transfer at a time when all Off-Course Betting Branches were closed.

As a result of this, and of the strong performance of commingling, racing turnover for the financial year was down just 3.2% to HK\$121 billion. Turnover for the racing season was down 2.6% to HK\$121.6 billion.

The cessation of all major football leagues did, however, have a significant impact on football betting, which only partially recovered following the resumption of some leagues from mid-May. In consequence, turnover on football betting declined 18.8% to HK\$92.6 billion.

With most lottery transactions being in-person and over the counter, the Club decided to suspend the Mark Six on 2 February for public health reasons. As a result, lottery turnover for the year was down 39% to HK\$5.1 billion.

Though overall wagering and lottery turnover therefore declined this year, it is important to note that it still provided HK\$25.2 billion to the community in terms of betting duty, profits tax, Lotteries Fund contributions and approved charity donations.

COMINGLING 匯合彩池

Since its launch six years ago, commingling has seen substantial year-on-year growth and now contributes significantly to overall racing turnover.

This year the Club further expanded its network through a new partnership with Pari Mutuel Urbain (PMU), one of the world's largest wagering operators. The Club now has over 50 partners and a fan base that spans 27 racing jurisdictions.

為應對新型冠狀病毒疫情及遵守政府實施的相關規例，馬會由2月起暫停或大幅減少場外投注處、電話投注中心及馬場的運作。

雖然如此，有賴政府、馬主及賽事人員的支持，賽馬活動得以繼續進行，而馬會亦透過數碼平台繼續發佈全面的賽事資料及維持博彩服務。此外，馬會加快推出「轉數快」服務，讓顧客在場外投注處全面關閉期間仍能進行網上轉賬。

有賴上述數碼及電子服務，加上匯合彩池表現理想，令本財政年度的賽馬投注額僅下跌3.2%至1,210億港元，而本馬季的投注額則下跌2.6%至1,216億港元。

然而，各大足球聯賽停賽對足球博彩業務構成重大影響。雖然部分聯賽由5月中起陸續恢復進行，但仍未能完全彌補足球博彩的損失，以致足球博彩的投注額下跌18.8%至926億港元。

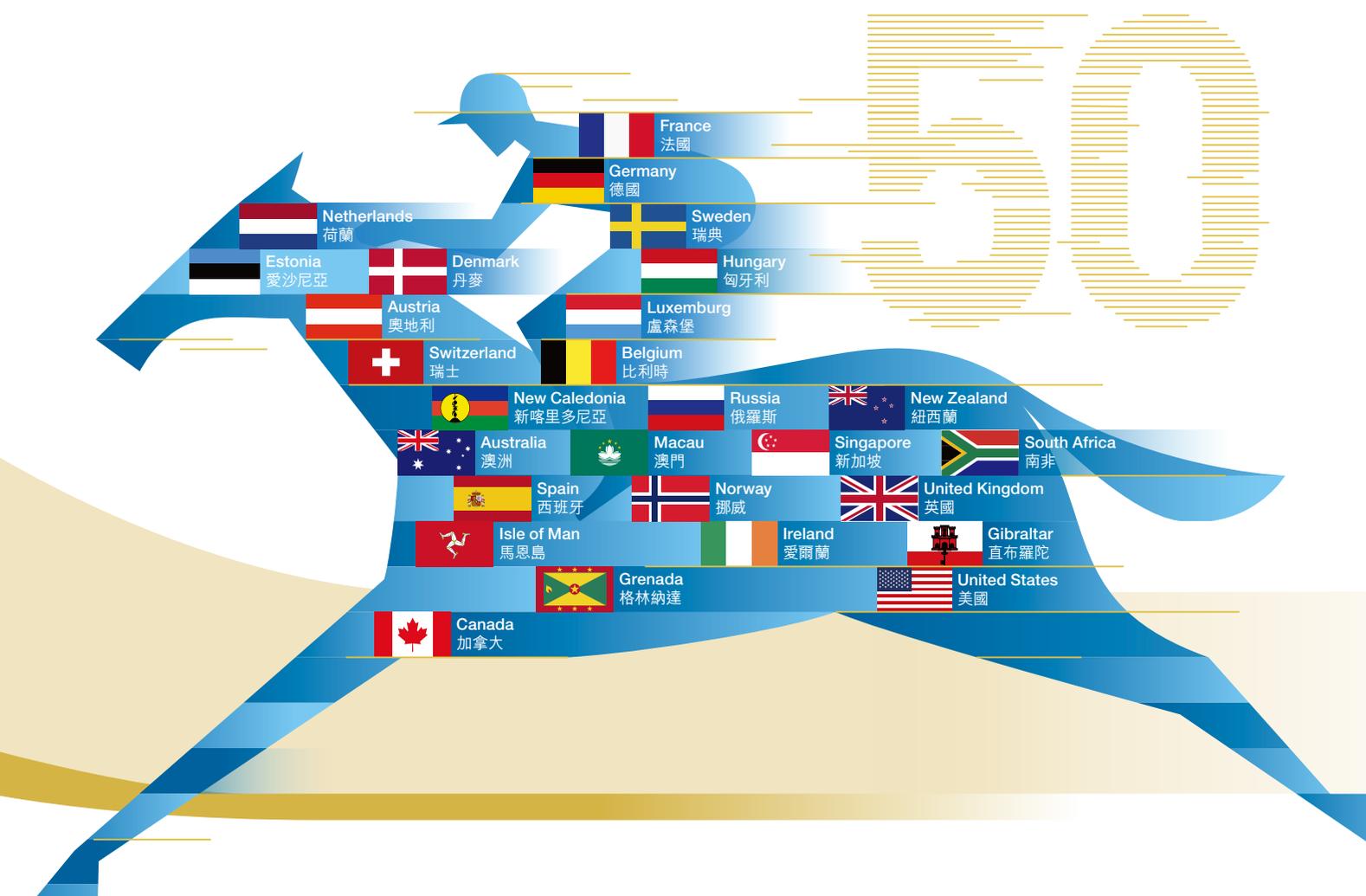
由於大部分獎券交易經由顧客親身於櫃台辦理，基於公共衛生理由，馬會決定由2月2日起暫停六合彩攬珠，以致本年度的獎券投注額下跌39%至51億港元。

雖然本年度的整體博彩及獎券投注額因而下跌，但馬會仍然透過繳納博彩稅、利得稅、獎券基金撥款及已審批慈善捐款，為社會貢獻252億港元。

匯合彩池自六年前推行以來，按年錄得可觀增長，現已成為整體賽馬投注額的重要一環。

年內，馬會與其中一家全球最大的博彩機構Pari Mutuel Urbain (PMU) 訂立夥伴合作關係，進一步擴展匯合彩池網絡。馬會現已有超過50個匯合彩池合作夥伴，馬迷遍佈27個國家及地區。

OVER 50 COMMINGLING PARTNERS
IN 27 COUNTRIES AND JURISDICTIONS
位於27個國家及地區的超過50個匯合彩池合作夥伴



What increasingly attracts overseas fans to Hong Kong racing is the competitiveness and quality of fields, the liquidity of pools and the Club's reputation for integrity; a trend that was undoubtedly accelerated this year as a result of the cessation or scaling back of racing in other parts of the world during the pandemic.

All of this contributed to a further increase in commingling turnover, which was up 25.3% this season to HK\$23.6 billion, representing 19.4% of total racing turnover for the season. With the relaunch next season of Forecast, a bet type well known overseas, there is the possibility of further strong growth.

This season also saw the first outbound commingling, with Hong Kong fans commingling into pools offered by PMU on Prix de l'Arc de Triomphe Day and Poule d'Essai des Poulains Day, and on the Prix du Jockey Club and the Prix de Diane.

香港賽馬的質素及競爭力、馬會彩池龐大的優勢及馬會的高度誠信，增加了海外馬迷對本港賽馬的濃厚興趣。由於世界各地於疫情期間暫停賽馬活動或縮小活動規模，令海外馬迷於年內對香港賽馬的興致尤增。

凡此種種，均有助帶動匯合彩池投注額進一步增長，於本馬季上升25.3%至236億港元，佔本季賽馬投注總額19.4%。馬會來季將重推二重彩；由於二重彩在海外大受歡迎，相信能夠帶動匯合彩池進一步大幅增長。

馬會於本季首次開辦匯出彩池，讓香港馬迷就凱旋門大賽日、法國二千堅尼賽馬日、法國打吡大賽及法國橡樹大賽作出的投注可以匯出至法國PMU。

But perhaps the most encouraging development was the continued expansion of World Pools, which combine the best in world racing with a truly international wagering pool.

The concept was pioneered by the Club and overseas partners at last year's Royal Ascot, resulting in a significant increase in turnover on that meeting. This year World Pools were again offered on Royal Ascot and for the first time on Dubai Super Saturday. With turnover on the Royal Ascot World Pool increasing by 33% to HK\$1.4 billion, it is clear that World Pools have considerable potential, with the Club well-positioned as a global racing and wagering hub.

To further promote international co-operation, including with respect to business growth, responsible gambling and the use of technology, the World Tote Association (WoTA) was established in June, bringing together members of the European Pari Mutuel Association and the Asian African Tote Association. The Club will be the co-chair for the next two years.



SIMULCASTING 越洋轉播賽事

Simulcasting, the broadcast of overseas races and race meetings, is increasingly popular in Hong Kong. This reflects the growing interest of fans in overseas racing, which is itself the product of a global trend towards the internationalisation of sport.

Responding to this demand, the Club this year expanded the information available on its popular Racing Touch app to include simulcast races, including the live broadcast of races.

Currently fans are able to enjoy simulcasts of 23 overseas meetings plus 10 individual overseas races. Although the pandemic required some adjustments to the schedule this year, fans were still able to enjoy some of the best of world racing including the Prix de l'Arc de Triomphe from France, Melbourne Cup day from Australia, Sprinters Stakes day from Japan and all five days of Britain's Royal Ascot.

然而，最令人鼓舞的應算全球匯合彩池的持續增長，為全球頂尖賽事提供國際化的博彩彩池。

馬會及海外合作夥伴於去年的皇家雅士谷賽事率先推行全球匯合彩池，使該賽馬日的投注額大幅增加。本年度的皇家雅士谷賽事再度開設全球匯合彩池，而杜拜超級星期六賽馬日亦首次開辦該彩池。本年度「皇家雅士谷全球匯合彩池」的投注額增加33%至14億港元，可見全球匯合彩池的潛力龐大，印證馬會作為全球賽馬及博彩中心的地位。

為進一步加強國際間在業務發展、有節制博彩及科技應用方面的合作，世界賽馬博彩聯盟於6月創立。世界賽馬博彩聯盟結合歐洲賽馬博彩聯盟和亞洲及非洲賽馬博彩聯盟的成員，而馬會代表將於首兩年出任聯盟的聯席主席。

越洋轉播賽事在香港愈來愈受歡迎，反映馬迷對海外賽事的興趣日濃，同時印證體育項目愈趨國際化的全球趨勢。

馬會為回應相關需求，年內於其深受歡迎的Racing Touch流動應用程式新增有關越洋轉播賽事的資料，包括加設賽事直播功能。

目前香港馬迷能夠觀賞23個越洋轉播海外賽馬日及十場個別海外賽事。雖然由於疫情關係，本年度的賽程需要調整，然而馬迷仍可觀賞法國凱旋門大賽、澳洲墨爾本盃賽馬日、日本短途馬錦標賽馬日及英國皇家雅士谷全部五天賽期等世界頂級賽事。



Indeed the flexibility with which the Club was able to substitute races, and thus maintain a full racing schedule, underlines the benefits of being able to access overseas racing. Certainly simulcasting has growth potential, particularly where it is combined with World Pools hosted by the Club.

越洋轉播賽事使馬會能夠靈活調動賽事，從而確保充分編排全季賽事，展現轉播海外賽事的好處。越洋轉播賽事無疑具有增長潛力，特別是設有馬會「全球匯合彩池」的賽事，潛力更為巨大。

SMART CHANNEL STRATEGY 新渠道策略

The Club has long been acknowledged as a world-leader in wagering technology. Already by 2017/18, over 70% of turnover was online from a base of more than one million customers, which is the highest among major racing operators. Other innovations include HKJC TV, an OTT app for live racing and football streaming, which now has over 200,000 active users per season.

馬會多年來被視為投注科技的全球領導機構之一。截至2017/18年度，馬會的顧客多於100萬人，超過70%的投注額來自網上投注，數目冠絕主要賽馬機構。馬會數年前已開發其他創新科技，包括提供賽馬及足球直播的串流媒體應用程式HKJC TV，至今每季的活躍用戶超過20萬人。

Under its Smart Channel 2.0 strategy, the Club is moving to the next stage of its digital transformation of the wagering experience. The aim is not only to digitalise wagering transactions but the entire customer journey, with artificial intelligence around deep learning being the key enabling technology.

根據新渠道2.0策略，馬會數碼投注體驗的升級工作正進入另一階段，除了投注交易外，亦希望把整體顧客體驗數碼化，而人工智能結合深度學習乃當中的關鍵工作。



Utilising the latest financial technology, the Faster Payment System (FPS) was launched in February to facilitate funds transfer via online registration and mobile platforms. More than 240,000 customers had signed up, making the Club one of the largest FPS merchants in Hong Kong.

Racing Touch now incorporates more detailed simulcast information as well as horse-by-horse morning trackwork videos not available on other platforms. The Club continues to be the global leader in the provision of racing and wagering information to customers.

There were also further enhancements to HKJC TV. Multi-angled camera live streaming, not available on conventional TV, is now available to all account holders, providing even greater coverage of horses in the parade ring and as they enter the track. The streaming time-lag was also significantly reduced.

Meanwhile, biometric logons are now available for all HKJC wagering apps, improving both security and customer convenience.

RETAIL TRANSFORMATION 場外投注處翻新工程

Another important touch-point for customers is the Club's network of 100 Off-Course Betting Branches.

The Club is progressively renovating branches to provide more customer-centric facilities and services.

Upgraded facilities include larger TVs for information display and live broadcast of racing and football, and more seating areas. At Cheung Chau a local touch was added in the form of a mural depicting the life of this traditional fishing community.

Management is currently working on further transforming the retail experience, with new concepts to be delivered next season.

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.

馬會於2月推出「轉數快」服務，利用最新的金融科技，透過網上登記及流動平台，提供方便快捷的轉賬渠道。服務推出後，超過24萬名客戶登記使用服務，使馬會成為香港最大的「轉數快」商戶之一。

現時Racing Touch應用程式提供更詳盡的越洋轉播賽事資訊，並可搜尋每匹賽駒的晨操影片，其他平台未能媲美。馬會向客戶提供賽馬及博彩資訊的工作將繼續領先全球。

HKJC TV應用程式亦新增了升級功能。所有賬戶持有人現可透過多角度鏡頭觀看賽事直播，感受傳統電視無法提供的體驗。多角度鏡頭同時展示更多賽駒在馬匹亮相圈及進入跑道時的情況；應用程式的直播滯後時間亦大大縮短。

此外，馬會的所有投注應用程式現提供生物辨識技術登入選項，讓顧客享受更安全及方便的服務。

馬會的100間場外投注處是顧客使用馬會服務的另一重要渠道。

馬會正積極翻新場外投注處，提供更優質的客戶設施及服務。

升級設施包括更大型的電視屏幕，顯示賽馬及足球資訊以及現場直播賽事，並設有更多座位。長洲的場外投注處更加入地區元素，以壁畫描繪該傳統漁村的生活風貌。

管理層正進一步提升場外投注處的顧客體驗，並於來季推行更多新構思。

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，制定反洗黑錢政策及框架。



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 operate 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. 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.

根據香港現行的有節制博彩制度，馬會獲政府授權，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，滿足社會對博彩活動的需求；同時與政府緊密合作，提倡有節制博彩，以減低市民參與借貸賭博、非法賭博和相關有組織罪案的風險。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 an extensive range of measures under its Responsible Gambling Policy. These include underage access controls across all betting channels, the dissemination and display of responsible gambling messages, and training for all front-line betting staff. The Club does not permit credit betting.

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. This accreditation was renewed in 2015 and in 2018. The Club is the first operator in Asia to receive this recognition three times in succession.

Responsible gambling measures are regularly refreshed and reviewed, with qualitative research being employed to ensure that messages are targeted, relevant and impactful. This year, for example, saw the launch of new posters and web banners incorporating QR codes to facilitate direct access to responsible gambling information.

This year also saw enhancements to the Club's voluntary account betting self-exclusion service, with bettors now able to exclude themselves for an indefinite period of time. A new family member notification service enables bettors and their families to receive automatic SMS updates on changes to the bettor's exclusion status.

To enhance employee understanding of responsible gambling, the Club organised a Responsible Gambling Awareness Month. Engagement and learning activities included thematic videos, a slogan contest and a lunch-and-learn session conducted by psychiatric specialists. Additional in-depth training was also provided to front-line staff.



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，包括嚴禁未成年人使用任何投注渠道，發佈及展示有節制博彩的相關訊息，以及為所有前線投注員工提供培訓。此外，馬會絕不接受信貸投注。

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，並於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。

馬會定期更新及檢討有節制博彩措施，並進行定性研究，確保傳遞的訊息具針對性、清晰明確及具影響力。舉例而言，馬會今年推出載有二維碼的新海報及網頁廣告，方便大眾直接獲得有節制博彩的資訊。

馬會年內亦提升其「自願暫停戶口投注」服務，讓顧客能夠選擇無限期暫停戶口投注服務；馬會同時新增「家庭成員提示」服務，若暫停戶口的狀態有所變動，便會自動向投注人士及其家人發出短訊通知。

為加強員工對有節制博彩的認識，馬會推行有節制博彩推廣月活動。於該月舉辦主題短片播放、標語創作比賽及由精神科專家主持的午餐講座等學習活動。此外，馬會亦向前線員工提供更多深造培訓。

RESPONSIBLE GAMBLING ADVOCACY AND EDUCATION

有節制博彩倡議及教育

The Club actively supports public education, including through its contributions to the Ping Wo Fund, which finances and co-ordinates preventive and remedial measures to address gambling-related problems. To date the Club has provided more than HK\$400 million in funding.

Over the years the Club has worked with NGO partners to initiate its own responsible gambling programmes, including those targeting housewives and primary school students.

This year, to promote the physical, psychosocial and mental well-being of adolescents and at-risk youth, the Club joined hands with Hong Kong Children and Youth Services and the Vocational Training Council to launch a three-year Youth Education Programme. The programme utilises game-based educational tools and a self-assessment tool to promote understanding of the potential risks

馬會積極推動公眾教育活動，包括透過捐助平和基金，資助及統籌相關舉措，以助預防及緩減賭博問題。至今，馬會已向平和基金提供超過4億港元資助。

馬會多年來與非政府機構合作，自發推行有節制博彩項目，包括針對家庭主婦及小學生的項目。

為促進青少年及高危青年的身心及精神健康，馬會年內與香港青少年服務處及職業訓練局攜手開展一項為期三年的青少年教育計劃。計劃透過以遊戲為本的教育工具及自我評估工具，幫助青少年了解

Responsible gambling campaigns at racecourses, OCBBs and online promote awareness and provide helpline information.

馬會在馬場、場外投注處及網站推行有節制博彩宣傳活動，加強公眾教育，並提供求助熱線和相關資訊。



associated with uncontrolled online gambling. Professional training is also provided to teachers and social workers to enhance their online counselling skills.

In addition, a new Family Assistance webpage has been established, specifically targeting the families of problem gamblers. Through a range of multi-media it provides information and advice, including from psychiatrists, family counsellors and youth support experts.

不受監控網上賭博的潛在風險。計劃亦向教師及社工提供專業培訓，提升他們的網上輔導技巧。

此外，馬會已增設「家庭援助」網頁，為問題賭徒的家人提供支援。網頁提供豐富的多媒體資源，包括精神科醫生、家庭及青少年輔導專家提供的相關資訊及建議。

ILLEGAL GAMBLING – A THREAT TO THE COMMUNITY

非法賭博危害社會

Hong Kong's system of responsible gambling, of which the Club is an essential part, was established in no small measure to combat the threat of illegal gambling.

Illegal gambling threatens society in many different ways. It helps fund criminal activities such as drug smuggling, loan sharking, extortion, money laundering and bribery. It also impacts individual lives, especially through underage gambling and the provision of credit, which encourages excessive and pathological gambling.

Today illegal gambling is not just a localised threat but an international phenomenon, with offshore operators targeting Hong Kong via mobile and online channels. The threat to the community, and to the revenue which supports it, is substantial.

The Club has long warned of this ever-present and ever-growing danger. It is a strong supporter of the Hong Kong Police and of international law enforcement in tackling illegal gambling. It also works within the racing industry, notably as part of the Asian Racing Federation's taskforce on illegal betting and financial crime. Clearly this is a problem which requires vigorous action, not only in Hong Kong but at the international and cross-border level.

香港訂立了有節制博彩系統，致力打擊非法賭博的威脅，而馬會正是相關系統的重要一環。

非法賭博對社會構成多方面的威脅，包括助長販毒、高利貸、勒索、洗黑錢、賄賂等犯罪活動。此外，非法賭博亦牽涉未成年賭博及借貸賭博，容易導致過度賭博及病態賭博等問題，影響個別人士。

時至今日，部分離岸非法賭博營運商透過流動裝置及網上渠道，以香港為目標，可見非法賭博不單對本港構成威脅，更已成為國際問題。非法賭博對社區，以至原本用於社區發展的收入，構成重大威脅。

鑑於非法賭博問題所構成的禍害日益嚴重，馬會一直以來不時提醒市民大眾加以防範，同時大力支持香港警方及國際執法機關的相關工作。馬會亦與賽馬業界合作，特別是加入亞洲賽馬聯盟轄下的打擊非法賭博及金融罪案專責小組。要有效打擊非法賭博問題，不但需要於香港境內加強執法，而且有賴國際及跨境聯合行動，方能保障市民大眾。

