



香港賽馬會
The Hong Kong
Jockey Club

Update on HKJC's Simulcast Expansion into New Markets

Global Symposium on Racing & Gaming 2014
December 10th 2014

Carrie Tong
Senior Business Development Manager (Racing)
The Hong Kong Jockey Club

Rewinding 6-7 Years Ago



With a strong product and wide ranging appeal, the Club enjoyed some success in promoting and exporting Hong Kong racing

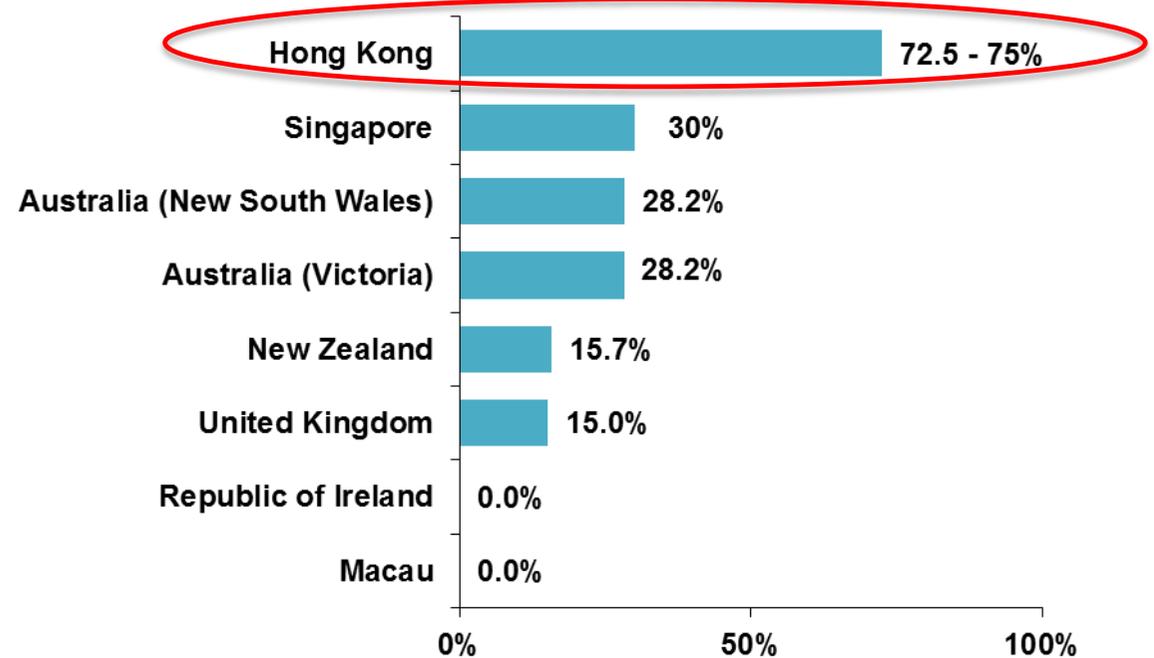
Structural Impediments from Realizing Full Potential

Operating Model

DOUBLE TAXATION

In which
“the same betting dollar
taxed overseas once and
again in Hong Kong”

Total Tax as a % of Horse Race Betting Gross Margin



Pricing Model Dictated by Legislation = Unattractive for Partners

Source: PWC Study *Includes GST (10% in Australia, 7% in Singapore, 12.5% in New Zealand) and problem gambling levy of 0.55% of gross margin for New Zealand only; Macau imposes taxes at 0-2.5% on total turnover; Gibraltar imposes taxes at 1% on total turnover with a cap of £425K per operator

Big Leap Forward

- The Betting Duty (Amendment) Bill was approved by the Legislative Council on 3 July 2013 and the amendments came into effect on 1 September 2013
- Major Changes in the New Betting Duty Ordinance
 - Abolishment of Double Taxation to support “taxation at source”
 - No betting duty for any bets accepted outside Hong Kong on inbound commingling
 - Enable Outbound Commingling

Achievements in the First 15 Months



GLOBAL FOOTPRINT & MAJOR TV NETWORK

- 9 partnerships with global renowned racing/wagering operators; at least 3 more by 1st quarter of 2015
- 2 major TV network deals - Hong Kong races shown in 50 million homes in US



Achievements in the First 15 Months

Partnering with world's largest publicly listed & private gambling companies



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Secure and Legal
Online Wagering



Achievements in the First 15 Months

Partnering with world's largest publicly listed & private gambling companies

AS BIG AS HONG KONG

Victorian TAB pools are now commingled with the massive HKJC pools for win, place, trifecta, quinella & duet betting on all Hong Kong meetings.

Ask at the counter for details



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December 6 - January 31

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Hong Kong: Full Fields, Huge Pools, 10X Points!

Hong Kong, what many consider the finest racing product in the world, is now available to TwinSpires players. Featuring full fields and the largest betting pools anywhere, Hong Kong routinely offers bettors some of the best betting value on the planet. Even better, for a limited time TwinSpires will give players 10X TSC Elite Points per dollar wagered into all exotic pools at Hong Kong.

Hong Kong races twice weekly from two venues:

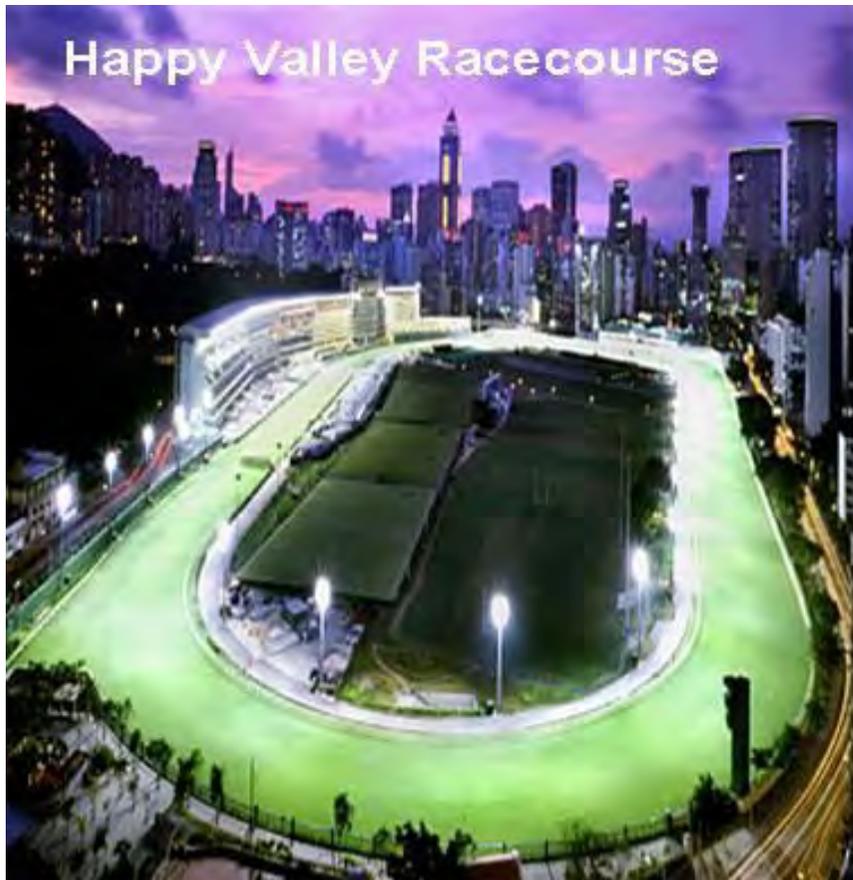
- Wednesday mornings from Happy Valley, starting at approximately 6:30 a.m. Eastern Time.
- Saturday nights from Sha Tin, starting at approximately 11:30 p.m. Eastern Time.

TwinSpires will offer the following wagers on Hong Kong racing:

Commingling Into HK - Key Value Propositions

- A. Hong Kong Racing Program**
- B. Content Richness - Breadth and Depth of Information**
- C. Betting Pools Liquidity & Attractive Sizable Exotic Bet Types**

A Over the years, HKJC has invested into the development of Hong Kong's horse racing, staging some of the best racing programs in the world (1/2)



- 83 competitive race meetings from September to July
 - Night race meetings typically on Wednesdays (typically 8 race cards)
 - Day race meetings typically on Saturdays or Sundays (10-11 race cards)

A Over the years, HKJC has invested into the development of Hong Kong's horse racing, staging some of the best racing programs in the world (2/2)

- A number of richly-prized Group 1 races
 - Hong Kong International Races (Hong Kong Cup, Hong Kong Vase, Hong Kong Mile and Hong Kong Sprint) in December
 - Queen Elizabeth II Cup and Champions Mile in April/May
- Suitable, consistent field size
- Highest level of integrity, establishing global best practices
- World-class horses, jockeys, trainers, racecourses and related facilities

Breadth of Information - SpeedPOWER & Easy Form

HAPPY VALLEY | 03/12/2014 | Race 1 | 1000m
Likely Positions After Settling

PACE GOOD TO SLOW IN EARLY SECTIONS



There appear to be only three contenders for the on-pace positions, with the rest of the field usually racing in midfield or further back, so the tempo is likely to be on the slow side of good and will favour the lead trio. If ridden positively, Gracytom and Super Tornado also can be well positioned a few lengths back, along with Natural Eight and China Good. Idyllic Wind and Diamond Angel are at risk of being trapped wide. The cutaway rail on the home turn will be in use and will help horses from off the pace find running room in the straight.

Runner Number	Horse Name	Best Speed Figure	Best Speed Figure at Race Distance	SpeedPICK Ratings	Fitness Ratings
4	COPY STAR	103 (G)	103 (G)	103	👍👍
9	MR AWARD	102 (G)	102 (G)	102	👍👍
12	CHINA GOOD	102 (G)	102 (G)	102	👍👍
11	TRILLION TREASURE	100 (G)	100 (G)	102	👍👍
10	GRACYTOM	102 (G)	101 (G)	101	👍👍
5	BORNFREE	102 (GF)	-	101	👍👍
1	HIGHLAND DRAGON	101 (GD)	96 (GF)	101	👍👍
7	IDYLLIC WIND	104 (G)	-	100	👍
6	DIAMOND ANGEL	102 (G)	95 (GY)	100	👍👍
3	NATURAL EIGHT	96 (GF)	89 (GF)	100	👍👍
2	SUPER TORNADO	99 (GD)	81 (G)	99	👍👍
8	ALLEY-OOP	94 (G)	-	94	👍

Race 4 03-12-2014 8:45pm Racecourse Happy Valley Course C+3 Going Good

Back Select to sort Print this race Print all races Highlights Enter Easy Form

No.	Horse	Draw	Fitness Ratings	Speed PICK	Rating	Latest 5 Runs	Distance Record	Track Record	Going F/G	Jockey	Coordination	Trainer	Win%
1	CHARITY KINGDOM	10	👍👍	110	58	0 W 0 P	×	×	×	U Rispoli	?	K L Man	0%
2	BALTIC WARRIOR	9	👍👍	107	56	1 W 0 P	✓	✓	✓	N Callan	✓	C S Shum	10%
3	VICTORY GENERAL	11	👍👍	109	47	1 W 1 P	✓	✓	✓	J Moreira	?	C Fownes	7%
4	WINNING APEX	2	👍👍	106	56	0 W 0 P	?	×	×	T H So	×	C W Cheung	7%
5	TOMODACHI	4	👍👍	103	54	0 W 3 P	✓	✓	✓	C Y Lau	✓	D Cozz	0%
6	WHO CARES	7	👍	103	52	0 W 0 P	?	?	?	K C Leung	?	P O'Sullivan	0%
7	ALL TIMES LUCKY	12	👍👍	106	50	1 W 1 P	✓	✓	✓	B Prebble	×	C H Yip	13%
8	GO-GETTER	3	👍👍	103	50	0 W 0 P	×	?	×	A Alzoni	?	J Size	0%
9	SILVER DRAGON	5	👍👍	107	48	0 W 1 P	✓	✓	✓	K Teetan	?	Y S Tsui	6%
10	FOREVER FUN	8	👍👍	99	46	0 W 0 P	×	?	×	A Soderic	×	K W Lui	0%
11	WINNING NINE	6	👍	87	43	0 W 0 P	×	?	×	C K Tsang	×	T P Yau	0%
12	CHANS DELIGHT	1	👍	105	40	0 W 0 P	×	×	×	H W Lai	×	P F Yip	0%

Race 4 03-12-2014 8:45pm Racecourse Happy Valley Course C+3 Going Good

Back Fitness Ratings will be available one day prior to race day. Highlights Enter Easy Form

Speed PICK Recommendation

Horse: **CHARITY KING** no. 1
Jockey: **U Rispoli**
Trainer: **K L Man**
Latest 5 Runs: (latest - left) * * * * *
Win %: 0%

Best Performer by Form Record

Horse: **VICTORY GEN** no. 3
Jockey: **J Moreira**
Trainer: **C Fownes**
Latest 5 Runs: (latest - left) * * * * 2 1
Win %: 7%

Best Matching of Jockey & Horse

Horse: **BALTIC WARR** no. 2
Jockey: **N Callan**
Trainer: **C S Shum**
Latest 5 Runs: (latest - left) 1 * * * * *
Win %: 10%

Best Performer by Trackwork

Horse: **CHARITY KING** no. 1
Jockey: **U Rispoli**
Trainer: **K L Man**
Latest 5 Runs: (latest - left) * * * * *
Win %: 0%

Breadth of Information-Raceday Focus & Power Figures

Exciting Headlines with Relevant Statistics



John Moore now ranks third in the trainers' premiership. He saddles up only one runner for this Wednesday's race meeting – a horse that won last time out at his first attempt at Happy Valley. Will he be able to score a back-to-back double?

John Moore has 16 winners to his credit so far this season and ranks third in the trainers' premiership. Although the 'Cups King' doesn't usually bring a lot of runners to the Valley, he has a winning strike rate and first-3 strike rate there of 20% and 40% respectively.

J Moore's winners at HV this season

Date	Winner	Position
03/12/2014	STAG KNIGHT	?
19/11/2014	HARBOUR MASTER	1
	STAG KNIGHT	1
12/11/2014	INVICTUS	1
22/10/2014	VERDANE	1



Last time out, DIVINE CALLING produced a fast winning time without much pressure. He steps up to 1600m this Sunday in the Class 1 Chevalier Cup. Will this up-and-coming grey be on his way down the path toward Group victory?

DIVINE CALLING (Race 7, No. 2) produced a fast winning time of 1.20.98 over 1400m last time out. This is the 4th fastest time for the 1400m since the beginning of last season and the fastest time so far this season.

Fastest winning times over 1400m (start from last season to present)

Horse	Winning time
GOLD-FUN	1.20.73
LUGER	1.20.73
FLAGSHIP SHINE	1.20.92
DIVINE CALLING	1.20.98
WONDERFUL MOMENTS	1.20.98

Representative statistics from a pool of parameters including tracks, racecourses, trainers & jockeys and runners' characteristics

POWER FIGURES

Who excels riding on Dirt? ▼

First Published: Sep 2014

Who excels riding on Dirt?

Joao Moreira

First-3 rate : 50%*
First-4 rate : 58%*

Inspiration

When contemplating your Trio / Tierce / First 4 / Quartet, You can consider Joao Moreira's rides as banker

* The statistics are for reference only, the information is based on Dirt races in the 13/14 season.

In Depth Analysis - Form Guide

LONGINES
HKIR 2014
TURF WORLD CHAMPIONSHIPS



DEC 14
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RACECOURSE



LONGINES

Countdown to the Races D- 009, 02 h 07 m 03 s

- News
- Race Info**
- Statistics
- Social
- Blogs
- Fans Zone
- Merchandise
- Live Cast
- Multimedia
- Horsemen

Race Info - LONGINES Hong Kong Mile

- Introduction
- Past Winners
- Entries
- Selections
- Trackwork
- Race Form**
- Results

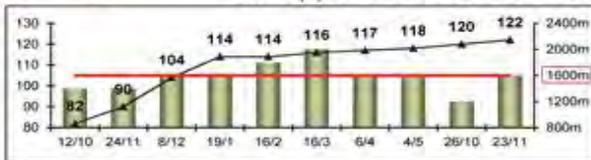
LONGINES Hong Kong Mile (G1) - Turf 1600M

Official Race Card will be available on December 11.

- Download Race Form (This Race Only) (PDF, 1.12MB)
- Download Race Form (All Races) (PDF, 17.1MB)



步步友
ABLE FRIEND (AUS) 5 ch g
Shamardal (USA) - Ponte Piccolo (NZ) (Volksraad (GB))
Owner(s): Dr & Mrs Cornel Li Fook Kwan



約翰摩亞 (香港)
J Moore (HK)
129 (16-9-13-12-79)

莫雷拉
J Moreira
165 (36-26-17-19-67)

126 lb
(122)

HK Career	: 11 (6-3-1-1-0)	Right-handed	: 13 (7-4-1-1-0)	Jockey	: 5 (2-3-0-0-0)
Pre Import	: 2 (1-1-0-0-0)	Sha Tin-Turf	: 11 (6-3-1-1-0)	Gd/Firm	: 6 (4-0-1-1-0)
Lifetime	: 13 (7-4-1-1-0)	Non-Turf	: -	Good	: 7 (3-4-0-0-0)
2014/15	: 2 (1-0-0-1-0)	Distance	: 5 (4-1-0-0-0)	Yielding	: -
G1	: 1 (0-1-0-0-0)	Track & Dist	: 5 (4-1-0-0-0)	Soft/Hvy	: -
First Up	: 4 (1-1-1-1-0)	1400-1800	: 9 (6-2-1-0-0)	HKS	: 17,790,430
G1 win	: Nil				

Pos	Index	Date	Perf Rating	Race Category & Name	Track	Dist/Course/Going	Wt	Jockey	Draw	Race Sectional Time	Race Time	Horse Final	Position & Margin in Running	Finish	Odds	Winner/Second
3/14	*82	12/10/13	82	- Cl.2 hcp	ST, HK	1400 RH GF	118	K Teetan	14	23. ³⁸ 23. ⁰⁶ 22. ⁶⁷	1:22. ⁶²	21. ⁸²	14 ^{6%} 13 ⁷ 12 ^{6%}	3 ^{1%}	2.5F	Winning Leader
1/14	*192	24/11/13	90	- Cl.2 hcp	ST, HK	1400 RH GF	122	K Teetan	13	22. ³⁰ 23. ²⁰ 23. ¹⁰	1:22. ¹²	22. ¹⁸	13 ^{5%} 12 ^{5%} 11 ^{5%}	1 ^{1%}	2.3F	Wah May Star
1/13	*226	8/12/13	104	- Cl.2 hcp	ST, HK	1600 RH GF	131	T Berry	7	23. ⁸⁰ 23. ³⁴ 22. ⁹⁹	1:34. ⁷²	22. ⁶³	7 ^{5%} 10 ⁶ 5 ^{2%}	1 ²	2.3F	Rewarding Hero
1/12	*339	19/1/14	114	[G1] Hong Kong Classic Mile	ST, HK	1600 RH G	126	J Moreira	6	22. ⁴⁴ 23. ⁷² 23. ¹⁵	1:33. ⁴³	22. ⁷⁵	5 ^{2%} 6 ^{6%} 4 ^{2%}	1 ^{1/2}	1.8F	Designs On Rome
2/12	*406	16/2/14	114	[G1] Hong Kong Classic Cup	ST, HK	1800 RH G	126	J Moreira	6	25. ¹¹ 24. ³⁶ 21. ⁹³	1:47. ⁹¹	22. ⁰⁹	6 ^{4%} 6 ⁴ 2 ^{1/2}	2 ^{1%}	1.7F	Designs On Rome
2/14	*479	16/3/14	116	[G1] BMW Hong Kong Derby	ST, HK	2000 RH G	126	J Moreira	5	23. ⁸¹ 24. ⁵⁹ 22. ⁹³	2:02. ⁰⁴	22. ⁵⁴	11 ⁵ 12 ^{7%} 9 ³	2 ^{1/2}	2.3	Designs On Rome
1/5	*529	6/4/14	117	[G2] Chairman's Trophy	ST, HK	1600 RH G	123	K Teetan	5	24. ⁶⁴ 24. ¹¹ 21. ⁸⁰	1:37. ¹⁹	21. ⁸⁸	5 ^{4%} 5 ^{4%} 3 ^{3/4}	1 ^{1%}	1.3F	Packing Whiz



In Depth Analysis – Horse Form Record

ABLE FRIEND (P303)



- [Form Records](#)
- [Rating/Wt/Placing](#)
- [Performance by Distance](#)
- [Trackwork Records](#)
- [Veterinary Records](#)
- [Overseas formrecords](#)
- [Pedigree](#)
- [Other Horses](#)

Country of Origin / Age : AUS / 5
 Colour / Sex : Chestnut / Gelding
 Import Type : PP
 Season Stakes* : \$2,441,250
 Total Stakes* : \$17,634,750
 No. of 1-2-3-Starts* : 6-3-1-11
 No of starts in past 10 race meetings : 1

Trainer : J Moore
 Owner : Dr & Mrs Cornel Li Fook Kwai
 Current Rating : 129
 Start of Season Rating : 124
 Sire : Shamardal
 Dam : Ponte Piccolo
 Dam's Sire : Volksraad
 Same Sire :



Horse Form Records (Recent 3 seasons) - ABLE FRIEND

Recent 3 seasons | Other seasons | Show All

Race Index	Pla.	Date	RC/Track/Course	Dist.	G	Race Class	Dr	Rtg.	Trainer	Jockey	LBW	Win Odds	Act. Wt.	Running Position	Finish Time	Declar. Horse Wt.	Gear	Video Replay
14/15 Season																		
183	01	23/11/14	ST/"Turf"/"B+2"	1600	GF	G2	8	124	J Moore	J Moreira	2-1/4	1.9	123	5 5 5 1	1.33.46	1301	CP	
118	04	26/10/14	ST/"Turf"/"B+2"	1200	GF	HKG2	8	124	J Moore	N Rawiller	1	5	133	7 3 4	1.08.87	1315	CP	
13/14 Season																		
600	02	04/05/14	ST/"Turf"/"A+3"	1600	G	G1	14	122	J Moore	J Moreira	4	1.7	126	11 12 8 2	1.34.75	1275	CP	
529	01	06/04/14	ST/"Turf"/"B+2"	1600	G	HKG2	5	116	J Moore	K Teetan	1-3/4	1.3	123	5 5 3 1	1.37.19	1244	CP2	
479	02	16/03/14	ST/"Turf"/"A"	2000	G	HKG1	5	115	J Moore	J Moreira	1/2	2.3	126	12 11 12 9 2	2.02.13	1260	CP-	
406	02	16/02/14	ST/"Turf"/"A"	1800	G	HKG1	6	115	J Moore	J Moreira	1-1/2	1.7	126	6 6 6 2 2	1.48.15	1286	CP	
339	01	19/01/14	ST/"Turf"/"A+3"	1600	G	HKG1	6	104	J Moore	J Moreira	1/2	1.8	126	5 6 4 1	1.33.43	1279	CP	
226	01	08/12/13	ST/"Turf"/"A"	1600	GF	2	7	094	J Moore	T Berry	2	2.3	131	7 10 5 1	1.34.72	1290	CP	
192	01	24/11/13	ST/"Turf"/"C"	1400	GF	2	13	085	J Moore	K Teetan	1-1/4	2.3	122	13 12 11 1	1.22.12	1287	CP	
082	03	12/10/13	ST/"Turf"/"A+3"	1400	GF	2	14	083	J Moore	K Teetan	1-1/4	2.5	118	14 13 12 3	1.22.81	1291	CP	
12/13 Season																		
679	01	08/06/13	ST/"Turf"/"B+2"	1200	GF	3	3	072	J Moore	T Berry	2-1/4	5.4	125	4 3 1	1.08.95	1235	CP1	

In Depth Analysis – Veterinary Record

Racing Information (Local) - Horses

ABLE FRIEND (P303)



- [Form Records](#)
- [Rating/Wt/Placing](#)
- [Performance by Distance](#)
- [Trackwork Records](#)
- [OVE & Injury Report](#)
- [Overseas formrecords](#)
- [Other Horses](#)

Country of Origin / Age : AUS / 5
 Colour / Sex : Chestnut / Gelding
 Import Type : PP
 Season Stakes* : \$2,441,250
 Total Stakes* : \$17,634,750
 No. of 1-2-3-Starts* : 6-3-1-11
 No of starts in past 10 race meetings : 1

Trainer : J Moore
 Owner : Dr & Mrs Cornel Li Fook Kwan
 Current Rating : 129
 Start of Season Rating : 124
 Sire : Shamardal
 Dam : Ponte Piccolo
 Dam's Sire : Volksraad
 Same Sire :

Date	Details	Passed Date
15/09/2014	Lame left hind leg after track work.	14/10/2014

In Depth Analysis – Race Replay & Daily Trackwork Video

Multimedia - Video Channel



▶ Trackside Interview

▼ 2014 Jockey Club Races Replay



BLAZING SPEED won the 2014 LONGINES Jockey Club Cup



ABLE FRIEND won the 2014 BOCHK Wealth Management Jockey Club Mile



PENIAPHOBIA won the 2014 BOCHK Wealth Management Jockey Club Sprint

▶ Side Story

▶ Unsung Heroes

▶ Promotion Videos

▶ 2013 LONGINES HKIR Replay

Daily Trackwork Video



Liquidity in Betting Pools Sought after Internationally

\$17m
per race

Pools	Winning Criteria	Total Turnover (in US\$ m)	Average Turnover per Day (in US\$ m)
Win	1 st	2,470.2	29.8
Place	1 st , 2 nd or 3 rd (7 or more declared starters) 1 st or 2 nd (4 to 6 declared starters)	1,905.6	23.0
Quinella	1 st and 2 nd in either order	3,718.5	44.8
Quinella Place	Any 2 of the 1 st , 2 nd or 3 rd in any order	2,819.3	34.0
Double	1 st in each of the 2 legs Consolation: 1 st in first leg and 2 nd in second leg	257.0	3.1
Tierce	1 st , 2 nd and 3 rd in correct order	639.3	7.7
Trio	1 st , 2 nd and 3 rd in any order	310.9	3.7
First 4	1 st , 2 nd , 3 rd and 4 th in any order	222.1	2.7
Quartet	1 st , 2 nd , 3 rd and 4 th in correct order	119.1	1.4
Double Trio	1 st , 2 nd and 3 rd in any order in each of the 2 legs	92.7	1.1
Triple Trio	1 st , 2 nd and 3 rd in any order in each of the 3 legs Consolation: 1 st , 2 nd and 3 rd in any order in any 2 of the 3 legs	101.3	1.2
Six Up	1 st or 2 nd in each of the 6 legs Six Win Bonus: 1 st in each of the 6 legs	74.2	0.9
Treble	1 st in the 3 legs Consolation: 1 st in the first 2 legs and 2 nd in third leg	44.5	0.5
TOTAL		12,774.6	153.9

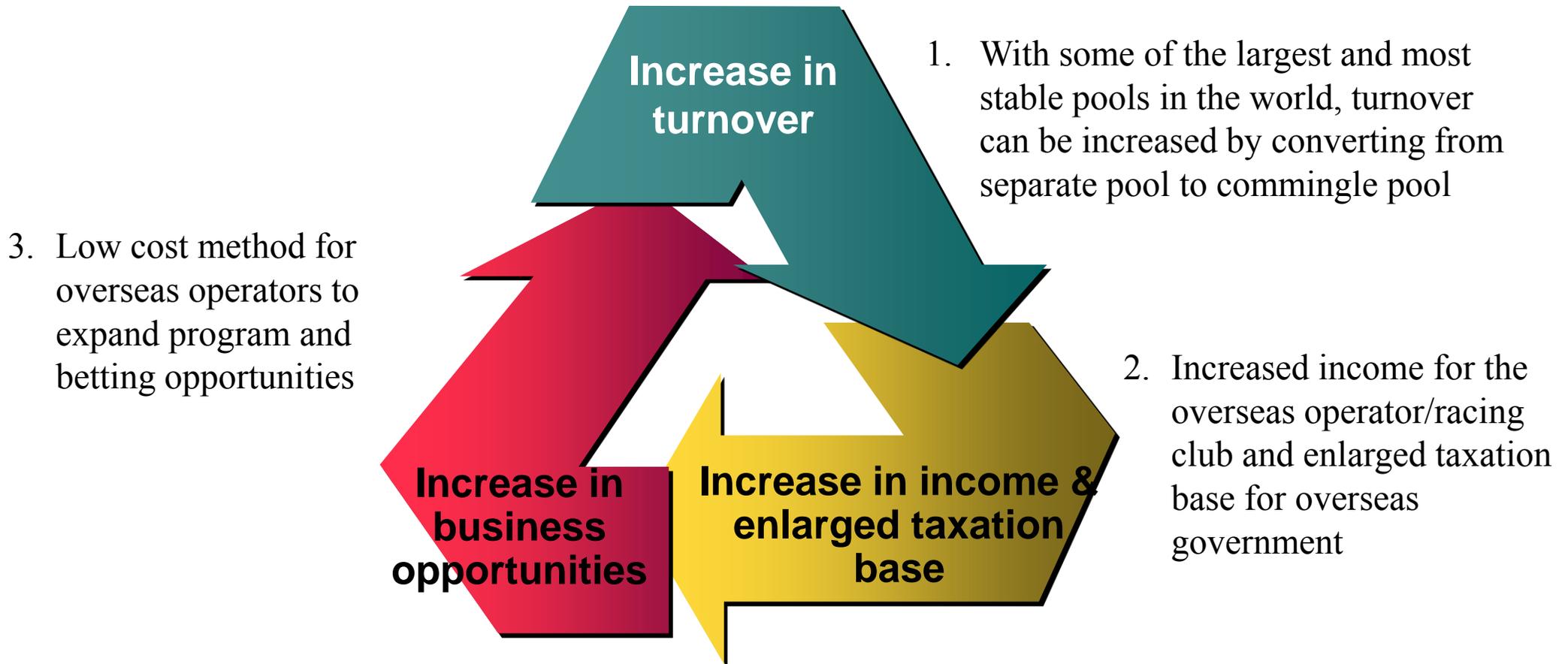
Remarks: The above turnover figures are based on all data from Hong Kong local and commingling races in last season (season 2013/14).

Attractive Sizable Exotic Bet types, Jackpot Pools

- Attractive jackpot pools available with high frequency and high payout
 - Double Trio, Triple Trio, Six Up
 - Winning prize of Triple Trio's jackpot pool
 - >US \$5.0M (~ 5 – 10 times per season)
 - Winning prize of Six Up's jackpot pool
 - >US \$1.0M (~2 - 8 times per season)

Commingling as a Net Value Proposition

Benefits accrued to the overseas jurisdictions





香港賽馬會
The Hong Kong
Jockey Club

Thank you