

2018/19 Betting Turnover – By Product

	Turnover (EUR billion)
Racing	14.6
Football	13.3
Mark 6	0.98
Total	28.88

EUR 12.4 billion from local customers

EUR 2.2 billion from Commingling



An increase of 87% when compared to Total Racing Turnover of EUR 7.8 billion 10 years ago in 2008/09

Commingling

Racing Season	Turnover (EUR billion)
2018/19	2.19
2017/18	1.93
2016/17	0.76
2015/16	0.41
2014/15	0.30

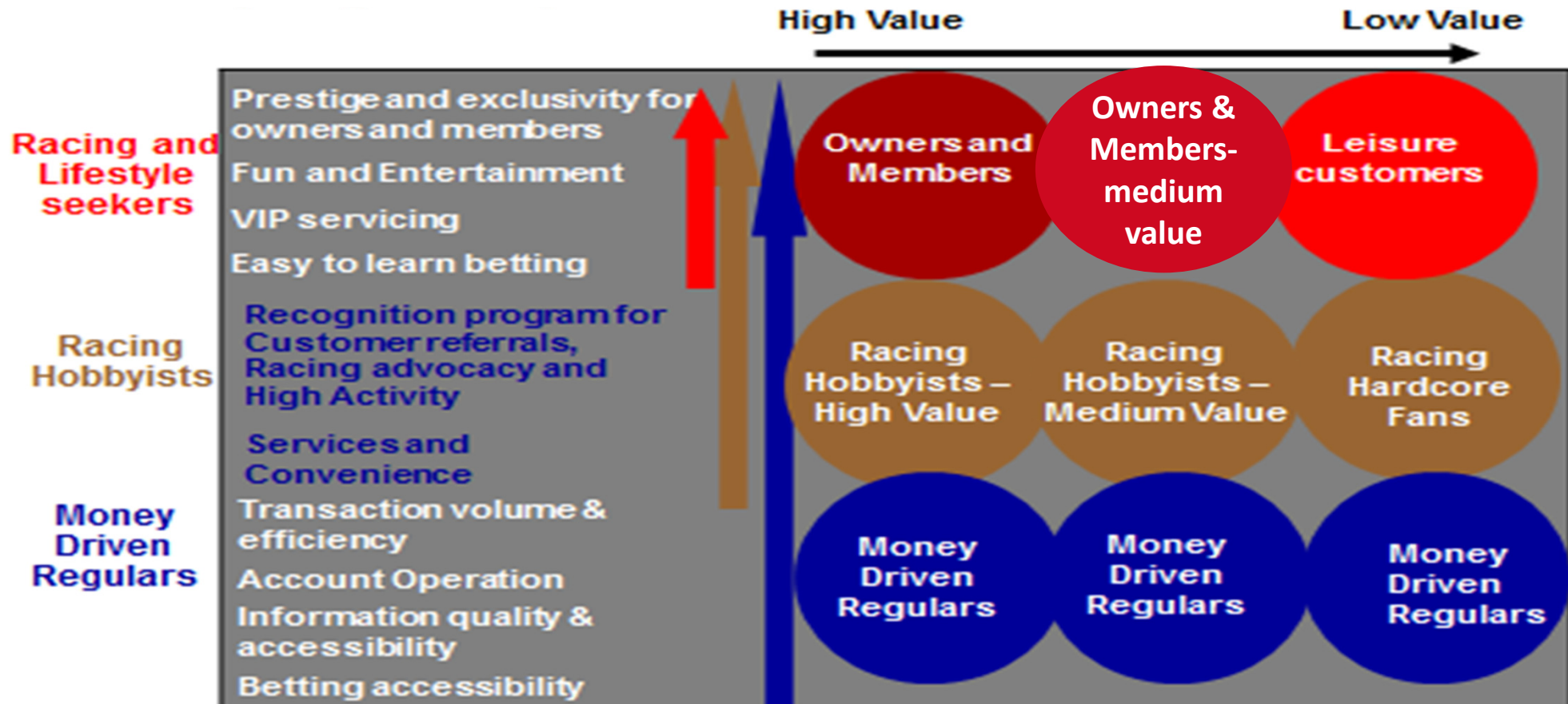
An increase of 13.5% over 2017/18
Represents 15% of total racing turnover in 2018/19

Next season, HKJC will have over 40 commingling partners in 14 countries and jurisdictions



Customer segmentation and value model

developed to support positioning and measuring of key offerings and marketing activities to both existing and new segments on ongoing basis



Value Creation for Horse Racing Industry

