



香港賽馬會
The Hong Kong Jockey Club

Strictly Private & Confidential



World Pool

Richard Cheung
WOTA Webinar
29 Mar 2022

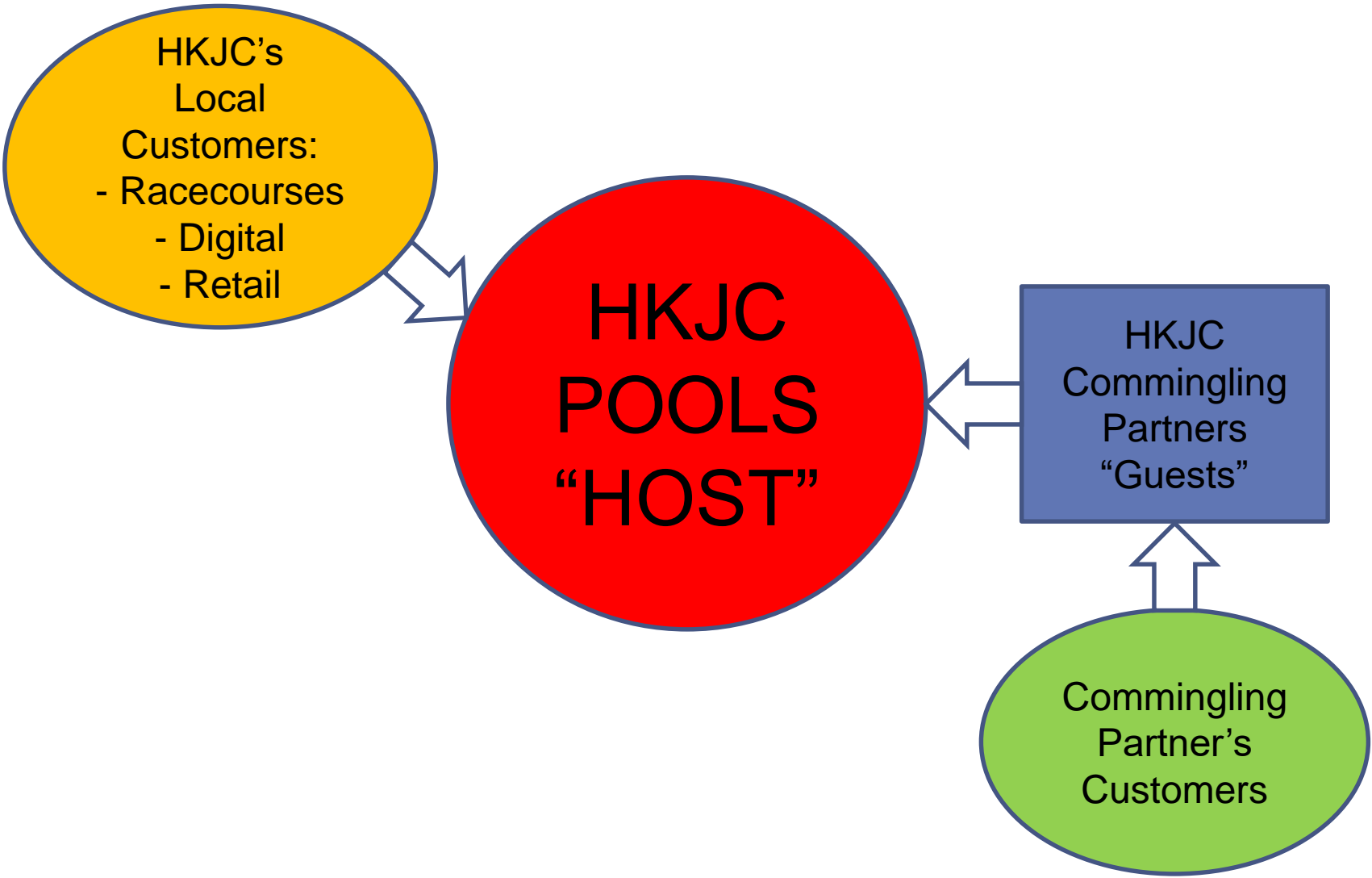


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HKJC Commingling



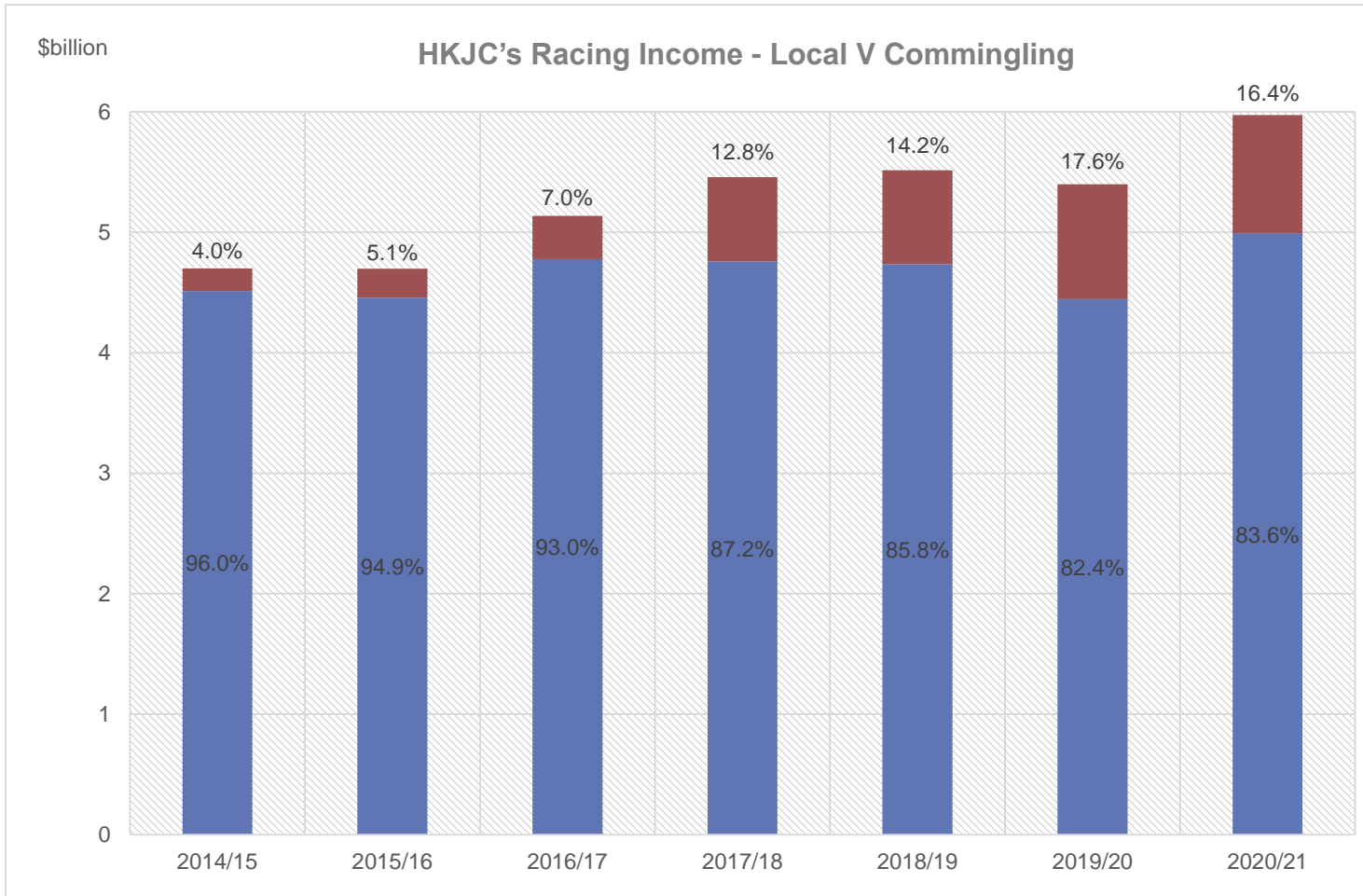


HKJC Commingling Map





Commingling Income



Besides Inbound Commingling, we also outbound commingle to PMU on French races





What about taking the commingling
concept not only for HK Races but also
global Grade I races?





Why Did We Create the World Pool?

1. To create an additional income stream for everyone
2. To promote top international racing events
3. To enhance customer experience with deeper liquidity
4. To create awareness of horses, jockeys and trainers
5. To promote the benefits of tote betting as a funding model for horse racing



Royal Ascot Becomes First World Pool

“We are honoured to provide a global Tote offering for one of the world’s leading racing festival brands. We believe this is a new dimension for the future of international wagering.”
Winfried Engelbrecht-Bresges, Chief Executive of the Hong Kong Jockey Club

“Stability will attract a whole range of players – high rollers and syndicates – who will take betting on the Tote seriously for the first time, and that could reap huge rewards for British racing.”
Charlie Brooks, Daily Telegraph

“The success of the World Pool at Royal Ascot has given everyone in this part of the world a glimpse of what the financial future of British and Irish racing could look like. Considering it was the first year of the arrangement, it was a hugely-impressive increase that seems sure to be built on in the future. All concerned can be very proud of what they achieved thus far.” **Kevin Blake, At The Races and ITV Racing**





World Pool Concept Grows



Hong Kong Jockey Club adds Dubai World Cup meet to World Pool betting

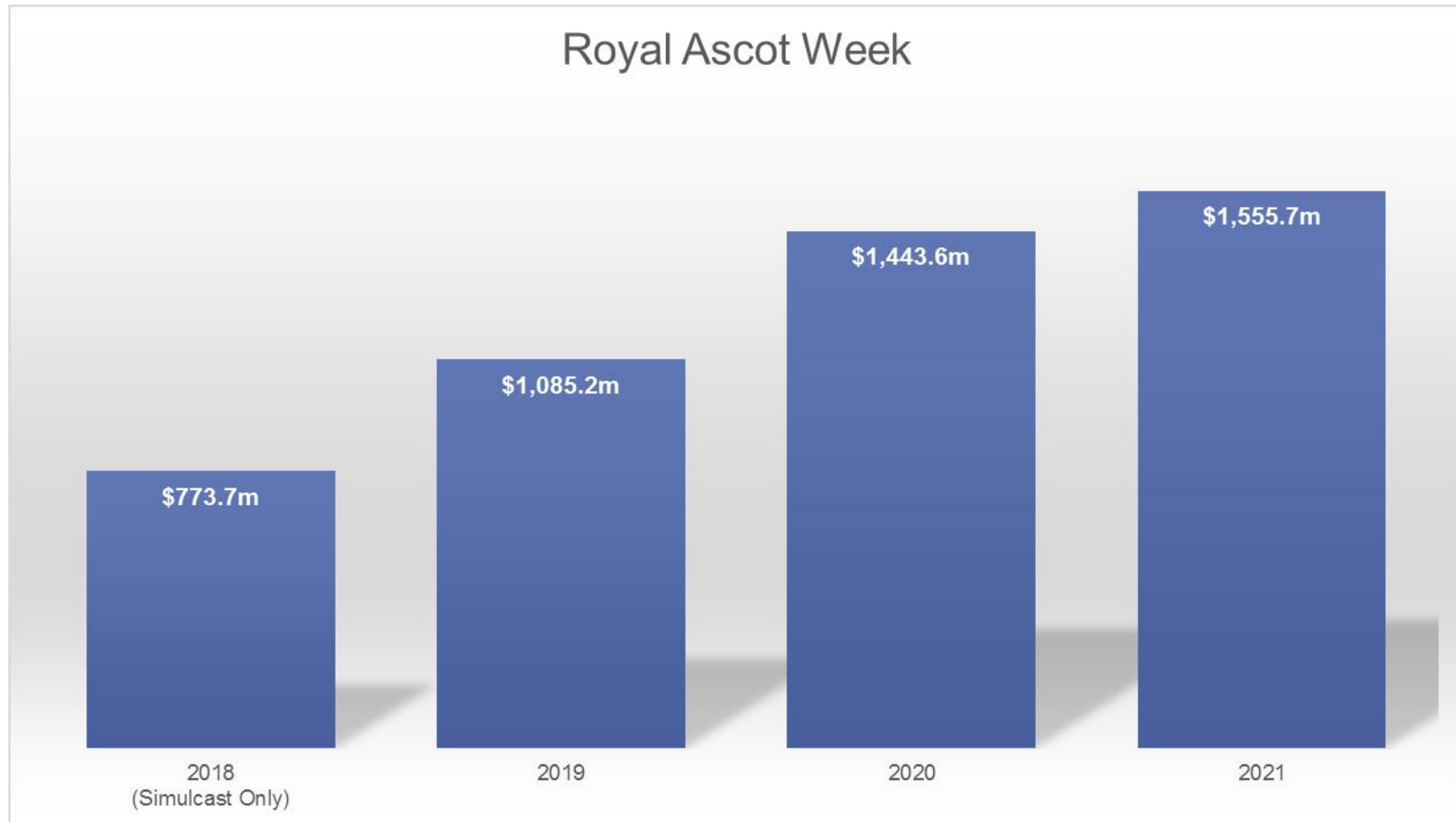
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WORLD POOL SIGNALS NEW ERA FOR INTERNATIONAL BETTING COLLABORATION



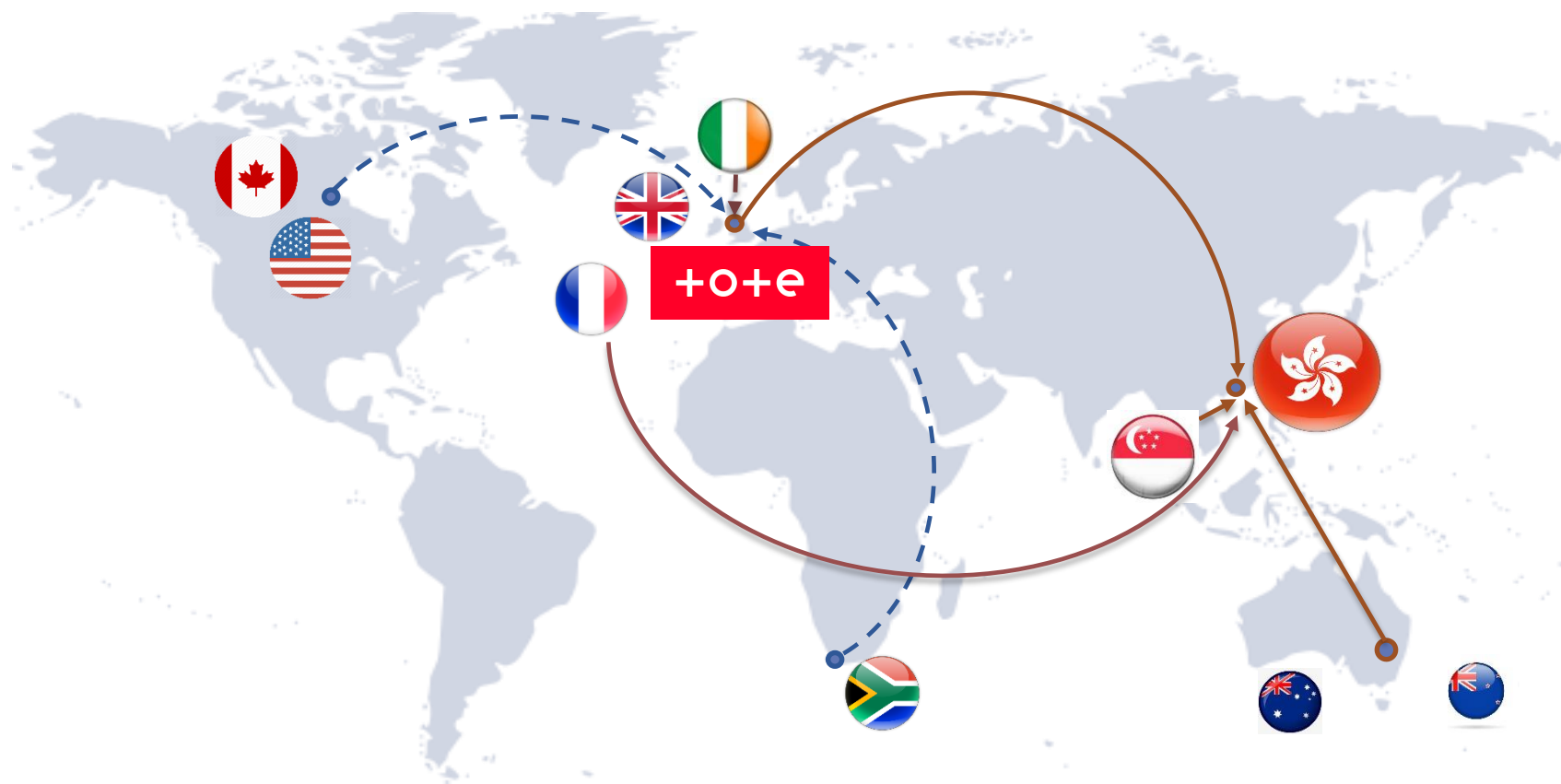
Impact on Pool turnover – Royal Ascot



* On course attendance & turnover was limited in 2020 and 2021 due to Covid restrictions



Who participates in Ascot World Pool





World Pool Events in 2022





World Pool Branding

