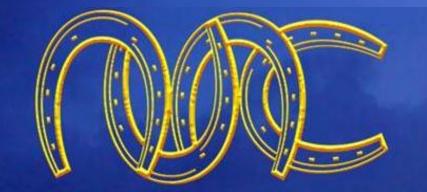


Industry Profiles

Speaker: Thomas Li

Executive Director & Chief Executive, Macau Jockey Club



澳門賽馬會 MACAU JOCKEY CLUB

Thomas Li Chu Kwan Executive Director & Chief Executive, Macau Jockey Club



What milestones have we achieved so far?

- The "Subscription Horse Program"
 - Purpose is to support new horse owners and act as a platform for them learn the basics of horse ownership.
 - Over 85% of horses have finished in top 3. Close to 75% of them have won races.
- 2006
 - Simulcast betting with Malaysia.
- 2008
 - Establishment of The Triple Crown (Macau Guineas, Macau Derby, Macau Gold Cup).
- 2010
 - Simulcast to Hong Kong and Singapore.
- 2011
 - International invitation race, the first ever international racing event staged by MJC.
 Participating horses from Europe, Hong Kong and Australia.
- 2012
 - "Asian Young Guns" for apprentice jockeys.





How does MJC operate?

- Operates similar to HKJC
- MJC Provides a World Class "One-stop" Total Thoroughbred Training and Management Service.
 - ✓ Staffs for trainers
 - ✓ Housing and accommodation of horses
 - ✓ Veterinary services
 - ✓ Stable hand, cleaners and general workers
 - Quality training facilities like swimming pools, tracks and mechanically assisted devices
 - ✓ Provision of feed, supplements and all related supplies





Horses and Stable Facilities





Challenges MJC is facing

- Strong Competition
- Resources





Competition

- Rapid Development
 - Entertainment industries in Macau
 - Racing communities globally
- Atmosphere
 - Pleasant environment in casinos
 - Racing as a "Outdoor sport"
- Policies and Regulations
 - Macau SAR government tightened gaming control
- Too Many Choices for Patrons
 - Owners
 - Fans/punters





Resources

- Difficulty in purchasing horses from Australia, NZ.
- Facilities
 - Racing complex
 - Stabling
 - Training
 - Operation
 - Energy conservation
 - Waste conservation



• Workforce







We need a Breakthrough !

New "Attractions"
"Environmental Racing"
Re opening of MJC Casino



MJC Casino Reopened





New "Attractions" – 1

- MJC in Racing Community
 - Aligning with international standards
 - Successful exchanges
 - Interport races with HKJC
 - International invitation races
- Reopening of Casino In MJC
- "The Hub"
 - Currently connected to Hong Kong, Singapore, Malaysia, and South Africa
 - Additional simulcasting collaborations in the future





New "Attractions" – 2

- Horse Ownership Insights
- Owner Support and Service
 - More choices for horse ownership
 - Seminar for owners
 - Introduction to MJC Owner Scheme, conformation, pedigree





New "Attractions" – 3

- Innovative Technology
 - Interactive mobile applications
 - Live streaming and
 - real time sensors for race, track conditions
 - Helmet cams and aerial cameras
 - Online wagering
 - Self-betting Terminals





New Attractions – 4

- Advocate the "Play-smart" culture
 - Median stallion fee as \$10,000 USD among imported horses in past 5 years
 - Minimal Difference in average purse among horses from stallions costing

≥ \$10,000 USD
 Average purse: \$66,000 USD
 and
 ≤ \$10,000 USD
 Average purse: \$62,000 USD





"Environmental Racing"

- Racing Facilities
 - Over \$10 million spent on traditional bedding
 - Exploration of reusable material
 - Operation
 - LED lighting
 - Improvements on air flow/ventilation design to reduce air conditioning
 - Solid waste management
- Tailor made Service
 - Exploration of our patrons' needs
 - Ensure minimal resource
 - misallocation





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