



ESSA and Perform Group agree integrity partnership

12 November, Brussels – ESSA and Perform have agreed to exchange information relating to suspicious betting activity. This represents an important move for both organisations, widening the scope of anti-match-fixing activities to include betting operators and the sports data companies that supply them, and recognising a mutual benefit in maintaining the integrity of sporting events.

“We face a continuing challenge to our respective businesses from corruption in sport. This important agreement widens our integrity networks and strengthens our information gathering abilities. It is an arrangement that makes perfect sense for both parties,” stated Khalid Ali, Secretary General of ESSA, a betting integrity body that represents many of the major regulated betting operators.

“Perform is delighted to be able to work with ESSA in the battle against match manipulation. ESSA represents many of our customers and agreeing this integrity partnership is a significant and necessary step as we continue to improve our service both to them and to sport. We believe that quality data and intelligence sharing can have a significant impact in strengthening the integrity of sports events and are committed to working with those that share our view,” stated Matthew Drew, Director of Integrity and Security at Perform Group, which works closely with many of the world’s major sports rights holders and regulated betting companies.

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About ESSA:

ESSA is a key player in the fight against betting related match-fixing and represents the regulated betting sector at national and international match-fixing policy forums, holding positions on working groups at the European Commission, Council of Europe and the International Olympic Committee (IOC). ESSA represents many of the world’s biggest regulated sports betting operators, serving over 40 million consumers in the EU alone. Concerned regulated bookmakers created ESSA in 2005 to monitor betting markets and alert sporting bodies and national regulators to suspicious betting patterns. The goal was and is to protect consumers from potential fraud caused by manipulating sporting events. ESSA helps to combat this with evidence-based intelligence it provides to sporting bodies and regulators

Every year, our members invest over €50m in compliance and internal security systems in order to help combat fraud. They also give back to sport and society by spending €400m on sponsorship around the world - €250m of that in Europe alone. This increases substantially when advertising and photo and video-streaming rights are taken into consideration. ESSA and its members also co-fund an

CONTACT INFORMATION

Khalid Ali,
Secretary General
Sports Betting Integrity
ka@eu-ssa.org
www.eu-ssa.org





education programme on gambling with EU Athletes that reaches out to 15,000 athletes/players across at least ten different sports in 13 EU countries.

ESSA members include: the ABB, Betclac, Bet-at-Home, Betsson, Bet365, BetVictor, Betway, bwinparty, Digibet, Expekt, the Hong Kong Jockey Club, Interwetten, Ladbrokes, Paddy Power, PMU, Sky Bet, Stanleybet, Unibet and William Hill.

For more information see ESSA's website at www.eu-ssa.org/ or visit us on twitter: @ESSA_Betting

About Perform Group:

Perform is a leading digital sports content and media group.

Our mission is to connect the world of sport by supplying some of the quickest, most detailed and most engaging content, and managing a network of wholly-owned global media brands.

Our B2B brands do this by contributing to one of the world's most comprehensive sports content collections and distribution operations, servicing global customers in the broadcast, digital media and bookmaking industries.

We also invest in developing our own media brands, creating destinations in which global advertisers and brands can engage with a huge worldwide audience of sports fans across all types of digital platform.

www.performgroup.com

For further information about Perform, please contact:

Sarah Butler, PR Manager, Perform
sarah.butler@performgroup.com, +44 (0)7432 631 237

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Khalid Ali,
Secretary General
Sports Betting Integrity
ka@eu-ssa.org
www.eu-ssa.org

