

ESSA membership continues to climb with Sportium addition

Brussels, 21 December 2016: Sportium, a major operator in the Spanish-licensed market, has joined international betting integrity body ESSA. Sportium becomes the fourth operator to join ESSA so far this year and increases the betting integrity association's membership to 22 leading regulated operators. The move serves to further strengthen ESSA's global integrity alert and reporting system.

Sportium is a leading multi-channel licensed betting operator in Spain. It offers over 60,000 bets each week through online and retail betting facilities and is the official betting partner of Spanish football's premier La Liga competition. The operator has also been seeking to grow its business across Latin America with a digital entry into the Mexican market at the start of 2015.

"Sportium is a major player in the Spanish market and I'm delighted they have decided to join ESSA" said Khalid Ali, ESSA Secretary General. "The continuing growth in our membership base is a clear sign of the increasing recognition of many major operators to the significant advantages that can be achieved from acting in partnership with ESSA to identify, disrupt and report betting related fraud."

"Sportium has a number of important business partnerships with the sporting sector, highlighted by our sponsorship of one of the world's foremost sporting competitions in La Liga. We therefore place great value in maintaining the integrity of sport and to preventing fraud in betting markets. Sportium's link-up with ESSA underlines our commitment to that and to protecting our business and consumers from the adverse impact of illicit betting activity," stated Mark Fowler of Sportium.

ESSA holds positions on match-fixing policy forums at the European Commission, Council of Europe and the IOC. It is driving a number of activities aimed at addressing match-fixing, including a player education programme with EU Athletes (see [here](#)) and an international project, entitled "Keep Crime out of Sport", led by the Council of Europe and funded by the European Commission (see [here](#)). ESSA's Q3 2016 integrity report, along with those of previous quarters, can be accessed [here](#).

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About ESSA:

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.

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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 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 continues to play a key role as the regulated betting sector's representative body at national and international match-fixing policy forums and holds positions on working groups at the European Commission, Council of Europe and the International Olympic Committee (IOC). The organisation is continually reassessing and improving its alert and reporting systems and has established information sharing arrangements with a range of sports bodies and regulatory authorities.

ESSA members include: the ABB, Betclix, Bet-at-Home, Betsson, Bet365, BetVictor, Betway, bwin, Digibet, Expekt, Fonbet, the Hong Kong Jockey Club, Interwetten, Ladbrokes Coral, Paddy Power Betfair, Sky Bet, Sportium, Sporting Index, Stanleybet, Stoiximan, Unibet and William Hill. For more information see ESSA's website at <http://www.eu-ssa.org/> or visit us on twitter: [@ESSA_Betting](https://twitter.com/ESSA_Betting)

About Sportium:

In 2007, Sportium was created from the joint venture formed by Cirsa and Ladbrokes, in order to operate in the sports betting market in Spain. Cirsa is the leading gaming company in the Spanish and Latin American market. Ladbrokes is a world leader in the global betting and gaming market with over 100 years of sports betting experience.

In 2013, the business expanded to the online channel through the site Sportium.es. A milestone that represented the beginning of a multi-channel strategy of the brand on the web, mobile and through an extensive retail network of over 1,700 outlets.

In 2015, the business expanded operations into Latin America, with the launch of a digital site in Mexico and during 2016 has also expanded into Panama.

From the start of operations, Sportium has maintained a firm commitment to sport as evidenced by its brand sponsorships of the Spanish football's premier LaLiga competition, the LNFS (National Indoor Football League) and the ACB (Spanish Basketball Clubs Association).

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