

Virgin Bet joins the International Betting Integrity Association

Brussels, 3 July 2019: The International Betting Integrity Association has welcomed Virgin Bet as its latest member since it rebranded from ESSA last month. Virgin Bet has joined the integrity body following its launch in early June. The move will expand the association's monitoring and alert platform and further consolidates its position as the leading player in its field, with almost 50 brands in its membership.

Khalid Ali, Secretary General of the International Betting Integrity Association, welcomed the move, stating: "The Virgin brand is one of the most recognised in the world and I am delighted that one of Virgin Bet's first acts is to commit to investing in the integrity of its product and sporting events by joining our association. I can't stress enough how important it is for operators to engage collectively on this issue from both a corporate responsibility and business perspective."

Simon Mizzi, Marketing Director at Virgin Bet, said: "Betting-related corruption in sport represents a serious risk to all operators. It is why licensing and regulatory processes around the world are increasingly focusing on integrity measures. Membership of the International Betting Integrity Association, a global leader in that field, is the most effective way of highlighting our commitment to protecting our customers and sporting events. We go into our new enterprise with the best possible business protection."

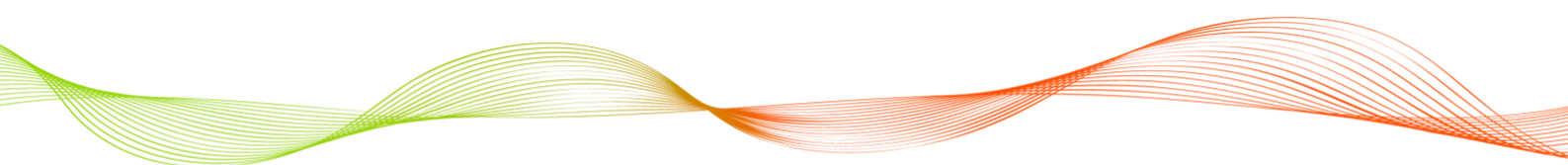
The International Betting Integrity Association is the leading global voice on integrity for the licensed betting industry. It is run by operators for operators, protecting its members from corruption through collective action. Its monitoring and alert platform is a highly effective anti-corruption tool that detects and reports suspicious activity on its members' betting markets. The association has longstanding information sharing partnerships with leading sports and gambling regulators to utilise its data and prosecute corruption. It represents the sector at high-level policy discussion forums.

The International Betting Integrity Association publishes quarterly bulletins covering the integrity alerts reported through its monitoring and alert platform, which can be viewed [here](#).

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About the International Betting Integrity Association

The International Betting Integrity Association is the leading global voice on integrity for the licensed betting industry. Our members share a common goal of combating betting corruption to protect the integrity of sport and their businesses. Established in 2005 and formerly known as ESSA, it is a not-for-profit association whose members include many of the world's largest regulated betting operators, active across six continents. Members undergo a rigorous due diligence process and must adhere to our code of conduct committing them to responsible betting practices.



The International Betting Integrity Association's monitoring and alert platform is a highly effective anti-corruption tool that detects and reports suspicious activity on its members' betting markets. The bespoke system tracks transactional activity linked to individual consumer accounts, clearly distinguishing it from commercial monitoring systems focused on simple odds movements. The association has longstanding information sharing partnerships with leading sports bodies including FIFA, UEFA, the TIU and the IOC, and many gambling regulators to utilise this data and prosecute corruption. The association maintains a policy of transparency and publishes quarterly integrity reports analysing activity reported on the platform.

About Gamesys

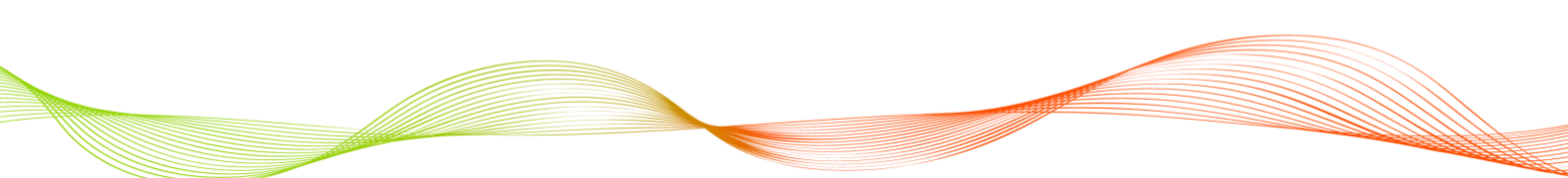
Founded in 2001 by Noel Hayden, Robin Tombs and Andrew Dixon, Gamesys has grown to become one of the world's leading online gaming businesses. In 2013, Gamesys partnered with the Virgin Group to add Virgin Games to its portfolio. Following five successful years working together, Gamesys agreed a long-term trademark licence to use the Virgin name for its first UK sportsbook, Virgin Bet.

Gamesys is on a mission to become the world's most entertaining online gaming company. It all started with Jackpotjoy but along the way the company has grown into an award-winning team of designers, developers and operators behind some of the leading gaming sites and apps including Virgin Games and Heart Bingo.

With over 1,200 employees across seven group offices worldwide and our headquarters in central London, more than 24 million players enjoy our 258 games, generating on average 6,028 chat messages every 15 minutes!

Whether it be through winning awards for innovation in bingo and slots, a commitment to using cutting edge technology, or simply a passion to innovate, thrill, and surprise, Gamesys constantly pushes the boundaries to be the best in class.

For more information, visit www.gamesys.co.uk or www.virginbet.com



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Affiliates

