

Bethard joins the International Betting Integrity Association

Brussels, 17 September 2019: Bethard Group is the latest gambling operator to join the International Betting Integrity Association. Founded in 2012, Bethard has obtained licences in multiple jurisdictions in Europe. The company's two sports betting brands Bethard and Fastbet will now feed into the association's global monitoring and alert system. It continues the association's membership growth, which now includes around 50 online and retail brands.

Khalid Ali, Secretary General of the International Betting Integrity Association, said: "The inclusion of Bethard is another important landmark in the association's growth and further cements our reputation as the home of responsible operators committed to protecting the integrity of sports betting markets. Our global monitoring and alert platform continues to expand and I am delighted to welcome Bethard to the association."

Erik Skarp, CEO of Bethard said: "We have once again proven our commitment to support the fight against the manipulation of sports. As a company we firmly believe that co-operation and collaboration is the only way to combat sports manipulation. We have always done our best to build a strong partnership with industry stakeholders. Protecting our growing betting brands from manipulation is a core component of our corporate policy to ensure that our consumers are able to engage in a fair and safe betting market. No other body has the combined scope and strength of the International Betting Integrity Association's alert platform and policy engagement with sports and regulatory authorities to help facilitate that. Membership of the world's leading integrity body corresponds with our vision to take Bethard to the top of the regulated sports betting market."

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 such as the IOC, United Nations, Council of Europe and European Commission.

The association publishes quarterly reports 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, we are 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 & 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 Bethard Group

Bethard Group is based in Malta. The company is currently licensed in Malta, Denmark, the United Kingdom, Sweden, Ireland and Spain. An application for a state licence in Schleswig-Holstein in Germany has also been submitted.

Members



Affiliates

