

## **Bet on Alfa becomes the fourth betting operator to join the International Betting Integrity Association since it rebranded in June**

**Brussels, 1 October 2019:** Retail and online sports betting operator Bet on Alfa is the latest operator to join the International Betting Integrity Association. The Cyprus-based operator was launched in 2009 and has 63 branches throughout the country with an online business operational since 2017. The company joins many of the world's leading private sports betting operators feeding into, and benefiting from, the association's global monitoring and alert platform. It is the association's fourth new member since rebranding from ESSA in June.

Khalid Ali, Secretary General of the International Betting Integrity Association, said: "Bet on Alfa is a leading operator in Cyprus and a very welcome addition to the association. Our alert platform benefits greatly from regional experts such as Bet on Alfa and its mix of retail and online operations provides additional value. I am delighted at the association's continuing growth and the recognition of responsible companies like Bet on Alfa of the importance of working with other operators collectively to defend regulated betting markets from corruption."

Frixos Constantinides, Director of Bet on Alfa said: "We are delighted to be the first Cypriot company joining this association. Betting corruption in sport is a growing threat to the business model of every operator. Our company recognises the importance of protecting our customers and sporting events from betting-related fraud and to meeting high standards of social corporate responsibility. The International Betting Integrity Association is the leading global player on integrity for our sector and membership brings an important layer of protection for our markets. It is a clear statement of our commitment to meeting the threat of match-fixing."

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, UN, 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](#).

**END**

### **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 Bet on Alfa

Bet on Alfa Ltd. is a 100% Cypriot company, founded in Nicosia in 2009. It is licensed by the National Betting Authority of Cyprus with both Class A and Class B licenses, which allow it to conduct sports betting in shops within the Republic of Cyprus and online at [www.betonalfa.com.cy](http://www.betonalfa.com.cy) (Bet on Alfa has been operating online since 2017). At present, there are 63 branches throughout Cyprus with over 20 000 bets being placed per day. With a decade of year on year growth, Bet on Alfa is emerging as one of the most competitive sports betting companies in Cyprus. Bet on Alfa is committed to adopting and supporting Responsible Gambling. For more information visit [www.responsiblegambling.gov.cy/](http://www.responsiblegambling.gov.cy/).

## Members



## Affiliates

