



international betting
integrity association



LeoVegas

LeoVegas highlights betting integrity commitment with IBIA membership

Brussels, 26 November 2019: The LeoVegas Mobile Gaming Group has become the fifth sports betting company to join the International Betting Integrity Association (IBIA) since it rebranded in June. LeoVegas.com, the group's largest brand, will immediately start feeding into IBIA's unique global sports betting monitoring and alert system with the intention that the company's other betting platforms (Royal Panda, BetUK, Pixel.bet and 21.co.uk) will follow in due course.

Khalid Ali, CEO of the International Betting Integrity Association, said: "LeoVegas is another growing internationally-focused and multi-licensed company to join the association over the last six months. I welcome the company's investment in, and commitment to, betting integrity and encourage all responsible operators to join our collective effort. IBIA occupies a unique and unrivalled position in the global integrity discussion, with a clear focus on protecting its members' businesses, the integrity of sports events and regulated markets from betting fraud."

Hans Uhrus, Communications Director for LeoVegas, said: "We are proud of the rapid expansion of LeoVegas and of our ongoing commitment to provide our customers with a safe and entertaining experience across all of our products. As regulatory developments in Holland, Germany and Brazil show, legislation is increasingly promoting membership of a betting integrity monitoring body to protect consumers and sports. IBIA is the gold standard in that field and our membership underlines our desire to provide our customers with a best-in-class service."

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](#).

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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 LeoVegas Mobile Gaming Group

LeoVegas' vision and position is "King of Casino". LeoVegas is the premier GameTech company and is at the forefront of using state-of-the-art technology for mobile gaming. A large part of this success can be credited to an extreme product and technology focus coupled with effective and data-driven marketing. Technology development is conducted in Sweden, while operations are based in Malta. LeoVegas offers casino, live casino and sports betting, and operates two global and scalable brands – LeoVegas and Royal Panda – as well as a number of local brands in the UK. LeoVegas is a global group in which LeoVegas AB (publ) is the parent company. LeoVegas AB (publ) does not conduct any gaming operations; rather, operating activities are conducted by subsidiaries within the Group. The company's shares are listed on Nasdaq Stockholm. For more about LeoVegas, visit www.leovegasgroup.com. For more about LeoVegas games, visit www.leovegas.com/sv-se/

Members



Affiliates

