



## Kambi underlines integrity credentials with IBIA membership

**Brussels, 3<sup>rd</sup> December 2019:** Kambi, a leading global sports betting supplier, has underlined its commitment to the highest levels of integrity with membership of the International Betting Integrity Association (IBIA). The agreement will enhance the relationship between Kambi and IBIA on sports betting integrity and strengthens the association's unique global monitoring and alert platform. The affiliate membership covers IBIA member brands using Kambi's sportsbook, which currently includes: Unibet, 32Red, LeoVegas, 888sport and ATG.

Khalid Ali, CEO of IBIA, said: "I am delighted to welcome Kambi into IBIA; we are adding another key player to our global network, further enhancing our sophisticated monitoring and safeguarding capabilities, which are unparalleled in spotting the signs of betting-related corruption. Kambi's valuable data will undoubtedly serve to strengthen our consumer, business and sports protection capabilities and its membership further cements IBIA's position as the leading global voice on betting integrity."

Oliver Lamb, Kambi's Head Sportsbook Controller, said: "We are proud to be joining IBIA, an organisation which shares our focus on protecting the integrity of global sport and shielding bettors from the danger of wagering on potentially manipulated events. Sports betting integrity and commercial probity are at the core of Kambi's business model, and have been central to our success in regulated markets all over the world. It is excellent to be stepping up our ongoing commitment to these principles, and that IBIA have seen Kambi as an important partner in promoting them."

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](#).

Kambi has achieved significant commercial progress in 2019, signing a number of partnerships with leading operators including Penn National Gaming, JACK Entertainment and Seneca Gaming Corporation.

**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 Kambi

Kambi is a provider of premium sports betting services to licensed B2C gaming operators. Kambi Group plc is listed on First North Growth Market at Nasdaq Stockholm. Our services encompass a broad offering from front-end user interface through to odds compiling, customer intelligence and risk management, built on an in-house developed software platform. Kambi's 20-plus customers include 888 Holdings, ATG, DraftKings, Greenwood Gaming & Entertainment, Kindred Group, LeoVegas, Mohegan Gaming & Entertainment, Penn National Gaming, Rank Group and Rush Street Interactive. Kambi employs more than 800 staff across offices in Malta (headquarters), Australia, Romania, the UK, Philippines, Sweden, Australia and the United States. Kambi utilises a best of breed security approach and is ISO 27001 and eCOGRA certified. Kambi Group plc is listed on First North Growth Market at Nasdaq Stockholm under the symbol "KAMBI". The Company's Certified Advisor is Redeye AB.

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### Members



### Affiliates

