

Betcris becomes the first American continent operator to join IBIA

26 MAY 2020: Leading Latin American sports betting brand Betcris has joined the International Betting Integrity Association (IBIA) strengthening the association's monitoring and alert coverage for the region. The brand has been owned by TV Global Enterprises Limited since 2006 and offers online sports betting services in many countries throughout the world. It is however particularly strong in the emerging Latin American betting market where it also operates retail premises. Betcris is the second operator to join IBIA since the start of 2020, with five new members joining in 2019.

Khalid Ali, CEO of the International Betting Integrity Association, said: "I'm delighted to welcome one of the leading sports betting brands in Latin America to IBIA. Betcris is a major investor in sport with a number of sponsorship deals in place, including the Brasileiro Série A, and is well-placed to strengthen our monitoring coverage of existing and emerging markets in the region. I hope that other LatAm operators will follow Betcris' example and highlight their commitment to integrity by also joining the world's largest operator-run sports betting association."

JD Duarte, CEO of Betcris, said: "Integrity has always been at the core of our approach to a responsible and sustainable business model and this has become more important than ever during this difficult trading period. Being part of an integrity monitoring body is also increasingly becoming both a licensing requirement and business necessity as the Brazilian sports betting law and other recent legislative developments show. IBIA is the global leader on integrity and Betcris looks forward to working with it to protect sports and our business from corruption."

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](#). IBIA can be contacted at info@ibia.bet.

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 Betcris and TV Global Enterprises Limited

TV Global Enterprises Limited (TVGE), through its Betcris brand of Sportsbook, is a company that provides a safe and legal online platform for sports betting, via traditional and innovative channels. The company cares about customer needs, improving the service and user experience to foster loyalty towards the brand. With a flexible and agile structure, TVGE adapts quickly to unexpected changes in regulation, market demand and technology. Core objectives include securing customer satisfaction through great service. Focus on efficiency in operational processes, implementing new ideas and using resources to impact customer engagement.

The company's strategy has been centred around the strong reputation the brand carried over historically, regional marketing strategies and the development of emerging markets in LATAM. The company's ability to view things through the eyes of the customer has enabled it to concentrate on business aspects such as easy and accessible payment solutions, local betting culture and access to technology in each market.

