

Superbet strengthens IBIA's global betting integrity coverage

08 July 2020: Retail and online gambling operator Superbet has joined the International Betting Integrity Association (IBIA). Superbet, which was established in 2008, has a growing international online operation and is the largest operator in Romania. The company's Superbet brand will now feed into IBIA's unique global monitoring and alert system, and benefit from the platform's security and business protection measures. It is the third operator to join IBIA in 2020, following five new members in 2019.

Khalid Ali, CEO of the International Betting Integrity Association, said: "I am pleased to welcome another company into the growing list of operators in IBIA. Superbet has a particularly strong Central Eastern Europe footprint which will significantly strengthen our coverage in that region."

Ivan Gojic, Head Of In Play Trading at Superbet, said: "Superbet's membership of IBIA is an important part of our international expansion and continued investment in technology and partnerships that best benefit our commercial ambitions and responsible gambling goals. IBIA is committed to protecting sporting and betting products, as well as the consumers that enjoy those activities. Those qualities correspond seamlessly with Superbet's own corporate aims and also those of licensing authorities which are placing increasing focus on the kind of market protections IBIA provides."

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 Superbet

Superbet is an international, multichannel sports betting and gaming operator. Founded in 2008 by Sacha Dragic, it began as a retail operator in Romania. It has since expanded its retail and online operations to Poland and has ambitious plans to grow further in the region. 2019 represented a transformational year for the business. A new CEO, Johnny Hartnett, was onboarded to drive significant international expansion on the back of a minority investment from Blackstone private equity. The business has more than 1000 retail outlets and around 5,000 employees across 8 countries. To underpin future growth Superbet has undertaken a number of acquisitions over the last two years of companies with a technology focus. At its core Superbet has a vision to be an iconic sports brand. Superbet's journey is underpinned by a customer centric approach, while competitive advantage is driven by a seamless omni channel approach, aggressive pricing and premium customer experience.

