

Football Index becomes an IBIA affiliate member

21 October 2020: Football Index, a regulated online gambling platform that allows consumers to trade on the future success of football players, has joined the International Betting Integrity Association (IBIA) as an affiliate member. Football Index launched in 2015 and operates under licences from the British and Jersey Gambling Commissions. It is the official shirt sponsor of Nottingham Forest and Queens Park Rangers football clubs. IBIA's affiliate membership allows organisations whose business model may differ from the association's core sportsbook members to be part of the association and to participate in some of its betting integrity activities.

Khalid Ali, IBIA's CEO said: "I am delighted to welcome Football Index to IBIA. The company's operation may differ from traditional sportsbooks, but it is no less committed to maintaining the integrity of its product and the sporting events on which it is based. Football Index's integrity ethos therefore aligns with IBIA's and its membership is another example of the association's wide-ranging appeal and burgeoning roster of companies engaging with it globally."

Neil Kelly, CEO of BetIndex said: "Maintaining the integrity of our business has always been, and remains, paramount to Football Index. Our customers have come to expect a high level of product security which we are determined to continue delivering. As such, we are thrilled to join the IBIA. The association's wide recognition as the preeminent global sports betting integrity body makes it the ideal partner for Football Index, as we strive to further place the integrity of our product at the heart of our business operations."

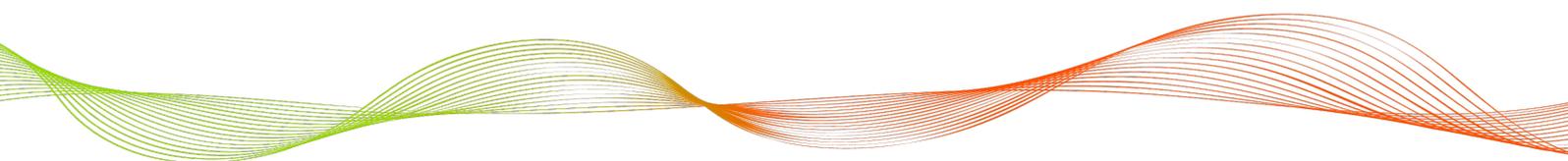
The International Betting Integrity Association is the leading global voice on integrity for the licensed betting industry. It is run by operators for operators, protecting its members from corruption through collective action. Its monitoring and alert platform is a highly effective anti-corruption tool 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.

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About IBIA

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 Football Index

Football Index is a UK-licensed and regulated gambling platform, known as the Football Stock market or simply 'The Index' that allows traders to gamble on the future success of football players, rather than gambling on the short-lived outcome of football matches. Traders place fixed-odds bets, known as Shares, for the chance to win daily payouts - more commonly referred to as Dividends. Dividends are calculated based on player performance on match days, and their presence in the platform's Media Rankings which pay out on the top trending footballers each day.

BetIndex Ltd launched Football Index in October 2015. The stock exchange cap called 'The Footie' started with a base value of 1,000 points. As of 3 April 2020 the Footie has grown to 159,207. Trader portfolios range from £10 to over £1,000,000, and 2% is charged as commission on sales. In January 2018, Football Index reached 100k users, and surpassed half a million Traders in late 2019. During the 2018/2019 football season, over £321 million was traded on the platform, and over £4.3 million was paid out to Traders through Dividends. In 2020, Football Index finalised a partnership with NASDAQ, whose technology will power an Order Books system to be implemented later in the year. The company is owned by Index Labs, formerly Fame Ventures, who hold the software license for Football Index.

