



Gaming1 joins sports betting integrity body IBIA

13 April 2021: Leading Belgian-based gambling partner Gaming1 has joined the International Betting Integrity Association (IBIA). Gaming1 is part of the Argent Group and has retail and online sports betting operations focused on European and American markets. Those brands, such as Circus and Zamba, will now feed into IBIA's global monitoring and alert platform. Gaming1 joins many of the leading regulated sports betting operators in the world in IBIA, with the association's members accounting for \$137bn (€115bn) of global betting turnover per annum and nearly 50% of all regulated commercial operator online betting activity.

Khalid Ali, IBIA's CEO, said: "I'm very pleased to welcome another leading name in the regulated betting sector into our association, further strengthening IBIA's position as the largest customer transaction-based integrity monitoring system in the world. The inclusion of Gaming1's diverse range of sports betting brands significantly enhances our monitoring capabilities."

Sylvain Boniver, COO & Co-Founder of Gaming1, said: "Betting integrity is increasingly becoming a central part of the licensing and regulatory process in markets around the world. We believe that it is vital that betting operators work together to harness their unique market data and intelligence gathering capabilities to meet the concerns of regulators and to protect consumers and sports from corruption. IBIA, as the leading global body on integrity for regulated operators, is the perfect partner for Gaming1 and the achievement of our market and player protection aims."

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, ITIA 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 Gaming1

Gaming1 is one of the gaming industry's largest partners, with over 42 gaming halls and casino resorts in Belgium, France and Switzerland, as well as managing a portfolio of more than 20 casino and sports betting brands with land-based partners in regulated markets across Belgium, Switzerland, Spain, Portugal, France, Serbia, Peru and Colombia.

Gaming1 is also an innovative game development studio, supplying a host of major operators with its dynamic and immersive games portfolio.

The company, which leverages its own technology, has over 1,200 employees, 330 of whom are based at the head office in Liège, and aims to become a global leader in the regulated online gaming and sport betting industry.

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