



ZEturf group joins sports betting integrity body IBIA

22 November 2022: ZEturf group is the latest operator to become a member of the International Betting Integrity Association (IBIA), which now numbers 40+ operators and 100+ betting brands. Founded in 2001, ZEturf group operates in the online horse-race and sports betting market via its ZEturf and ZEBet brands, with licences in Malta, France, Belgium, Spain, Nigeria and the Netherlands. The operator will now feed into IBIA's leading global betting integrity monitoring and alert network. It joins many of the largest regulated sports betting operators in the world, with the association's members accounting for over \$137bn (€115bn) in global betting turnover per annum and nearly 50% of all regulated commercial operator online betting activity.

Paul Klomp of ZEturf group, said: "I am very pleased that we have entered into this international cooperation between leading operators of sports betting. The integrity of sports and especially those we offer bets on is key for offering a solid betting product. With our experiences in the industry for many years we are convinced that we can add value to the association."

Khalid Ali, CEO of IBIA, said: "IBIA is delighted to welcome ZEturf group to the association's growing membership. The operator expands IBIA's international coverage of regulated horseracing and sports betting markets and reinforces the association's place as the leading betting integrity monitor. ZEturf brings a distinct operational approach and coverage that will bolster IBIA's global monitoring and alert network."

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 network 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 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 Network 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 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 ZEturf group

ZEturf has around one hundred employees and recorded nearly €800 million in bets in 2021, including more than €100 million in B2B bets. Online horse-race betting accounts for more than 50% of ZEturf's B2C bets, making it France's second-largest operator in this segment, with a market share of around 20%.