



International sports betting operator Pinnacle joins integrity body IBIA

27 July 2022: International online sports betting brand Pinnacle has become a member of the International Betting Integrity Association (IBIA). Pinnacle (formerly known as Pinnacle Sports) was established in 1998 and has operating licences in multiple jurisdictions including Malta, Sweden and Italy. Pinnacle offers a wide range of sports betting options and was one of the earliest adopters of esports betting markets, which dates back to 2010.

Pinnacle will now feed into IBIA's leading global betting integrity monitoring and alert platform. The operator joins many of the leading 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.

Khalid Ali, CEO of IBIA, said: "The size and scope of Pinnacle's sports betting operation makes it a valuable addition to IBIA's global monitoring and alert network. Our growing roster of members are committed to high levels of integrity and to the protection of sporting events and betting products alike. It is pleasing that so many leading operators like Pinnacle have chosen IBIA as their preferred sports betting integrity partner."

Paris Smith, Pinnacle CEO, said: "Our focus on integrity not only applies to our clients, but also the governing bodies themselves, an area which is increasingly important for responsible gaming operators. We are delighted to become members of the IBIA and look forward to working closely with the organisation to combat betting-related corruption and manipulation."

Pinnacle's Sport Integrity Manager, Gareth Gray said: "At Pinnacle, integrity is a priority. By becoming a member of IBIA, this highlights our focus on sporting integrity and shows our commitment to combatting sporting manipulation and providing our customers a safe and enjoyable environment."

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 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 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 Pinnacle

Pinnacle is a respected industry leader with over 20 years' experience in online betting. In addition to an established reputation for always offering the best value and an unrivalled betting experience, the online bookmaker is also renowned for producing educational content to help empower bettors. An emphasis on continuously developing its risk management expertise has enabled Pinnacle to remain a central pillar of the online betting industry with a commitment to offering customers low margins, high limits, and a unique winners welcome policy.

Pinnacle has focused on building trust with the betting community through its integrity, its values, and by providing a level of customer satisfaction to complement its unbeatable odds. So much so, Pinnacle has its very own integrity department to build a safer and more trustworthy platform for its customers. The Pinnacle sportsbook mantra of 'Winners Welcome' is agnostic to customers' profit-loss position, to geography and betting behaviours, making it the most trustworthy and safest place to bet.