

## **Betway becomes the latest operator to join ESSA**

**6 May 2015, Brussels:** ESSA, the regulated betting industry's integrity body, welcomes Betway as the latest betting operator to join the association. Betway is the 19<sup>th</sup> betting operator to join ESSA and further broadens the scope of ESSA's betting integrity network and information sharing facilities.

Khalid Ali, ESSA Secretary General, stated: "I am delighted that Betway has decided to join ESSA. It represents another important step, further increasing ESSA's ability to protect the betting industry, their customers and sport from betting related corruption. Betway joins other responsible operators taking a robust and proactive approach to tackling a crime that attacks the heart of sport and consumer confidence."

Launched in 2006, Betway's regulated gambling service is provided to nearly two million customers globally. The operator invests significant amounts across a range of sports, notably a three-year deal to be the title sponsor of Premier League Darts until 2017 and sponsorship of the prestigious Queen Mother Champion Chase at this year's Cheltenham Festival. It has also recently announced a long-term partnership with West Ham United which has seen it become the Club's new principal sponsor.

Richard Akitt, CEO of Betway, said: "We're delighted to have joined ESSA, the industry standard for betting integrity. ESSA provides the market leaders in regulated sports wagering with an effective, globally-recognised cross-border platform and it was a common sense move for us to align with other stakeholders to combat the threat of irregular and illegal betting activity."

ESSA continues to play a key role as the regulated betting sector's representative body at national and international match-fixing policy forums and holds positions on working groups at the European Commission, Council of Europe and the International Olympic Committee (IOC). The organisation is continually reassessing and improving its reporting and early warning systems and has established information sharing arrangements with a range of sports bodies and regulatory authorities.

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### **About ESSA**

ESSA is a key player in the fight against betting related match-fixing. It represents many of the world's biggest regulated sports betting operators, serving over 40 million consumers in the EU alone. Concerned regulated bookmakers created ESSA in 2005 to monitor betting markets and alert sporting bodies and national regulators to suspicious betting patterns. The goal was and is to protect consumers from potential fraud caused by manipulating sporting events. ESSA helps to combat this with evidence-based intelligence it provides to sporting bodies and regulators.

### **CONTACT INFORMATION**

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Every year, our members invest over €50m in compliance and internal security systems in order to help combat fraud. They also give back to sport and society by spending €400m on sponsorship around the world - €250m of that in Europe alone. This increases substantially when advertising and photo and video-streaming rights are taken into consideration. ESSA and its member also co-fund an education programme on gambling with EU Athletes that reaches out to 15,000 athletes/players across at least ten different sports in 13 EU countries.

ESSA members include: the ABB, Betclix, Bet-at-Home, Betsson, Bet365, BetVictor, Betway, bwinparty, Digibet, Expekt, the Hong Kong Jockey Club, Interwetten, Ladbrokes, PaddyPower, PMU, Sky Bet, Stanleybet, Unibet and William Hill.

For more information see ESSA's website at [www.eu-ssa.org](http://www.eu-ssa.org) or visit us on twitter: @ESSA\_Betting

### **About the Betway Group**

The Betway Group launched in early 2006 and provides first-class entertainment across sports betting, casino, bingo and poker. These are all serviced by a number of different platforms, making use of the latest state-of-the-art technology, powered by renowned software provider Microgaming.

Betway's Sportsbook offers players over 30,000 sports betting markets daily, with a wide selection of markets available live and in-play across a huge range of sports. It has a dedicated customer support team, available in 17 languages, 24 hours a day, seven days a week

The company is the principal sponsor of Premier League club West Ham United, the Premier League Darts, and lent its name to the huge Carl Froch v George Groves fight in May 2014.

Betway is now a major sponsor in UK horseracing with its flagship race the Betway Queen Mother Champion Chase at the Cheltenham Festival. In January 2015, it signed a wide-ranging deal to support four high-profile races in the Flat calendar: the Betway Lincoln Handicap at Doncaster, the Betway Chester Cup at Chester, and two contests at York, the Betway Yorkshire Cup and the Betway Great Voltigeur.

Other products operating under the Betway Group include: Betway Casino, Betway Vegas, Betway Bingo and Betway Poker.

Betway is licensed in the UK by the Gambling Commission and is accredited by trusted international testing agency eCOGRA. It also holds licenses in Belgium, Denmark, Germany, Italy, Malta and Spain. It is registered with the Independent Betting Adjudication Service (IBAS).

For more information about Betway's various products and licensed brands please visit [www.betwaygroup.com](http://www.betwaygroup.com).

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