

SPORTING INDEX JOINS ESSA

Brussels, 28 April 2016: Leading sports spread betting operator Sporting Index has joined ESSA, the regulated betting industry's integrity body. ESSA represents many of the major regulated international sports betting operators and the move increases the association's membership to 19. It also adds sports spread betting to the integrity association's existing coverage of traditional fixed odds and pool betting markets.

Sporting Index is a leading operator in the international sports spread betting market. It is authorised and regulated in the UK by the Financial Conduct Authority and the British Gambling Commission.

Khalid Ali, Secretary General of ESSA, stated: "I am delighted that Sporting Index has decided to join ESSA and which brings a major sports spread betting operator within the association. The inclusion of sports spread betting data will add a new facet to our integrity operation, widening the scope of the ESSA alert and reporting systems, which will have important benefits for our members and all of our partners in sport."

Simon Trim, CEO of Sporting Index stated: "Sport is at the core of our business and maintaining its integrity is paramount. Sporting Index wants to play its part in tackling match-fixing and joining ESSA is central to achieving that goal."

ESSA recently released its Q1 2016 integrity statistics (see [here](#)), and is involved in a number of activities aimed at addressing betting related match-fixing in sport. These include a player education programme with EU Athletes (see [here](#)) and an international project, entitled "Keep Crime out of Sport", led by the Council of Europe and funded by the European Commission (see [here](#)).

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About ESSA:

ESSA 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.

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 members also co-fund an education

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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 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 alert and reporting systems and has established information sharing arrangements with a range of sports bodies and regulatory authorities.

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

For more information see ESSA's website at <http://www.eu-ssa.org/> or visit us on twitter: [@ESSA Betting](https://twitter.com/ESSA_Betting)

About Sporting Index:

Sporting Index is the undisputed world leader in its sector, providing the most thrilling live sports betting experience to tens of thousands of customers. The pioneer of sports spread betting, Sporting Index was founded in 1992 – with just five members of staff and 50 clients in the UK. It has been at the forefront of the sports betting industry ever since. The company offers spread bets on a wide variety of sports, on political and showbiz events, as well as on a portfolio of unique virtual games. Clients transact 24/7 via its mobile phone applications, websites and a voice telephony service. Sporting Index prides itself on striving to deliver an unrivalled level of customer service.

Spread betting on sport has been around for over 20 years. It traces its roots back to the trading of financial assets – be that currencies, equities or commodities – and hence shares much of the jargon, such as “buy” and “sell” or “long” and “short”. Instead of trading markets based on an underlying financial asset, Sporting Index make markets in what you might call a new asset class – what happens in a sports fixture. So while the financial markets trade the FTSE index or the price of gold, Sporting Index trade the number of goals in a football match or the number of runs a batsman will score in a cricket innings.

Sporting Index is authorised and regulated in the UK by the Financial Conduct Authority and the Gambling Commission.

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