

## ESSA LANDS ANOTHER MAJOR PLAYER WITH 888 SIGN-UP

**Brussels, 18 January 2016:** 888sport has become the latest operator to join the betting integrity body ESSA. 888sport is part of 888 Holdings PLC, incorporating a number of gambling brands and with licences in multiple jurisdictions. It has been a major sponsor of sport, including Spanish Primera Liga club Sevilla, the Grade 1 Tingle Creek Chase, Giro d'Italia and the World Grand Prix snooker tournament. Last year, 888sport announced that it would be the main shirt sponsor of English Championship football clubs Birmingham City, Brentford, Nottingham Forest and Preston North End for 2016/17 season.

Khalid Ali, Secretary General of ESSA, welcomed 888sport's decision stating: "The operator is a leading player in the industry and I am delighted that it has joined ESSA. It is the perfect start to 2017 and builds upon a very successful 2016 both in terms of membership growth and the association's ability to protect its regulated members from betting related fraud. 888sport will now add its unique customer base and betting market platforms to our global anti-fraud alert and reporting system."

"888sport is determined to continue to ensure the security of our markets and customer playing experience from the adverse impact of corruption in sport. Joining ESSA is a key part of that approach and to maintaining the high standards of responsible gambling that we are committed to. ESSA is run by operators for operators, and we believe that this distinct focus and the sector knowledge inherent in the association will be of great benefit in achieving our business and customer service goals," said Ross Harkins, Sports Fraud and Risk Manager of 888 Holdings.

ESSA holds positions on match-fixing policy forums at the European Commission, Council of Europe and the IOC. It is driving a number of activities aimed at addressing match-fixing, including 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](#)). ESSA's Q3 2016 integrity report is available [here](#); the Q4 and 2016 overview report will be released shortly.

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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

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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 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: 888sport, ABB, Bet-at-Home, Betclac, Betdaq, Betsson, Bet365, BetVictor, Betway, bwin, Digibet, Expekt, Fonbet, Interwetten, Ladbrokes Coral, Paddy Power Betfair, Sky Bet, Sportium, Sporting Index, Sportingbet, Stanleybet, Stoiximan, Unibet, 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 888:

888 Holdings Public Limited Company (888) is one of the world's most popular online gaming entertainment and solutions providers. 888's headquarters and main operations are in Gibraltar and the company has licenses in Gibraltar, the UK, Spain, Italy, Denmark, Ireland, Romania, Nevada, New Jersey and Delaware. 888 has been at the forefront of the online gaming industry since foundation in 1997, providing to players and B2B partners an always innovative and world-class online gaming experience. At the heart of 888's business is its proprietary gaming technology and associated platforms, allowing 888 to differentiate itself from and innovate ahead of competitors.

The Group is structured into two lines of business: B2C, under the 888 brands, and B2B, conducted through Dragonfish, which provides partners the ideal platform through which to establish an online gaming presence and monetise their own brands. 888's consumer facing websites offer more than just online gaming. They are entertainment destinations: places where people can enjoy a truly interactive experience and be part of an online community that shares common interests.

888's strong and trusted brands include the award-winning [888casino](#) and [888poker](#) websites alongside [888sport](#), [888ladies](#) and [Wink Bingo](#). All of these and more of 888's brands are accessible via 888's centralised online gaming venue, [www.888.com](http://www.888.com). 888 prides itself on providing an enjoyable customer experience first and foremost in a safe and secure environment. 888 remains a leader in responsible gaming, with specialist websites dedicated to both corporate responsibility and responsible gaming.

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