

## Game change for ESSA with new identity

**Brussels, 10 June 2014:** ESSA, the regulated betting industry's integrity body, today announces the launch of its new corporate identity following a recent rebranding in the lead up to the release of its 2014 integrity report.

ESSA's new identity reflects the evolving circumstances and issues that have changed the landscape in which it operates, welcoming members beyond its European borders. Building on the foundations and reputation of its existing visual identity, the new logo maintains some recognizable components, whilst integrating a more dynamic "look and feel". Moreover, it was the opportunity to shift the focus away from "security" and include a robust and pertinent strapline, which more accurately reflects ESSA's core mission of driving and safeguarding "sports betting integrity". The new global identity reflects all of these developments and safeguard's ESSA's reputation as a professional, purposeful, and modern association.

The new corporate image comes at an opportune time. ESSA has been working continuously on improving its reporting and early warning system, which is built on the principles of know your customer details and other important transactional data rather than merely assessing movements in betting markets which is a relevantly imprecise and inconclusive approach prone to false results. This year the association unveiled a new monitoring platform that is even more efficient and accessible. Considerable investment in cutting-edge technology has not only provided ESSA's members with a more flexible and robust platform, but has also made the association uniquely equipped to deal with betting integrity issues. The new visual identity emphasizes ESSA's upgraded operating system as well as its global presence, with a geographically diverse coalition of members.

"With the FIFA World Cup only a couple of days away, sports integrity and betting will once again come to the fore, bringing renewed international focus. This represents an important opportunity to bring attention to ESSA's mandate", said Mike O'Kane, Chairman of ESSA. The rebranding will also coincide with the publishing of ESSA's annual integrity report. The new report has found that out of 148 unusual betting patterns identified by ESSA members in 2013, 30 were found to be suspicious and were subsequently referred to the relevant sporting and regulatory authorities for further investigation. Our comprehensive security mechanisms and information sharing arrangements with a wide range of sporting and regulatory authorities demonstrate the proactive position of ESSA members as well as the importance of ESSA's contribution to preserving sports betting integrity.

Commenting on the association's new identity, ESSA Secretary General Khalid Ali said:

"This a great step forward in ESSA's long and well founded journey, and I am delighted to unveil a new 'look and feel' to ESSA, which fully captures our mission and vision going forward. The new identity will serve to bring more visibility to our organisation and help build on the increasingly global reputation we have established as a trusted partner and facilitator of sports integrity".

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The ESSA integrity report can found [here](#)

### About ESSA

ESSA was established in 2005 by the leading online sports book operators in Europe to monitor any irregular betting patterns or possible insider betting from within each sport. To achieve this goal ESSA implemented an early warning system between its members that highlights any suspicious betting activity. The Early Warning System allows ESSA to work with the sports regulators and their disciplinary and legal department, ensuring that when an alert is given the regulator is informed immediately which may prevent the possibility of any game manipulation on a given event.

So far, ESSA has signed a Memorandum of Understanding with FIFA, The FA, DFB, ATP, ITF, WTA and has established close relations with the IOC and many other sports regulators.

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

For more information on ESSA, please visit ESSA's website at [www.eu-ssa.org](http://www.eu-ssa.org) or visit us on [Twitter](#).

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