

PMU joins betting integrity body ESSA

Brussels, 1 December 2014: French gambling operator PMU has become the latest high-profile company to join ESSA, the regulated betting industry's integrity body. The inclusion of the PMU is an important addition to an evolving ESSA membership which currently has fixed odds retail and online operations focused on, or based in, Europe, Asia, Australia and America, whilst the PMU is the leading pari-mutuel operator in Europe and ranks second worldwide.

"As an early warning system, ESSA's ability to provide intelligence on irregular or suspicious betting activity is considerably enhanced by the PMU becoming a member of our association. I'm looking forward to working closely with the PMU as we continue to strive for new and better ways to keep betting related match-fixing out of sport for good," said Khalid Ali, Secretary-General, ESSA.

"We are constantly aware of the need for all of sport's stakeholders to work together to combat match-fixing," said Pierre Pages, PMU General Secretary. "We believe that ESSA, with its excellent links not only with sports governing bodies but also regulators and other intelligence units, is the correct platform to coordinate this effort."

ESSA launched its new corporate identity earlier this year reflecting its increasing global presence. It has also been improving its reporting and early warning system, which is even more efficient and accessible following considerable investment in cutting-edge technology, providing a more flexible and robust platform and making the association uniquely equipped to deal with betting integrity issues. ESSA also plays an important role as the sector's representative body at match-fixing policy deliberations held at the European Commission and Council of Europe, as well as the International Olympic Committee (IOC).

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Notes for Editors

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.

ESSA has signed information sharing arrangements with: the IOC, FIFA, The FA, DFB, ATP, ITF and many other sports, as well as regulators such as the British Gambling Commission. ESSA members include: the ABB, Bet365, Betclac, Bet-at-Home, Betsson, BetVictor, bwinparty, Digibet, Expekt, the Hong Kong Jockey Club, Interwetten, Ladbrokes, PaddyPower, PMU, Stanleybet, Unibet and William Hill.

For more information on ESSA, please visit ESSA's website at www.eu-ssa.org or visit us on twitter: @ESSA_Betting

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