

## ESSA EXPANDS INTO RUSSIA WITH FONBET SIGN-UP

**Brussels, 30 June 2016:** Fonbet, a leading operator in the Russian market has joined the regulated betting industry's integrity body ESSA. The operator brings ESSA's membership to 20, continuing the organisation's growth and further bolstering the global market coverage of its betting integrity alert and reporting system.

Fonbet was the biggest operator in the Russian retail and online market in 2014 with 1180 betting shops (21.4% market share) and 2.5 million monthly visits to its website, serving over a million customers from more than 50 countries. It was the official betting sponsor of this year's Euroleague Final Four, the pinnacle event of European club basketball, won by Russian team CSKA Moscow.

Khalid Ali, Secretary General of ESSA, said: "I am delighted that Fonbet has teamed up with ESSA. It is a major player in the Russian betting market and it will add significant value to our alert system, benefiting our wider membership and integrity partners. Fonbet joins other responsible betting operators intent on driving fixers and cheats out of their markets; the options for corrupters continues to diminish as ESSA's membership and global information sharing network grows."

Alexandra Sergeeva, CMO of Fonbet, added: "We have been very impressed by ESSA's systems and professional operation. It continues to play an important role for our sector not just as an effective alert mechanism, but also defending operators at major policy forums. Fonbet recognises the importance of this and the clear advantages of being part of an organisation of that stature. We are delighted to have been accepted as a member of ESSA and look forward to playing a full and constructive role."

ESSA holds positions on match-fixing policy forums at the European Commission, Council of Europe and the IOC. It is also involved in 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 Q2 2016 integrity report will be released in July; its Q1 integrity report is available [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.

### 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 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: 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)

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