

Genius Sports provide consultancy, technology and managed services to sports organisations in order to manage sports integrity and prevent corruption.

With offices in 10 locations internationally, we have a global reach and rich experience of managing sports integrity across geographies and cultures.

Our partners include the English Premier League, FIFA and Major League Baseball, amongst other leading sports organisations.

Genius Sports approach to combatting sports corruption and upholding integrity is based upon the informed sharing of expertise, information and data within robust regulatory environments.

The proliferation of unregulated sports gambling, particularly within the US and Asia, has heightened the threat to game integrity and consumer protection within these territories. Furthermore, it has become an important source of finance and vehicle for money laundering amongst organised crime entities.

Genius Sports work with responsible gaming companies and state lotteries in regulated wagering markets such as the United Kingdom to identify instances of corruption, analyse complex data sets and liaise with regulators and law enforcement to assist investigations.

Genius Sports has developed advanced technology, with a team of software and mathematics experts that can monitor sports betting markets in real time and alert the security divisions of sports governing bodies to any suspicious or aberrational activities.

The American Gaming Association has estimated that last year \$5 billion was bet legally on sports in Las Vegas, and that more than \$200 billion was bet illegally on sports throughout the United States. The integrity of a match is more susceptible to corrupt behaviour when there is an extensive illegal betting market than when there is a legal, licensed, regulated betting market.

Despite the Federal prohibition (PASPA) on sports betting in the United States enacted in 1992, the AGA data show clearly that there is a sizable, unregulated, untaxed illegal sports betting market in America. It is far more difficult to acquire the relevant information, data and intelligence required to investigate and prevent integrity issues when betting occurs in unregulated environments such as this.

In the United Kingdom, for example, sports wagering increasingly occurs over the Internet. This allows Genius Sports to apply its technology to this online activity and identify within seconds betting activity that is out of the ordinary.

The movement of legal sports betting worldwide to the online environment over the past ten years has allowed companies like ours to provide a valuable service to leagues and sports fans everywhere by providing an increased level of protection. Everyone wants each sporting event to take place in an atmosphere of the utmost confidence and integrity, and we are committed to continuing to work with the sports industry to develop the most advanced technology that will make a critical contribution to the world of sport.

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