pawaTech strengthens its integrity commitment with membership of the International Betting Integrity Association (IBIA)

Partnership with the leading global monitoring body reinforces pawaTech's efforts to combat betting corruption

24 June 2025: pawaTech, a leading sportsbook provider in Africa that licneses the betPawa brand, which is available in 17 African countries, has joined the International Betting Integrity Association (IBIA). The partnership will see betting integrity data from pawaTech's sportsbook trading operations contribute to IBIA's global monitoring and alert network, which tracks over $300 billion in annual betting turnover across more than 140 brands. The move reinforces pawaTech's commitment to responsible betting, fraud prevention and safeguarding sports betting integrity across Africa.

Juri Sidorenko, CEO of pawaTech said: *"Joining IBIA reflects our commitment to fair play, integrity and safer betting. We are proud to support a trusted ecosystem that makes betting more secure, transparent and player-friendly across Africa."*

Khalid Ali, CEO of IBIA, said: *"We are thrilled to welcome pawaTech to IBIA. The company's unique African operational footprint and technology infrastructure bring valuable regional market knowledge and monitoring coverage to our association. This partnership further strengthens our global network and supports our shared goal of protecting the integrity of sport and regulated betting markets."*

IBIA is a not-for-profit body that has no competing conflicts with the delivery of commercial services to other sectors and was established by operators, for operators, to protect regulated sports betting markets from match-fixing. IBIA's global monitoring network is a highly effective anti-corruption tool, detecting and reporting suspicious activity in regulated betting markets. Through the IBIA global monitoring network it is possible to track transactional activities linked to individual customer accounts; this data is only available to IBIA and its members.

IBIA's Q1 report detailed 63 suspicious betting alerts reported during the quarter to the relevant authorities. IBIA alerts contributed to the investigations and subsequent successful sanctioning of 17 clubs, players and officials in 2024.

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About pawatech

pawaTech is Africa's leading mobile-first sports betting and iGaming technology provider, and the owner of the betPawa brand, which operates across 17 countries in Africa, having entered six new markets in the past 12 months. The brand is on a mission to make betting friendly by offering 24-hour customer support, a user-friendly platform, the lowest minimum stakes, and guaranteed, instant payments.

For more information, visit: www.pawatech.com
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About IBIA

The International Betting Integrity Association is the leading global voice on integrity for the licensed betting industry. Our members share a common goal of combating betting corruption to protect the integrity of sport and their businesses. Established in 2005 and formerly known as ESSA, we are a not-for- profit association whose members include many of the world's largest regulated betting operators, active across six continents. Members undergo a rigorous due diligence process and must adhere to our code of conduct committing them to responsible betting practices.

The International Betting Integrity Association's Global Monitoring & Alert Network is a highly effective anti- corruption tool that detects and reports suspicious activity on its members' betting markets. The bespoke system tracks transactional activity linked to individual consumer accounts, clearly distinguishing it from commercial monitoring systems focused on simple odds movements. The association has longstanding information-sharing partnerships with leading sports bodies including FIFA, UEFA, the ITIA and the IOC and many gambling regulators to utilise this data and prosecute corruption. The association maintains a policy of transparency and publishes quarterly integrity reports analysing activity reported on its network.

For more information please visit https://ibia.bet/ and follow on LinkedIn. IBIA can be contacted at info@ibia.bet.