

ANNUAL REPORT  
**A year of  
transformation**

**ULIS**

UNITED LOTTERIES FOR  
INTEGRITY IN SPORTS



<b>3</b>	<b>President's message</b>
<b>4</b>	<b>General Secretary's Message</b>
<b>6</b>	<b>Our Organisation</b>
<b>9</b>	<b>New ULIS Executive Committee</b>
<b>10</b>	<b>Communication</b>
<b>12</b>	<b>Annual General Meeting</b>
<b>13</b>	<b>Administration</b>
<b>16</b>	<b>The ULIS Network</b>
<b>21</b>	<b>Events</b>
<b>24</b>	<b>Latin America in Focus</b>
<b>27</b>	<b>Training and Education</b>
<b>31</b>	<b>Monitoring</b>

# President's message



## 2023 the first year with the new ULIS identity.

The United Lotteries for Integrity in Sports, our new name, reflects perfectly what our global association is about: leveraging our network and resources to protect the integrity of sports, particularly combatting competition manipulation and corruption, in a coordinated manner, with the lotteries, sports organizations, and other stakeholders.

This annual report describes the many actions and activities undertaken during 2023, with regard to awareness raising, education, global cooperation and monitoring of sports competitions.

Four new members were elected to the ULIS Executive Committee of eight, in June 2023. Importantly, this Committee is comprised of members from four continents, who bring knowledge, and diverse perspectives, as well as enhance our credibility.

It is also my great honour, to have been elected Chair of our association for the next two years, and I take this opportunity to warmly thank my predecessor, Ludovico Calvi, for his precious work over the past six years. Since 2017, Ludovico significantly developed and consolidated our association, paving the way for the solid foundation that ULIS enjoys today.

I consider that my key role will be to ensure ULIS leads betting operators, regarding the global effort to protect sports integrity. I want to affirm more than ever, the shared values of sports and lotteries and public stakeholders, when interacting in an international sports context, to ascertain ULIS remains their most credible integrity partner.

Around the world, lotteries contribute to common good, and this also applies to sport. Given its importance in many societies, ULIS is in the unique position of being able to rely on the support of its two founding members, the European Lotteries (EL) and the World Lottery Association (WLA). In 2023, we welcomed new individual members, including the British Columbia Lottery Corporation (BCLC), Canada, and Sans Girisim, Turkey, who will strengthen our global network.

We are also proud of our new associate members, public or private, for instance, the Danish Gambling Authority (DGA), the Lithuanian Gaming Control Authority (LGCA), Neogames, Playtech and the Estonian Center for Integrity in Sports.

Unfortunately, as the importance of sport in society grows, it is threatened by criminal organizations that increasingly manipulate competitions, infiltrating

their ecosystems to try to influence the competition results. In some territories, they take advantage of the significant share of illegal sports betting operations.

As a result, 2023 has shown that the number of suspicious matches or competitions, detected by our monitoring system network, increased by 24%. To be clear, the problem is not sports betting per se, it is the fraudulent use of sports betting by some individuals or organizations who take advantage of jurisdictions with lower levels of regulation or state control.

This proves again that the global community of sports, public institutions and sports betting operators must continue to cooperate and combine forces at national and international levels to successfully address these challenges. Our very close cooperation in 2023 with FIFA, Interpol and UEFA are the perfect examples of how we should continue to work together in the future.

To this end, ULIS also strongly supports The Macolin Convention and is pleased that The Council of Europe established the Network of Magistrates/ Prosecutors Responsible for Sports (MARS), in 2023.

We, at ULIS, will continue the united global effort, together with sports organizations and public entities, to preserve and protect sports values, so that sport remains as we love it – unpredictable.

**Gilles Maillet**  
ULIS - President

# Foreword from our General Secretary



## A positive year of change

In recent years, several trends have led to a boom in online sports betting. These comprise greater connectivity and uptake of mobile devices, the use of innovative technologies, increased digital sports offerings on more sports, and the growing legalization of online betting and gaming in jurisdictions around the world.

During this time, we have also witnessed a boom in match fixing and illegal betting markets. This impacts the credibility of legal lotteries and sports betting operators, and results in lost revenues for good causes. It also tarnishes the reputation of the sports world and negatively affects many stakeholders within the broader community.

Against this backdrop ULIS developed a new strategy and brand identity to be more effective in achieving its goal of supporting state licensed lotteries in their mission to ensure sports integrity around the world, and to fight sports competition manipulation and other related illicit activities.

Our work has never been more relevant in what was a highly productive year. In 2023, we delivered a key milestone, with the launch of our new website. Its streamlined, comprehensive content provides visitors with a user-friendly experience, and easy access to information about our services, network, news and events, management, as well as publications.

We have progressed the development of our monitoring platform, with the aim of delivering a one-stop integrity platform that will expand our monitoring of global sports competition betting markets for safeguarding event integrity, and respond to global needs. It will allow for the:

- **Development of our integrity knowledge database:** including but not limited to monitoring, analysis, intelligence, members engagement in one space
- **Provision of added-value content and knowledge** to support members' integrity work across the board, from monitoring to risk assessment, and National Platform contributions
- **Engagement of lotteries** in our operational activities to form a robust integrity network, boosting the quality of our operational output, and enhanced, effective communication
- **Enhancement of cooperation** with members/partners to provide useful information that is unique to the lottery sector, to support the work of our members and partners

We hope to deliver this key service in time for the 2024 Summer Olympic Games.

Expanding our services beyond monitoring, detecting suspicious activities during sports competitions, and analysis is a key part of the new strategy. This includes providing professional training for global stakeholders, and raising awareness of sports competition manipulation, at local and international information sessions.



To this end, we raised our international visibility, through membership and work carried out on taskforces with FIFA, INTERPOL, and UEFA. We continued to support the implementation of the Macolin Convention and the Council of Europe's project for Addressing Competitions' Manipulation Together (ACT), as well as worked with partners to develop responsible and reasonable best practices for sports betting operators.

We participated in over 15 events in Africa, Latin America and Europe providing us the opportunity to increase awareness of our services and activities. Covering diverse themes, such as maintaining sport integrity and combatting match-fixing, and addressing related legal and anti-money laundering aspects, these events allowed us to reinforce the partnerships and alliances that are vital to our work. We also organized our first Integrity Seminar in June, with the support of the International Olympic Committee, which attracted 70 participants from around the world. Additionally, we participated in the first Compliance

and Integrity Summit held in Paraguay, by CONMEBOL, the South American Football Confederation.

Our ongoing work to expand our membership and partners is key to achieving our goal of maintaining global sport integrity. This year we signed an agreement with UEFA, to enhance the efficiency of our respective information sharing and monitoring of betting patterns. We also concluded an agreement with CIBELAE, to establish a relationship and cooperation framework, which promotes integrity best practices, following the highest international standards, and contributes to the ethical growth of the Latin American betting market.

ULIS recognizes that a united, global effort is required to combat the complex, transnational nature of sports competition manipulation. We are committed to this fight and believe we must continually broaden our knowledge, and grow our network, to achieve our goals. As such, we were delighted to welcome 7 new members

in 2023. It was also a year of change. The new Executive Committee and President were elected during the ULIS General Meeting, in Croatia, in June. We acknowledged the immense dedication of outgoing President, Ludovico Calvi, and welcomed our new President, Gilles Maillet, who quickly assumed his role. Maillet brings with him an in-depth knowledge of ULIS, as a member of the ULIS Executive Committee for several years, and draws on his experience as Director of Sports Integrity at La Française des Jeux (FDJ), France, for six years.

It has been a year of significant achievements, and I look forward to building on these successes as ULIS leads the way in the global effort to maintain integrity in sports.

**Luca Esposito**  
ULIS - General Secretary

# | Our organization

## About ULIS

The United Lotteries for Integrity in Sports (ULIS) is an international non-profit association of state-owned lotteries, incorporated under Swiss law and headquartered in Lausanne, Switzerland. ULIS supports its multi-stakeholder network of licensed state lotteries in their mission to ensure integrity and fight crime in sport.

ULIS offers a complete ecosystem of preventive (education, training, networking) and interventional services (monitoring, detection, reporting, stakeholder and law enforcement collaboration) that are lottery savvy. Licensed state lotteries, monitoring and detection platforms, law enforcement agencies and regulators can all seamlessly collaborate and exchange information under one roof.

Integrity partnerships, agreements and internal cooperation:

- ULIS is the only betting integrity organization to have an observer status at The Macolin Convention follow-up committee
- ULIS has operational agreements with several international sports organizations and law enforcement agencies such as UEFA, FIFA, IOC, INTERPOL, EUROPOL, and Victoria Police.

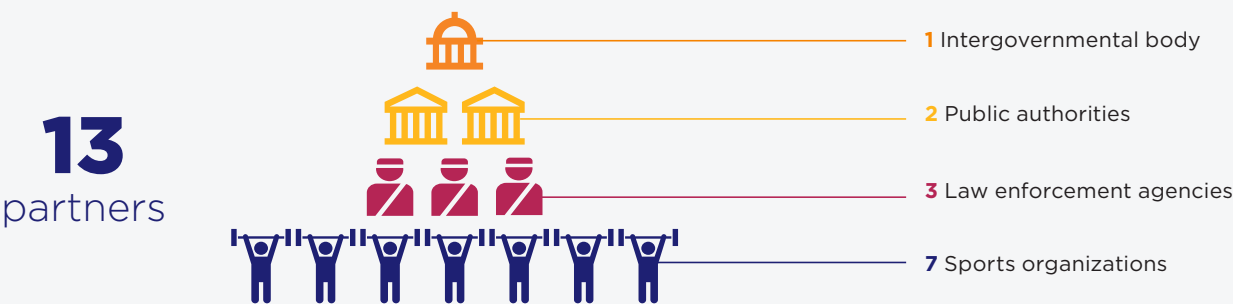
## ULIS – why we are here





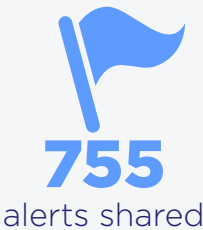
# Key figures

## ULIS global integrity network



Partnership with 13 organizations including the IOC, UEFA, FIFA, Interpol and the Council of Europe

## Monitoring



**2023**  
monitoring  
activities





## SPORTSBOOK THE WAY YOUR PLAYERS WANT IT

*BtoBet's globally trusted  
**sports betting platform**  
is based on three core pillars:*

- *Player-centricity*
- *Channel interconnectivity*
- *Constant technological innovation*

*Delivering a betting experience  
maximising the entertainment factor.*

*The Sportsbook experience the way  
your players want it.*



# BtoBet

[www.btoBet.com](http://www.btoBet.com)



# New ULIS Executive Committee



**Gilles MAILLET**  
ULIS President / La Française  
des Jeux (France)



**Stephane FRASER**  
ULIS Vice-Chair  
Loto Québec (Canada)



**Jens NIELSEN**  
Danske Spil (Denmark)



**Younes EL MECHRAFI**  
La Marocaine des Jeux  
et des Sports (Morocco)



**Chee Weng LAM**  
Singapore Pools  
(Singapore)



**Chris LO**  
The Hong Kong Jockey Club  
(Hong Kong, China)



**Ales VESELY**  
Sazka  
(Czech Republic)



**Lemeng WANG**  
China Sports Lottery Operation  
(China)

During the Annual General Meeting in June in Sibenik, Croatia, Gilles Maillet, Director of Sport Integrity of the Française des Jeux, was unanimously elected President of the United Lotteries for Integrity in Sport. Maillet succeeds outgoing ULIS President Ludovico Calvi. Stéphane Fraser, Executive VP and Chief Operating Officer of Gaming Establishments at the Loto-Québec, was appointed Vice-Chair of the Executive Committee.

Additionally, delegates were elected or re-elected the six other members of the Executive Committee for a two-year term. Jens Nielsen, Sports Betting Director at Danske Spil, Denmark, and Younes El Mechrafi, Chief Executive Officer at the Marocaine des Jeux et des Sports, Morocco, were re-elected as members.

The following people were elected as new members of the Executive Committee: Chee Weng Lam, Chief Executive Officer at Singapore Pools, Singapore; Chris Lo, Head of Trading at The Hong Kong Jockey Club, Hong Kong, China; Ales Vesely, Chief Executive Officer at Sazka, Czech Republic; and Lemeng Wang, Board Director at China Sports Lottery Operation, China.

Following the General Meeting, the newly elected Executive Committee members met in Sibenik and decided to create three working groups. The group dedicated to working on the value proposition of the association comprises Ales Vesely, Gilles Maillet, and Lemeng Wang. The group working on the monitoring platform revamp is composed of Stéphane Fraser, Chris Lo and Jens Nielsen. Younes El Mechrafi and Chee Wen Lam are working on issues related to illegal sports betting.

# Communication

After members unanimously approved the new name and rebranding of the association during the General Meeting in Vancouver on 18 October 2022, ULIS started work on implementing the new visual identity.

The process began with an external and internal communication campaign to ensure that all stakeholders, including members, employees, partners, and public authorities were informed of the change and understood the reasons behind it. This was followed by a complete update of all templates related to the administrative, corporate, marketing and communication spheres of the association. All existing materials, including brochures, reports, business cards, flyers, banners, were replaced by the new branding elements to



ensure consistency with the new brand. The monthly monitoring report was completely redesigned to show the main data displayed in the form of online interactive infographics.

In addition, new communication materials were produced to articulate a clear message of the new ULIS brand.

## Captivating social media content

**Another important aspect of the rebranding concerns content improvement for communication and digital promotion.**

ULIS increased its presence on social media as well as enhanced its website and other digital assets. For this purpose, the association's social media accounts, predominantly LinkedIn, had a significant increase of followers, all thanks to a revamped communication strategy and dedicated efforts to create engaging content.

By consistently producing high-quality content, the ULIS LinkedIn account has encouraged active participation, reactions and sharing of posts. It has become a valuable resource for anyone interested in sports integrity. As the organization continues to evolve its approach on LinkedIn, it's likely that the community will only continue to grow, broadening awareness to multiple audiences involved in sports

betting, competition manipulation and maintaining sports integrity. ULIS has also driven international media coverage and been mentioned in social media accounts and articles

of specialized betting and gambling media outlets, as well as on the media channels from its partners FIFA, UEFA and the Council of Europe.

## LinkedIn growth



**61**  
posts published



**36%**  
increase  
in followers



**8,6**  
engagement  
rate\*

\*according to experts 2% is already considered a good engagement rate



## A new user-friendly website with a modern design

**Following the rebranding and new strategic positioning of the association, the development of a new website was a major project that required several months of work.**

On the 1 June 2023, the new ULIS website was officially launched, representing an important milestone for the communication strategy.

### Fresh and engaging web design

The project began with a study of the old website's content to understand how the information could be presented, to better facilitate the user experience. With the assistance of a specialized digital agency, the ULIS team brainstormed different possibilities to develop an innovative website structure and engineering

solutions for the user interface and back end. The modern design, complying with the new ULIS branding design, is composed of dynamic and curvy-shaped elements. All relevant information about integrity in sport can be found with just a few clicks.

### Improved user experience

The new website menu has rearranged the services offered by the association. Easy-to-navigate, the new structure allows members and interested parties to find a comprehensive overview of what ULIS is and does, all its services, as well as its fundamental values. A new section about the ULIS network contains information on the association's members and partners, which includes state lotteries, sports organizations, national platforms, law enforcement agencies and international institutions.

## Web audience increase



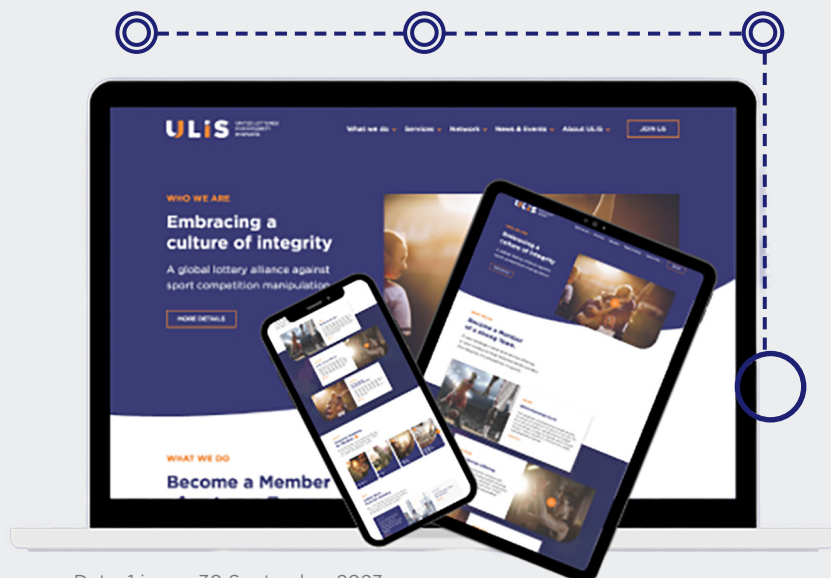
**2'084**  
Users



**15'501**  
Pages viewed



**10'986**  
Homepage views



Data: 1 June - 30 September 2023

### Increased visitor numbers

Since its launch on 1 June 2023, the website has been a great success and attracted new visitors. Website analytics data have shown a substantial increase in traffic, with unique visitors, page views, and engagement metrics all experiencing significant growth. This increase in connections and numbers is the result of a thoughtful integrated communication strategy to effectively attract and retain a broad audience in the digital space.

As ULIS continues to grow and evolve, the success of its website is a sign that the organization took the right decisions when implementing the new brand to make a significant impact on safeguarding sport integrity.

# Annual General Meeting

**The ULIS Annual General Meeting took place on 6 June, during the European Lotteries Congress in Sibenik, Croatia.**

During the meeting, members approved two amendments to the Statutes of the association. One new article, Article 6.13, was adopted whereby the Executive Committee is allowed to pay tribute to past presidents who have exceptionally contributed to the organization's development. The approved text allows the nomination of ULIS past ULIS presidents, fulfilling certain requirements, for the title of Honorary President.

The Executive Committee and the General Meeting put the new article to use and awarded Ludovico Calvi with the title of first ULIS Honorary President for his numerous achievements and contribution to growing and promoting the association. Calvi joined the Executive Committee in 2015 and officiated as President from June 2017 to June 2023. During his mandate, the association changed

its name, reviewed its governance, and investments were made in new resources, human and technical, that set solid foundations for the future success of ULIS to become the global lottery actor, for safeguarding sports integrity.


The new Executive Committee was also elected for a two-year term. The exact composition of the eight committee members, their roles and complete documentation is described in detail under the entry for New ULIS Executive Committee. ULIS

extends its congratulations to both the newly elected Executive Committee members and the Honorary President. The second amendment to the ULIS bylaws, accepted by members, concerned provisional membership. The modification pertaining to this chapter is in fact a correction of the text that has no effect in its application or interpretation. Therefore, ULIS still can be joined by members under provisional or conditional requirements, as far as they comply with the criteria described in detail in the Statutes of the association.





# Administration



From the operational side, at the Danish hub, Brian Petersen decided to pursue a new career challenge.

ULIS thanks him for all the years of dedication and commitment and wishes him the best for this future endeavor. Petersen was replaced by Christopher Olsson who joined ULIS as Monitoring and Analysis Coordinator.

## Headquarters

### Lausanne, Switzerland

- **Luca Esposito**  
General Secretary
- **Cristina Swan**  
Projects Manager,  
Communications & Administration

## Monitoring and Operations

### Asian Hub, Hong Kong, China

- **Daniel Chan**  
Operations Manager
- **Carol Lee**  
Monitoring Analyst Trainee
- **Ben Wan**  
Monitoring Analyst Trainee

### European Hub, Copenhagen, Denmark

- **Daniel Groth**  
Monitoring and Analysis Coordinator
- **Christopher Olsson**  
Monitoring and Analysis Coordinator

### Americas Hub, Montreal, Canada

- **Chris Yaakoubian**  
Monitoring and Analysis Coordinators
- **Benoît Borsato**  
Monitoring and Analysis Coordinators



# OpenBet

**OpenBet is Sport.** The world's top sports betting brands choose OpenBet as their partner for **world class content, leading tech and tailored services.** We have their back. So they're ready with exciting, memorable and safe sports betting experiences, to entertain millions of players worldwide.

[www.openbet.com](http://www.openbet.com)

 @WeAreOpenBet

 OpenBet

# Our three pillars of service

ULIS offers a complete ecosystem of preventive and interventional services under one roof. Our complete portfolio of services based in three pillars include education, training, multi-stakeholder collaboration, events, policymaking, extended human analysis networks and a peerless monitoring system.



Stakeholder  
Engagement &  
Policy Making



Education &  
Prevention



Monitoring &  
Intelligence

1

2

3





# | The ULIS network

## New Members

In 2023 ULIS was joined by 7 new members:

### Individual members

#### BCLC



#### Sans Girisim



### Associate members public authority:

#### Lithuanian Gaming Control Authority (LGCA)



#### Danish Gambling Authority (DGA)



#### Estonian Center for Integrity in Sports (ESTCIS)



### Associate members supplier:

#### Playtech



#### Neogames





## ULIS and UEFA signed an agreement and further strengthened their cooperation

**On 11 May, ULIS and the Union of European Football Associations (UEFA) signed an agreement to strengthen their joint efforts to combat match-fixing.**

With this agreement both organizations will enhance their collaboration and efficiency of their respective work in relation to information sharing and monitoring of betting patterns. ULIS and UEFA will also work together to develop measures to prevent, deter, and identify irregular and suspicious betting behavior which could be indicative of match-fixing in football.

The scope of the agreement applies to football matches and competitions

organized by UEFA, as well as first and second division football competitions organized by UEFA's 55 member associations.

Following up on the strengthening of the cooperation between the two organizations, ULIS took part of the annual meeting of the UEFA's European football anti-match-fixing working group held on June 14 in Rotterdam ahead of the 2023 UEFA Nations League Finals. The meeting brought together leading anti-match-fixing stakeholders from sport, government, law enforcement and private industry as part of a coordinated and multi-faceted approach to a topic whose impact extends far beyond the field

of play. ULIS provided UEFA and the other members of the working group with detailed operational updates highlighting the latest trends and shifts in alerts recently observed by our analysts in European football.

UEFA's European football anti-match-fixing working group underlined the need to be vigilant of new challenges and identified the key priorities to be addressed in the near future. UEFA established the working group in 2014 with the purpose of analyzing and tackling match-fixing across Europe.



“

***UEFA greatly values ULIS operational support in the fight against match-fixing in European football. Our collaboration with the lottery sector has been fruitful for many years already, and I am certain that this new agreement will contribute to developing further synergies and strengthening our cooperation to protect the integrity of football.***

”

Angelo Rigopoulos, UEFA Managing Director of Integrity and Regulatory.



## Interpol match-fixing task force

**Since 2018, ULIS has collaborated actively with Interpol and become a member of the Interpol Match-fixing Task Force.**

Supported by the Policía Federal Argentina, the 13th Meeting of the Interpol Match-fixing Task Force (IMFTF) was held in Buenos Aires from 12 to 14 September at the Centro Universitario de la Policía Federal Argentina. This was the first time South America hosted the annual meeting of the IMFTF to discuss key trends and threats related to sport crime.

The agenda covered case studies, increased cooperation and more efficient data sharing. ULIS was represented by its President Gilles Maillet who underlined the important role lotteries play in the international cooperation to fight crime in sport, in particular in relation to law enforcement investigations. He explained that ULIS

and the lotteries assist transnational investigations by gathering information and intelligence from any suspicious activity, before and during the sport event, and compiles it in a report that can be used in potential investigative procedures.

Experts from 30 countries representing law enforcement, betting and gambling

authorities, sports federations and integrity in sport bodies attended the meeting in Buenos Aires. The annual event brings together law enforcement agencies from around the world and supports member countries in criminal investigations and joint operations in all sports, and maintains a global network of investigators that share information, intelligence and best practices.

---

***Experts from 30 countries representing law enforcement, betting and gambling authorities, sports federations and integrity in sport bodies attended the meeting***

---



**President Gilles Maillet at the Centro Universitario de la Policía Federal**  
Buenos Aires, 12-14 September





## Council of Europe



Luca Esposito, ULIS General Secretary speaks at ACT  
Rabat, 7-8 November 2023

### Addressing Competitions Manipulation Together (ACT)

**The Council of Europe's project Addressing Competitions Manipulation Together (ACT) was launched online on 3 February 2023.**

ULIS taking participated in the event webinar. Cristina Swan clarified the role ULIS can play in the project and explained how the collaboration between the international lottery organization and the national platforms works, in particular in countries where ULIS has a national platform as associate member in addition to a lottery member.

National platforms are described by The Macolin Convention as mechanisms to exchange information between the various national systems. They will be one of the main actors to benefit from ACT, with the end beneficiaries being people involved in sports competitions in all capacities (athletes, coaches, trainers, referees, competition organizers, voluntary, etc.).

One of the main objectives of the project regards education and creation of awareness of the broad scale of sports competitions' manipulations and how they can be prevented, identified, investigated and sanctioned.

Organized with the support of the Olympic Movement Unit on the Prevention of the Manipulation of Competitions and Interpol's Anti-Corruption Unit, the webinar was an

opportunity for ULIS to exchange with peers at an international level in the preparation of the next phase of the project.

On 7-8 November, the stakeholders of the ACT project met again in Rabat, Morocco, and during the Council of Europe conference, organized with the support of the Marocaine des Jeux et des Sports. At this event, the threats of illegal betting were highlighted as one of the most challenging sport integrity issues, as addressed in the Macolin Convention. Speakers outlined the extent of the problem and shared best practices. The World Lottery Association (WLA) Executive Director, Luca Esposito, emphasized the importance of conducting research in this area to gain a comprehensive understanding of the issue, and announced that the WLA, in collaboration with the University of Lausanne, is preparing a research paper

on how to estimate the current illegal betting market size. George Mavrotas, Chair of the Follow-up Committee of The Macolin Convention, said that "Illegal and unregulated betting are major threats to sports, being operated beyond the surface, without any legal framework, thus making it easier for criminal activities to go unnoticed. The Macolin Convention aims to reduce such betting by promoting cooperation and setting international standards". Supporting the work of the Council of Europe in this area is key to protecting sports.

The event, was also attended by numerous participants and guests from the region (Cameroon, Egypt, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Sierra Leone, Tunisia and Uganda) representing governments, gambling regulatory authorities, law enforcement, betting operators, Olympic committees and sport federations.



© Council of Europe, photo Pierre Lesueur



## The Council of Europe Macolin Convention follow-up committee

**As the only betting integrity body to have the observer status at the Follow-up Committee of The Macolin Convention, ULIS attended both the sixth and seventh meetings of the Follow-up Committee on the Manipulation of Sports Competitions that were held on 9 and 10 May in Paris, France, and on 29 and 30 November in Athens, Greece.**

Speaking in the name of lotteries, ULIS stressed the importance of developing a common definition of concept of reasonable betting, and the corresponding applicable criteria to be used at global level by operators. The meeting in Paris welcomed the first participation of Iceland as new Party to the Convention and shared updates on the progress made in the areas of the

monitoring of The Macolin Convention and data protection. George Mavrotas from the Greek Ministry of Culture and Sport was re-elected as Chair of the Committee.



**Group photo, 6th Meeting of the Follow-up Committee of the Macolin Convention**  
Paris, 9-10 May 2023



**ULIS President Gilles Maillet at the 7th Meeting of the Follow-up Committee of the Macolin Convention**  
Athens, 29-30 November 2023

In Athens, the 7<sup>th</sup> Meeting of the Follow-up Committee took place during the Sport Integrity Week, which gathered representatives of the 9 States Parties and welcomed the first participation of France. The results and proposals of the working groups in the areas of data protection and reasonable betting were presented.





# | Events

## ULIS Integrity Seminar

### About this event:

- **ULIS held an Integrity Seminar with the support of the Olympic Movement Unit on the Prevention of the Manipulation of Competitions, at the Olympic Museum in Lausanne, on 27-28 June.**
- **Around 70 participants came together to discuss how lotteries can support the sport movement in the prevention of competition manipulation**
- **From enhancing information exchange, to increasing awareness raising activities, here are some of the take aways**



ULIS President Gilles Maillet opened the event stressing the importance of cooperation between all stakeholders as a key issue to safeguard sport integrity: “To fight match-fixing, international cooperation within sports organizations, law enforcement agencies, the betting sector and all the stakeholders working on integrity is key”.

The seminar provided concrete examples of lotteries working together with the sports movement on prevention, but also on monitoring, detection, and investigations of suspicious cases of competition manipulation that are conducted by law enforcement”.

Within this context, the ULIS Integrity Seminar entitled “The role of lotteries in supporting the sport movement on the prevention of competition manipulation” was held at the Olympic Museum in Lausanne on 27-28 June. It was organized by ULIS with the support of the Olympic Movement Unit on the Prevention of Manipulation of Competitions. The seminar was attended by 70 participants from a

wide range of backgrounds, including sport organizations, national lottery operators, law enforcement agencies, and academics. Sports competition manipulation is complex and increasingly transnational. Fighting it involves the dedication and cooperation of many organizations including sports, lotteries and sports betting operators, regulators, law enforcement, sports betting monitoring and more.

The two-day event focused on the role of lotteries in supporting the sports movement on the prevention of competition manipulation. In the first part of the program, expert speakers from national lotteries and National Olympic Committees (NOC) talked about their joint collaboration on safeguarding integrity. We learnt that the French NOC and La Française des Jeux (FDJ), together took action to



***We rely on the collaboration with ULIS and lotteries around the world to share with us alerts, suspicious information, but also risk assessments. We know that on various occasions ULIS has supported some of our member countries in conducting criminal investigations on manipulation of sport competitions***

Dieter Braekeveld, Interpol Integrity in Sport Officer







create awareness for sports federations and training centers on preventing match-fixing. In this sense, they created eight videos, a legal guide for athletes and staff, and organized the “French athletes forum”. For the reporting tools, they have established and promoted SIGNALE!, a platform that can be used to report cases of competition manipulation. In Sweden, the ULIS lottery member Svenska financially supports sport in the country and has introduced the requirement of hiring a dedicated integrity officer whose costs are fully covered by Svenska Spel, in its contract agreements with national sports organizations.

The second part of the seminar was dedicated to discussing the challenges around monitoring alerts and exchanging information, and how the lotteries can be a key asset in the investigative process. Speakers from FIFA, UEFA, the Council of Europe, and Interpol explained how they collaborate with the ULIS Operations Team in the monitoring and investigation of competitions. This successful collaboration in terms of monitoring was highlighted in relation to Moldovan football. ULIS intelligence produced a series of reports following the detection of irregular betting patterns on matches involving the clubs FC Floresti and CSF Speranta in Moldova, which resulted in the sanction of six players.

## Key takeaways from the seminar:

### Enhance communication

- An association is only as powerful as its members. It is paramount to communicate as much as possible with ULIS, report suspicions so that ULIS can share this intelligence with members.
- Increase communication and intel sharing between different ULIS members, such as sports federations, law enforcement, NOCs and lotteries.
- The type of intel shared should include trends and other potentially relevant observations.

### Benefits of ULIS collaboration

- ULIS provides a source of integrity insight into global lotteries.
- ULIS offers in-depth analysis of global betting markets.
- ULIS works closely with National Platforms enabling multi-stakeholder investigations.
- ULIS reports have assisted law enforcement agents to prove match-fixing has occurred.

### Increase education and awareness-raising activities

- It is vital to educate athletes, especially the young, about gambling issues and match-fixing (i.e. not to bet on their own events and what to do if approached to fix a match).
- It is crucial to continue awareness raising activities (events, trainings) across the global lotteries and sports betting ecosystem.
- Lotteries can play a crucial role in encouraging countries to ratify The Macolin Convention - the only legally binding international instrument dedicated to manipulation of sports competitions - by working with partners such as NOCs and regulators.
- Match fixers shift their targeted areas so integrity work cannot be stopped or paused even if a country or sport is clean.



***At the ITIA the collaboration with ULIS is a real key one, providing us with access to their (lottery) members, sharing and receiving information from them so that we can protect the sport of tennis against match-fixing***

Nick Iliffe, Director of Intelligence at the International Tennis Integrity Agency (ITIA).



**ULIS President Gilles Maillet closing the Integrity Seminar at the Olympic Museum Lausanne, 27-28 June 2023**



## EL/WLA Sports Betting Seminar

**The seminar focused on trends and challenges of sports betting and had several sessions dedicated to integrity.**

One of the key takeaways in this respect was the important role lotteries can play in upholding integrity by ensuring betting practices are transparent, regulated, and monitored. International sport organizations, such as the International Olympic Committee and the International Tennis Integrity Agency, outlined

their educational work with athletes and their entourages, but also the monitoring of competitions conducted in partnership with betting monitoring entities, including ULIS who has partnership agreements with both organizations.

A panel discussion moderated by ULIS President, Gilles Maillet, brought together experts from various sectors to discuss how to protect the integrity of sports competitions. Panelists included Nicolas Saydé from the

Council of Europe, Severin Moritzer from Play Fair Code, Corentin Segalen from the French National Platform, and Evangelos Alexandrakis from the IOC. The exchanges highlighted the importance of international collaboration to protect integrity, and lotteries' pivotal role.

Participants also had the opportunity to attend the Rolex Paris Master ATP 1000 at the Accor Arena.



**Accor Arena, participants of the seminar attended the ATP Master of tennis**  
Paris, 1-3 November 2023



# Latin America in Focus

## “Betting on Integrity”: Steering the Sports Betting Wave in Latin America

**The Latin American sports betting industry has experienced a notable growth in recent years.**

The region, with its vast population and passion for sports, is seeing a fast transformation in its sports betting jurisdictions, with countries such as Brazil, legalizing sports betting and opening up a new market with vast potential. According to H2 Gambling Capital, the sports betting GGR in Latin American is expected to double in the next four years to reach USD 31,3 billion by 2027.

Actors within this space must however recognize, that with great potential comes great responsibility. To maintain ethical sports and fair competition, the industry’s growth should not come at the expense of its integrity, and with the expansion of sports betting, integrity in sports must remain non-negotiable.

ULIS has intensified its activities and partnerships in the region since last year when new lotteries joined our network, including La Tinka from Peru, and ALEA from Argentina. In 2023, ULIS signed a cooperation agreement

with CIBELAE and took part in several integrity events organized on the Latin American continent.

It is important for our industry to implement robust regulatory frameworks, and invest in educating stakeholders, engaging in international collaboration, and integrating advanced monitoring technologies. Responsible sports betting expansion can positively contribute to the region’s sporting culture and economy without compromising the sports essence and ethical values.







## Cooperation Agreement signed between ULIS and CIBELAE

**ULIS and the Corporación Iberoamericana de Loterías y Apuestas de Estado (CIBELAE) concluded a cooperation agreement aimed at establishing a relationship and cooperation framework.**

The Agreement outlines several key objectives, including fostering collaboration and technical assistance between both organizations, furthering the professionalization and training of CIBELAE members and officers, promoting knowledge of sports integrity in Latin America, developing the expansion of ULIS's network, and encouraging the adoption of best practices for sports betting integrity among members of CIBELAE within a global environment.

To fulfill the objectives of the agreement, ULIS will provide an

exceptional opportunity for CIBELAE's regular members (not yet members of ULIS) to access the benefits of ULIS services, including monitoring and intelligence, for free for a period of one year before transitioning to full membership. In addition, both organizations have committed to providing mutual assistance and

services, facilitating the exchange of information, and collaborating on training sessions and congresses.

This agreement marks a significant step towards contributing to the ethical growth of the betting market in the region.



***We encourage our members to join ULIS and take advantage of all the benefits of this agreement. By doing so, they become part of a global network dedicated to safeguarding the integrity and credibility of sport.***



CIBELAE President Javier Millian.

## 5<sup>th</sup> IPLD International Congress

**The IPLD Congress from the Brazilian Institute of prevention and fight against money laundering is considered the largest integrity meeting in Latin America.**

The purpose of the Congress is to promote knowledge and integration between the market, specialists and strategic professionals who work with corporate integrity.

Cristina Swan represented ULIS and joined Magno Souza, President of the Brazilian Institute for Legal Gaming, in the panel "Game or Bluff: risks management and compliance trends in casinos, bookmakers and lotteries". Moderated by the IPLD President Bernardo Mota, they discussed the Brazilian betting market regulation and how collaboration between the international stakeholders such as ULIS, sports organizations and law enforcement is key to the success of the investigations of cases of competition manipulation. The panel attracted attention, as the event took



place when the media was reporting several cases of match-fixing in Brazil involving football clubs playing in the national championship. In addition to this, the discussions on sports integrity were timely, as the Brazilian

government was about to approve new legislation aimed to regulate the internal betting market.



## CIBELAE Responsible Gaming Seminar



**ULIS General Secretary Luca Esposito**  
Rio de Janeiro, 22-24 January 2023

Organized by WLA and CIBELAE together with the collaboration of Loterias Caixa, the event aimed to share experiences and good practices with associations, lotteries and suppliers on corporate social responsibility and responsible gaming.

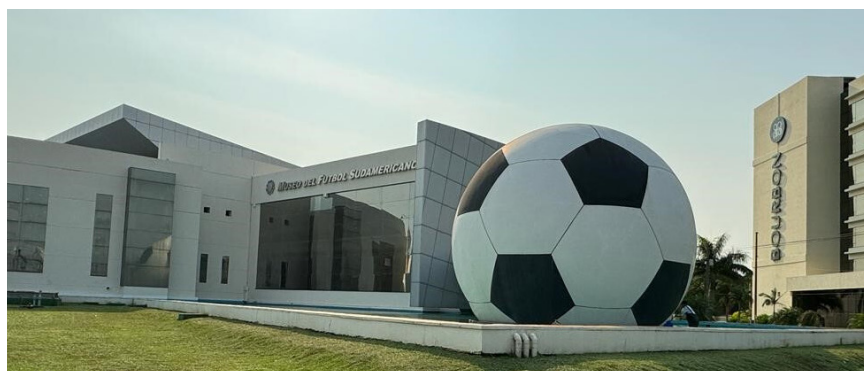
In addition, its goal was to promote certification of responsible gaming as a tool for improving the management and reputation of lotteries. The manipulation of sport competitions and the impact this has on the reputation of lotteries offering sports betting was addressed by the ULIS General Secretary, Luca Esposito.

## Conmebol

**Conmebol, the South American Football Confederation, organized its first Compliance and Integrity Summit in Paraguay on 15th November.**

The event aimed to enhance the credibility and integrity of football in the region. The summit served as a platform to discuss, understand and outline the global best practices, guidelines, and strategies necessary to address the diverse aspects of integrity.

Most importantly, it addressed the crucial issue of international cooperation among stakeholders. One of the standout sessions was a panel discussion focused on the challenge of inter-institutional cooperation, expertly moderated by Gastón Schulmeister,



**Conmebol headquarters hosted the South American Integrity Summit**  
Paraguay, 15 November 2023

Director of the Department against Transnational Organized Crime at the Organization of American States (OAS). ULIS General Secretary, Luca Esposito joined the discussion as a

panelist on the topic of exploring ways in which South American football can combat manipulation to ensure a fair and transparent integrity environment.



# | Training and education

## IntegriSport 3.0

**IntegriSport started its third edition in March 2023 with a kick-off event in Vienna, hosted by the Austrian organization Play Fair Code, also a country partner in this edition of the project.**

Co-funded by the European Union, IntegriSport aims to provide training to Law Enforcement Agencies. As

a partner of all the three project editions, ULIS ensures the educational module on betting investigations and monitoring reports.

After an initial research phase that was conducted by the National Institute of Physical Education of Catalonia (INEFC), for each participant country, ULIS developed a tailor-made

curriculum based on the key findings of the research. The educational material was then delivered in the form of awareness raising practical sessions that constitute the backbone of the project. In 2023, ULIS delivered awareness raising sessions in Greece, Spain and Austria. For the next year, sessions are already scheduled to take place in Bulgaria, Estonia and Romania.



### IntegriSport in a nutshell:

#### What is it?

IntegriSport is a unique program, designed to provide country specific knowledge transfer, by bringing expertise on various topics of sport manipulation (match-fixing), including sport integrity, sport betting, cybercrime and virtual currencies, related criminal offences (corruption, fraud, money laundering), policy making, national and international co-operation.

#### What is the project objective?

The main objective of the IntegriSport program is to enhance the effectiveness of sports manipulation related crime investigations and prosecution activities, by providing training and raising awareness among Law Enforcement Agencies (LEAs), but also judicial authorities and other key stakeholders on various aspects of sports manipulation and other criminal activities within the sports industry.

#### How does ULIS contribute?

ULIS brings betting monitoring knowledge and expertise to the program. No other sports betting integrity body has delivered more trainings to Law Enforcement Agencies than ULIS. With IntegriSport 3.0, two-thirds of all the Law Enforcement Agencies in Europe will be covered when the project is concluded in 2024.





## Awareness raising and practical sessions

### Greece

The session took place in Athens at the General Secretariat of Sport on 5-6 October, 2023. The first day of the event was open to the public. The Greek Minister of Sport Ioannis Vrotsis, and more than 80 participants from Greek national sport federations, law enforcement and betting operators participated. The second day was dedicated only to law enforcement, judicial and prosecution authorities, to share best practices in the investigation and detection of cases of sport manipulation.



**Cristina Swan moderated a panel as part of the IntegriSport 3.0 awareness raising session**  
Athens, 5-6 October 2023

### Spain

The training session held at the National Police headquarters in Madrid on 24 - 25 October, 2023, was a significant event for over 100 law enforcement officials from various departments of the Spanish National Police. Providing an opportunity for participants to engage in in-depth discussions, exchange ideas, and learn from experts in the field, attendees gained essential knowledge and skills to contribute to enhance their investigations on sports betting related criminal offences and to preserve sports integrity and intensify their efforts in the fight against manipulation in sport.



**Group photo, panel on integrity and the Spanish betting market, IntegriSport 3.0**  
Madrid, 24-25 October 2023

### Austria

The event in Vienna, held at the House of Sports, was supported by the Federal Criminal Police Office of Austria and attended by various authorities from Austrian law enforcement and the judiciary, as well as representatives from national sports organizations. The content covered different topics related to competition manipulation, including investigations, criminal law, and regulation. ULIS was responsible for delivering a session on monitoring the sports betting market, highlighting the tools that ULIS Operations Team can offer to help uncover potential cases of match-fixing.



**Cristina Swan speaks at IntegriSport 3.0 awareness raising session**  
Vienna, 4-5 December 2023





## Certificate of Advanced Studies of the University of Lausanne on Regulation of Global Sport



**Cristina Swan and Luca Esposito delivering lecture at the University of Lausanne**  
Lausanne, 2 May 2023

For the second consecutive year ULIS was invited by the University of Lausanne Faculty of Law and Criminal Science, to give a lecture on the 2 May, on sports betting and competition manipulation issues.

Students, mostly lawyers, enrolled in the program of the Certificate of Advanced Studies in Regulation of Global Sport were able to benefit from ULIS expertise in this area in an interactive session that took place at the Swiss Graduate School of Public Administration. The three main topics covered were regulations and functioning of sports betting, illegal betting, and the lotteries' monitoring system, which provides the service of gathering data and intelligence to produce reports that can assist judiciary and law enforcement agencies investigating suspicious cases of competition manipulation.

## Training for traders: Detecting suspicious matches

**Following a request from some lottery members to have a specialized training for their sports betting staff, in particular traders, on how to identify potential suspicious situations, ULIS developed a training program for traders.**

The material explained how to assess dangerous matches and how to proceed once dangerous matches have been identified. Furthermore, it is also described in detail, ULIS tools available to help members to deal with these cases.

At Norsk Tipping we used the ULIS learning material at an internal workshop for our traders and sports betting operators with great success. We had good discussions based on the material and it was time well spent to raise awareness on the important topic for those involved in our sports betting product.

The training materials provided by ULIS were insightful and equipped traders with a deeper understanding of an important industry topic.



***At Norsk Tipping we used this ULIS training material at an internal workshop for our traders and sports betting operators and it was a great success. We had good discussions based on the content and it was time well spent to raise awareness in this important topic for those involved in our sports betting products***



Ole Morten Bratberg, Team leader business team sports at Norsk Tipping

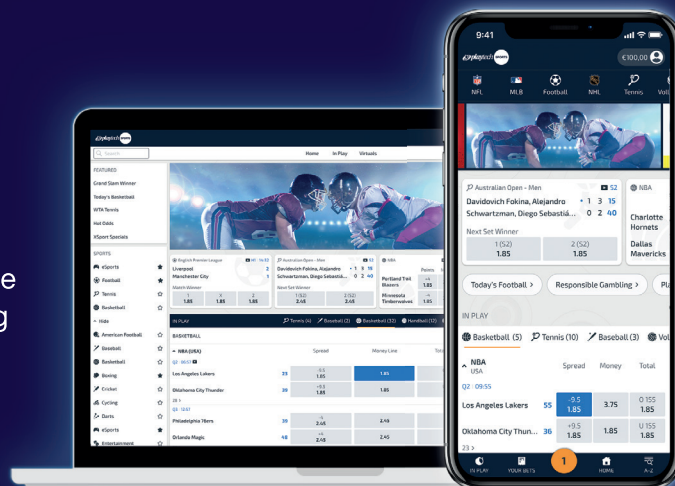


# ELEVATE YOUR GAME!

Where unrivalled expertise meets powerful performance in  
**B2B Sports Betting Excellence!**

## YOUR WINNING PARTNERSHIP IN EVERY PLAY!

- Celebrating **25 years of experience** and winning partnerships
- Operating in over **20+ regulated markets**
- Optimised **multi-channel user experience**
- **Unrivalled live game coverage:**  
Over 20+ integrated data feeds to provide the widest market coverage and accurate pricing
- **Fully managed services and trading solution** providing 24/7 support
- Powerful and **flexible bonus engine**



**Find out more on how we can help elevate your game!**

**[sales@playtech.com](mailto:sales@playtech.com)**



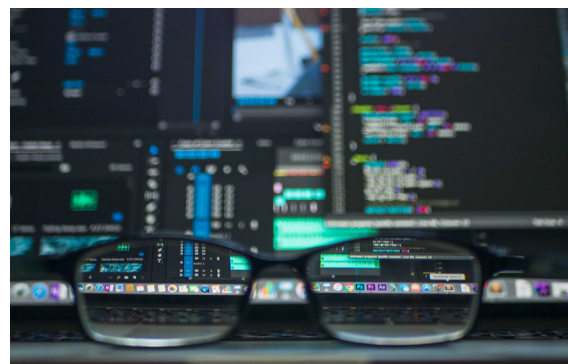
# | Monitoring

## Revamp of the monitoring platform

**The new strategy being implemented for the association is focused on driving continuous improvement and building a strong foundation for the future.**

Much was done throughout the year, including changing the association's name, revising governance, introducing the new brand identity and improving communication. Additionally, work is ongoing to enhance the monitoring platform.

After an initial phase of study and evaluation, a proposal to enhance the platform's functionalities was presented to the ULIS Executive Committee and approved during its meeting of 21 September. With the development of a new one-stop-integrity platform, ULIS hopes to expand its reach and impact in the betting industry, and to provide its members with innovative and effective solutions that help protect the integrity of sport.



## UMIG - ULIS Monitoring & Intelligence Group

**After three years of monitoring the biggest international sport events in the world, in the format of ad-hoc groups composed by member lotteries, ULIS decided to create a dedicated ULIS Monitoring & Intelligence Group (UMIG).**

UMIG is a fixed international lottery task force composed of a team of expert analysts from members and monitoring hubs, coordinated by the ULIS General Secretariat. When monitoring a tournament, the group meets regularly (before, during and after the event) to exchange information on risks and analysis of their respective markets, and any other relevant integrity issue.





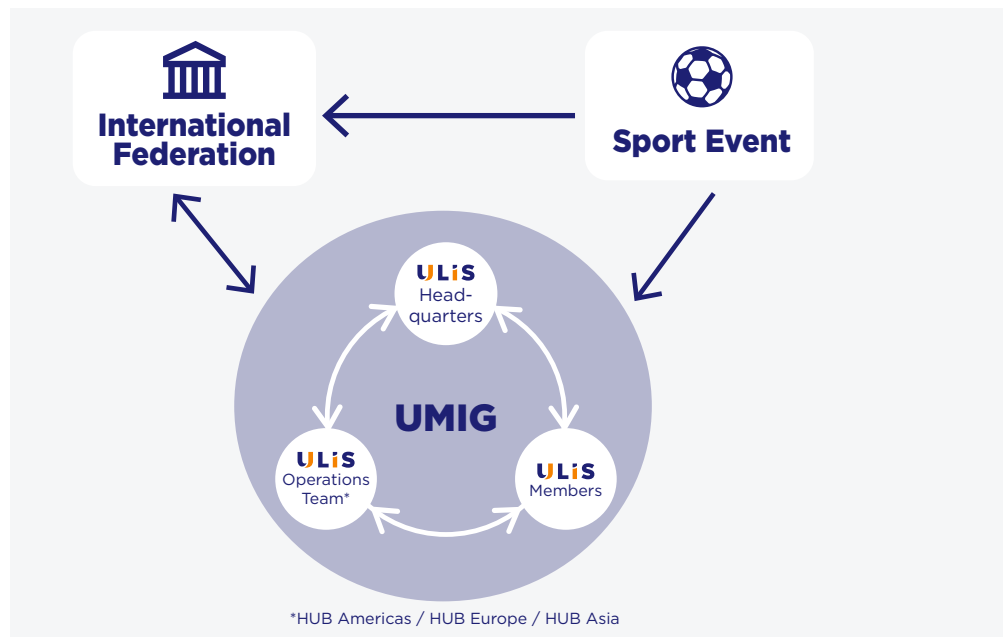


## What UMIG stands for:

- **Creating** a sustainable intelligence knowledge network among members
- **Collaborating** by monitoring the major international sports events together with the ULIS Operations Team
- **Educating** traders on sport integrity issues and international collaboration

The 2023 UMIG monitoring program focused on two main events:

- FIFA Women's World Cup in Australia and New Zealand
- FIBA Men's Basketball World Cup



## 2023 Report

### Key Highlights

- ULIS issued a total of 755 alerts to members
- 22'000 more matches monitored compared to 2022
- Matches with red alerts (322) represent 0.08 % of the total matches monitored
- Club Friendly matches received the most number of red alerts per category
- Football represents 81% of the alerts
- Europe becomes the continent that has the highest percentage of the total alerts (49%) proportionally

In 2023, ULIS issued a total of 755 alerts to members (an increase of 24% compared with the previous year). From this total, 322 were red alerts that indicated a high probability of match manipulation. In order to protect the integrity of sports competitions, ULIS relies on its monitoring platform to detect suspicious matches, as well as its extensive collaboration and information exchange with members and partners.

Once again, football, accounted for the majority of alerts, representing 81% of total alerts. However, compared to 2022, a wider variety of sports competitions were identified as being potentially manipulated. Ten other sports accounted for the remaining 19% of alerts this year, with basketball ranking second and tennis third in terms of the number of alerts.

Geographically speaking, most of the alerts occurred in Asia and Europe, with 83% of total alerts generated for competitions taking place on one of these two continents. However, in Asia the number of alerts remained similar to 2022 despite the fact that, in proportion to the total amount, there was a significant decrease in matches with alerts from 42% in 2022 to 34% in 2023. This resulted in Europe becoming the most affected continent, accounting for 49% of the total alerts in 2023, compared with 38% in 2022.

### Increase of red alerts

In 2023, ULIS issued 24% more alerts than in 2022 (an increase from 611 to 755). Notably, there was a surge in red alerts, which indicated a high probability that matches were manipulated. Although the number of red alerts increased from 142 in 2022 to 322 in 2023, this represents only 0.08 % of the total matches

monitored. Club Friendly matches received the most number of red alerts per category. ULIS categorizes all monitored competitions into 5 categories: Top tier, second tier, third tier or below, Club Friendlies and Youth competitions. On average, two Club Friendlies matches out of 1000 matches were highly suspicious. Second and third tier or below combined accounted for almost 70% of the red alerts.

Several factors may explain the rise in the detection of highly suspicious matches. Firstly, ULIS monitored 22'000 more matches in 2023 compared with 2022. In addition, ULIS has increased investments in resources for monitoring, detecting, and reporting suspicious matches. Also, the ongoing development of trustworthy collaboration within the ULIS network may have played a role in the increase of overall alerts including red. Finally, we cannot exclude that there could have been an increase in attempts of crime syndicates to manipulate more matches.



### More information and request sharing within the ULIS network

Effective collaboration between members and partners in the ULIS network continued to grow, stimulated by the organization's investments and new strategy. As a consequence, more information has been exchanged and resulted in an 18% increase of alerts compared to 2022, based on information provided or requested by ULIS members and partners. These alerts were often triggered by concerns about the integrity of matches, due to information available or irregularities in the sportsbooks.

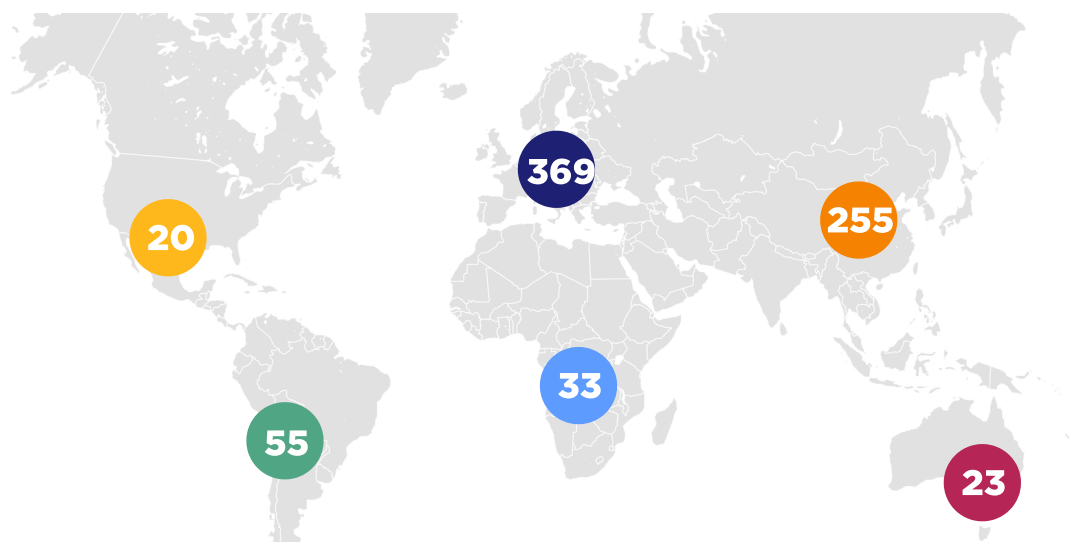
ULIS produces integrity reports with full analysis of the competition, to support member and partner internal procedures, if sufficient information is available that could compromise the integrity of a sports event, or upon request.

### Strong increase in the production of Integrity Reports

ULIS produced 76 Integrity Reports in 2023 to support the integrity work and investigations of members and partners, which represents 31 more reports, compared with 2022. This was partly due to more contributions of

information from members regarding match integrity concerns. There was also an increase in report requests from members and partners, which also reflects the credibility and professionalism of ULIS and its team.

## Alerts generated in 2023



### NORTH AMERICA

- Football 10
- E-Sport 3
- Basketball 2
- Table Tennis 2
- Ice Hockey 1
- Martial Art 1
- Tennis 1

### SOUTH AMERICA

- Football 49
- E-Sport 6

### EUROPE

- Football 268
- Tennis 29
- Basketball 26
- Table Tennis 21
- Handball 9
- Volleyball 6
- E-Sport 5
- Beach Soccer 2
- Ice Hockey 2
- Beach Volleyball 1

### AFRICA

- Football 28
- Tennis 3
- Table Tennis 2

### ASIA

- Football 234
- Basketball 14
- E-Sport 5
- Handball 1
- Volleyball 1

### OCEANIA

- Football 22
- Tennis 1

### ALERTS BY SPORT

Football **611** alerts

Basketball **42** alerts

Tennis **34** alerts

Table Tennis **25** alerts

E-Sport **19** alerts

Handball **10** alerts

Volleyball **7** alerts

Ice Hockey **3** alerts

Beach Soccer **2** alerts

Beach Volleyball **1** alert

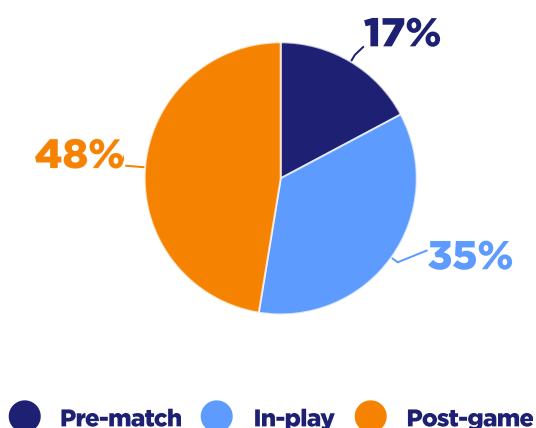
Martial Arts **1** alert



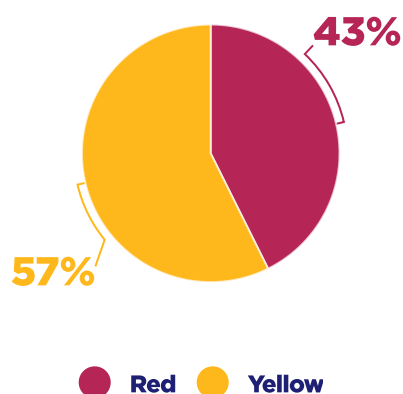
## Alerts & Trends

- Of the 755 alerts generated in 2023, 130 alerts occurred before the start of the match, 267 in-play and 358 post-match.
- There were 322 red alerts and 433 yellow alerts.
- 108 green notifications were shared with members. While those matches had strong market deviations there were good reasons for showing a very low integrity risk. No green notifications are shown here, as the focus is on the number of potentially suspicious cases.

**TIMING OF ALERTS**



**TYPE OF ALERTS**



## Alerts compared to 2022

- ULIS issued 24% more alerts than in 2022 (an increase from 611 to 755). This could be for several reasons. First of all ULIS monitored more matches. In 2023 we monitored 22'000 more matches than 2022. In addition, ULIS has increased investments in resources for monitoring, detecting, and reporting suspicious matches. Also, the development of trustworthy collaboration within the ULIS network may have played a role in the increase of overall alerts including red alerts. Finally, we cannot exclude an increase in attempts of crime syndicates to manipulate more matches.







## Alerts sent to partners

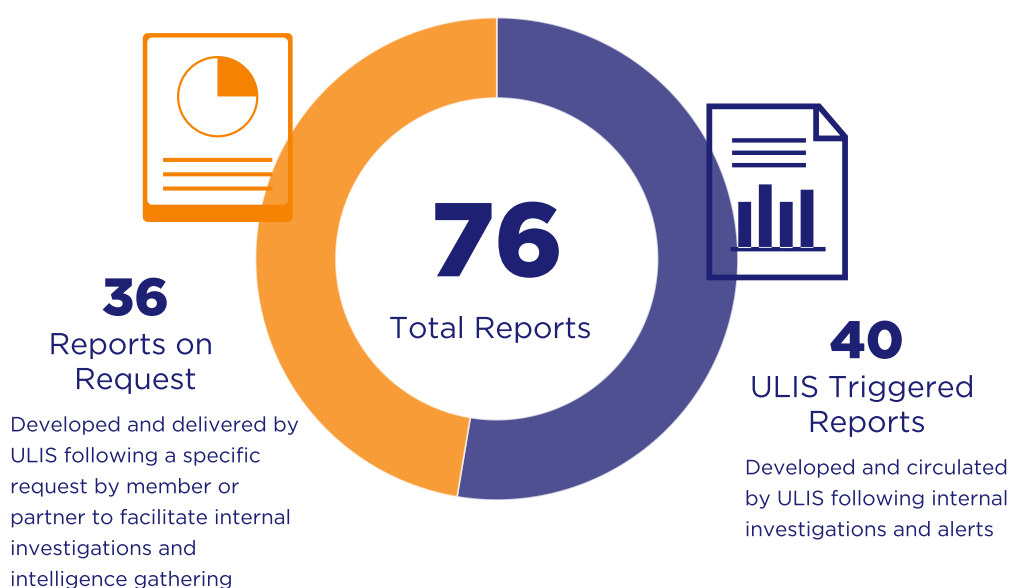
- In 2023 a total of 334 alerts were shared with partners. When compared to 2022, there was an increase of 115%.
- In total 313 matches were shared with partners for further investigations, while 23 matches were shared with multiple partners, making the total number of alerts (334) higher than the number of matches (313).



\*Other partners are ITIA, ESIC, National Gaming Regulators, National Sports Federations, Law Enforcement Agencies, etc.

## Integrity Reports produced in 2023

- ULIS generated a total of 76 reports, of which 36 were requested by members/partners.
- The total number of reports generated in 2023 (76 reports) was higher than the number in 2022 (45 reports).
- The increase in reports produced was partly due to more contributions of information from members regarding match integrity concerns. There was also an increase in reports requests from members and partners which also reflects the credibility and professionalism of ULIS and its team.





Av. de Provence 14  
1007 Lausanne  
Switzerland

**[www.ulis.org](http://www.ulis.org)**