



Yield Sec to provide insight into illegal operators throughout ICE London

2nd February 2023: Yield Sec's CEO Ismail Vali will be delivering unrivalled insight across the betting, gaming and lottery marketplace at ICE London, discussing the fight against the criminal black market, and delivering numerous keynote speeches throughout the event.

These keynote speeches will detail how Yield Sec maps the gambling industry's digital landscape along with the benefits and challenges for operators confronting the black market.

On Monday 6th February at 2pm, Vali will discuss criminal betting and gaming activity at VOX London, bringing attention to how illegal operators are plaguing the gambling industry.

Additionally, on Wednesday 8th February, from 10.30am, Vali will be showcasing tools and approaches to better tackle the black-market threat at Clarion's International Legislators' Agenda (ILA) Expert Briefing.

The appearances at ICE London comes just weeks after Yield Sec secured national coverage in the UK press, highlighting findings from research it conducted in collaboration with the Betting and Gaming Council (BGC). The data showed a significant increase in UK punters visiting unregulated online black market sites during this year's World Cup, emphasising the prevalence of illegal activity and the threat it poses to players.

Yield Sec identifies, qualifies and quantifies all gambling activity within a jurisdiction and through the application of its proprietary technology, AI, machine learning and expert human collaboration, delivers actionable benefits and value for legal stakeholders. The intelligence platform reduces and restricts an illegal operator's presence by preventing them from marketing and acquiring new customers or reaching existing ones.

Ismail Vali, Founder and CEO of Yield Sec, said: "ICE represents an opportunity to learn about the latest developments across the gambling sector. Paramount to these advancements are consumer safety, enforcing jurisdictional rulings and delivering taxation from the industry to better support communities, charities and commerce.

"Illegal operators continue to plague the marketplace and through these multiple keynote speeches and Yield Sec's attendance at ICE, we aim to educate all legal stakeholders about the benefits of tackling the black market and the tools now available to do so. We extend our thanks to Clarion for providing a platform to discuss these important issues."

For more information, please click [here](#).

Notes to editors

For more information on this release or to arrange an interview please contact enquiries@squareintheair.com

About Yield Sec

Across high-value consumer betting, gaming, and lottery marketplaces, Yield Sec innovates and operates an actionable intelligence platform: Yield Sec, short for “yield security”. Yield Sec’s marketplace optimization and protection products serve many clients, delivering a single source of truth that enables valuable decision-making, operations, regulation, and enforcement. The Yield Sec platform was developed from a proven military counterinsurgency stack to combat the problem of the commercial insurgency represented by illegal, black-market gambling operators. With a mission to facilitate fair, safe, and functioning betting, gaming and lottery ecosystems that do not fund crime – but instead fund commerce and communities.



IMAGE: Ismail Vali, Yield Sec CEO