

Media Release

Fanpictor signs multi-year partnership with Royal Belgian Football Association

Niederuzwil, Switzerland and New York, U.S. – July 1, 2021 The Royal Belgian Football Association (RBFA) has announced a multi-year partnership with Fanpictor, a Swiss technology company within the NOEXIS group. Fanpictor will support the association's digital transformation and provide fan engagement solutions within its recently upgraded mobile app for the UEFA European Football Championship and beyond. This agreement coincides with the launch of a new Fanpictor sponsorship solution for properties, associations, rights holders and sponsors. This scalable end-to-end platform allows teams at all levels of professional sport to build a cutting-edge technology and data operation at an accessible price point.

Partnership with Royal Belgian Football Association

Building on Fanpictor's successful collaborations with major international properties, associations and sponsors from the sports industry, such as Raiffeisen Bank Switzerland, Coca-Cola and the National Hockey League (NHL), this three-year agreement with the RBFA, one of UEFA's most sophisticated member associations, is a significant milestone for the company as it continues to expand its global operations.

"With RBFA, Fanpictor wins a forward-thinking customer and strengthens its expansion strategy. We are convinced that the cooperation with RBFA and the jointly developed digital products will have a profitable and pioneering impact on the digital transformation of the sports sponsorship industry" said Sandro Kälin, founder and CEO of NOEXIS AG.

Through the RBFA partnership, Fanpictor expands its roster of prestigious customers in the sports industry. Christopher Cheetham, CEO of Fanpictor Inc., said: "We are delighted to partner with the Royal Belgian Football Association to bring their 'digital first' vision to life. Belgian fans are among the world's most passionate football supporters and we look forward to helping the RBFA deliver new experiences, exciting content, and opportunities for fans to win exclusive prizes during and after EURO 2020. The RBFA shares our drive to innovate, and we are excited to see what we can accomplish together."

Digital Sports Sponsorship Platform

The way sports are consumed has changed significantly across all age groups, shifting to digital channels. Organizations have to find new ways to deliver value to stakeholders and quickly adapt their operations to a much-changed business environment. As a result, digital transformation has accelerated in the sports industry, which is now using technology to unlock unprecedented opportunities for growth.

Fanpictor offers an integrated digital platform for properties, associations, rights holders and sponsors to create unique fan experiences, while generating in-depth behavioral insights. Through this tool Fanpictor's clients gain access to diverse data sets, enabling them to identify trends, build data-driven decision-making frameworks for marketing activities, and generate new revenue streams and sustainable business models.

About Fanpictor

Fanpictor is a Swiss technology company within the NOEXIS group that develops innovative digital solutions for properties, associations, rights holders and sponsors. Fanpictor creates captivating digital experiences to build long-term connections between fans, teams and sponsors. Fanpictor's integrated end-to-end fan engagement and sponsorship platform, gives marketing and creative teams the opportunity to develop unique campaigns and to use commercially validated data to measure the success of their ideas. More information about digital sports sponsorship, fan engagement and business intelligence can be found at <https://www.fanpictor.com>.

RBFA App

More information about the RBFA App can be found at <https://www.rbfa.be/app>.

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