

## Media release

**NOEXIS doubled its revenues for the third time in the fourth year of the company's existence and has successfully acquired the technology startup Fanpictor**

**Niederuzwil, Switzerland and New York, U.S. – September 2, 2020** Digital company NOEXIS doubled its revenues for the third year in a row in the fourth year since the company's founding in 2016. The company's success can in part be attributed to the successful acquisition of Fanpictor. This acquisition allowed NOEXIS to expand into the sponsorship digitalization business segment while simultaneously strengthening Switzerland as a center of innovation. As a result, the company is continuing its international growth in various industries.

Fanpictor is a startup that offers patented digital software solutions for fan engagement. It has been successfully integrated in NOEXIS over the past 12 months. Within the NOEXIS Group, Fanpictor is responsible for the "Sponsorship Digitalization, Sports and Entertainment" business segment. Fanpictor's clients include The Coca-Cola Company, The Nashville Predators and The European Handball Federation.

Fanpictor is specialized in the digitalization of event sponsorship and develops digital solutions for engagement between clubs, organizers, fans and sponsors. The latter are now focusing increasingly on strengthening their presence on fans' personal digital devices and creating authentic, digital and measurable sponsorship experiences. Its vision of further innovating digital sponsorship will be positively influenced by and accelerated with the acquisition by NOEXIS.

Sandro Kälin, the founder and CEO of NOEXIS, commented: "Fanpictor is one of the most powerful innovators in the still young market of digital sports and cultural sponsorship and it has an impressive list of international clients. Over the coming months, we will focus strategically on the further development of the existing software products and patents for supporting sports clubs, organizers, associations and sponsors in the international context. We are delighted about the continued growth of our company in a wide variety of industries."

Stephan Schürer, founder and CEO of Fanpictor, notes: "The successful integration of Fanpictor in NOEXIS has created the conditions that will help Fanpictor continue to develop successfully at a rapid pace. As a result, we have achieved all of the goals that we set when we founded Fanpictor and agreed to the sale to NOEXIS."



In view of this, I have decided, by mutual agreement and on the best of terms, to leave the company and seek out new challenges.”

Christopher Cheetham, the former Head of Sales and Marketing for Fanpictor in North America, has become CEO for NOEXIS in North America.

## About NOEXIS

NOEXIS is a comprehensive provider in the area of digitalization with extensive experience and expertise along the digital value chain. It helps companies in the international context in the area of digital strategy and business model realization through to the development of technological applications. In addition to project business, NOEXIS has its own digital products as well. By using flexible business models with state-of-the-art technology, NOEXIS is able to develop advantageous solutions for a wide variety of industries. More on the topic of digital transformation can be found at <https://www.noexis.com>.

## About Fanpictor

Fanpictor is a Swiss technology company that develops innovative, digital and location-specific solutions for fan engagement and participation for brands and rights holders. Fanpictor uses captivating digital experiences shaped together with fans to create long-term connections between fans, teams, rights holders and brands. The integrated, vertical software solution developed by Fanpictor gives marketing and creative teams the opportunity to develop unique campaigns for one-time events or series of competitions and concerts, and to use commercially validated data to measure the success of their ideas and the engagement of various demographic segments. More information about fan engagement and marketing analyses can be found at <https://www.fanpictor.com>.

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