

AS Saint-Étienne deploys its new mobile application with bfan



ASSE chooses bfan to enhance the digital experience of its supporters

AS Saint-Étienne (ASSE), an iconic club in French football, is continuing its digital transformation with the launch of its new mobile application developed by bfan. This collaboration marks an important milestone in the club's strategy to offer an ever more immersive and engaging experience to its supporters.

This new contract builds on the fruitful collaboration between ASSE and the fanxp group, which already encompasses the use of back-office ticketing solutions (dte), front-office sales (nextxp), financial flow management (extnt), and cancellation services (ibxp). With the integration of bfan, ASSE will benefit from a comprehensive and flexible solution, designed to meet the current and future needs of the club and its fans.

•dte •nxp •xte •bfan •ibxp

A mobile application centred on usability and modularity

With bfan, the club equips itself with a unique solution capable of bringing together, within a single environment, its matchday services (wallet, stats, e-shop) and its media offering (news, videos, social), thus delivering an enhanced experience to all its audiences.

bfan is built on a flexible architecture, enabling the club to progressively enrich its application in line with its priorities, whilst maintaining overall coherence.

The solution offers:

- **Private wallet:** Integration of a digital wallet for simplified management of ticketing and other services.
- **Enhanced editorial features:** Optimised content distribution (articles, videos, photos) for real-time information and an enriched experience.
- **Additional options:** Advanced user segmentation, Single Sign-On (SSO) integration, and other tools for greater personalisation and improved fan insight.

A strategic collaboration for the future of the club

This project reflects the shared commitment to strengthening digital services available to supporters, whilst building upon a proven technological foundation. It forms part of a shared vision of continuous service evolution, with a successful first launch during the 2025/2026 season.

Arnaud Jaouen, Deputy Chief Executive Officer for Revenue and Marketing at ASSE:

"We are delighted to open a new chapter in the collaboration between AS Saint-Étienne and fanxp. The bfan solution perfectly meets the club's need to offer both a service-oriented and editorial experience to the Peuple Vert. Our highly engaged audience now has everything they need, right in their pocket and at their fingertips, to follow the club's latest news and make their visit to the Chaudron as easy as possible. I would also like to highlight the adaptability of both the product and the fanxp teams, who responded effectively to the changes requested by the club."

Dang Tran, founder and CEO of fanxp:

"We are thrilled to be accompanying ASSE in this new stage of their digital journey. With bfan, we have designed a mobile application that centralises service and editorial needs within a unified system. We have laid the groundwork for future strategic activations, such as the private wallet or new user journeys. This project with ASSE is a concrete demonstration of our ability to deploy modular solutions that grow alongside the club's ambitions."

About fanxp

fanxp deploys an integrated ecosystem of digital solutions for sport and entertainment.

Our solutions include:

- **dtc:** Robust back-office software for advanced ticketing management
- **nextxp:** Multi-product front office aimed at enhancing the customer experience
- **extent:** Payment system and financial tracking for unwavering reliability
- **bfan:** Mobile application designed to maximise fan engagement and loyalty
- **ibxp:** Cancellation insurance integrated into ticketing
- **dataxp:** Data management, structuring, and exploitation
- **cloudxp:** Cloud hosting and secure infrastructure
- **iXpole:** Comprehensive management of VIP experiences and hospitality
- **Alyx:** Predictive optimisation of ticketing revenue

Beyond our products, our mission is to provide comprehensive support, tailored to the unique needs of each client.

PRESS CONTACT

market@fan-xp.com