

Press release

Paris, 9th october 2024

FAN XP HELPS PHA IMPROVE THE MICHELIN GRAND PRIX DE FRANCE MOTO FAN EXPERIENCE



A STRATEGIC CHOICE FOR THE NEXT 5 YEARS

As part of its expansion and in response to market trends, PHA - Michelin Grand Prix de France Moto has selected FAN XP for a five-year contract. The aim of this choice is to transform and diversify the company's commercial offerings and improve the event's ticketing platform, by integrating innovative solutions for more efficient and secure management.

EVOLVING SERVICES AND INNOVATIVE SOLUTIONS

With the introduction of solutions such as DTC back office, B2C front office via NXP, and extended payment solutions via Extent, these solutions are designed to maximize spectator engagement and optimize operations.

This initiative is part of the ongoing evolution of PHA's services, which had already collaborated with Extent back in 2021 to deploy advanced payment solutions.



IMPROVE THE EXPERIENCE OF NEARLY 300,000 FANS

Alongside PHA, FAN XP is committed to offering Michelin Grand Prix de France Moto spectators an ever-improving fan experience. With a new world attendance record set for this 2024 edition, our FAN XP solutions are now in place to support PHA in building on their successes and continuing to improve the fan experience.

Dang Tran, Founder and CEO of Fan XP comments: *"I'm proud to be able to announce this new milestone. It's a privilege to support this sector we're so passionate about. We are delighted to accompany PHA in this digital transformation, strengthening our commitment to innovation and fan satisfaction. Many thanks to the PHA teams for their trust, and to our FXP teams who are working tirelessly to make this project a success."*

ABOUT US

About Fan Experience

At FAN XP, our mission is to enrich the fan experience. We transform data into meaningful relationships, increase our partners' revenue, and innovate in sports and entertainment. Our strategy is based on tailored support and the excellence of our solutions:

- DTC: Ticketing software: Engine of management rules and guarantor of commercial strategy.
- NXP: Multi-product sales front office: Digital showcases customizable by segment to achieve the best customer experience.
- EXTENT: Digitalization of financial flows: From collection to accounting, the services offer a guarantee of accuracy.
- BFAN: Mobile platform dedicated to fan engagement.
- IBXP: Ticket cancellation insurance.

Our mission is to provide a complete range of digital solutions, tailored to the unique needs of each client.

PRESS CONTACT

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