

Press Release

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FAN XP INTEGRATES ALYX AND STRUCTURES ITS REVENUE MANAGEMENT OFFERING



fanxp announces the acquisition of Alyx, a tech start-up specialising in revenue optimisation through data science and advanced mathematical models.

This transaction enables fanxp to integrate unique technological building blocks and expertise, initially dedicated to pricing optimisation and the maximisation of matchday revenues.

This move forms part of the Group's strategy to combine product innovation, data excellence and targeted acquisitions in order to provide stakeholders in sport and entertainment with an increasingly high-performing and integrated ecosystem.

Alyx, a unique expertise in revenue management

Founded by experts in quantitative finance and data science, Alyx has developed a software solution enabling sports organisations to optimise their ticketing revenues through cutting-edge scientific models.

Its mission: to help clubs make smarter decisions through predictive statistical analysis and mathematical modelling applied to ticketing data.

The platform notably enables:

- Forecasting attendance rates and matchday revenues
- Defining pricing strategies that are both profitable and fair
- Optimising the filling of strategic areas (particularly camera-facing sections)

- Calibrating the value of season tickets

Unlike traditional approaches, often based on manual or historical decisions, Alyx applies a methodology derived from quantitative finance: modelling, backtesting and decision support.

This approach has already convinced several major stakeholders in professional football, including **Olympique Lyonnais**, **Stade Rennais** and the French Professional Football League (**LFP**), who rely on the solution to refine their pricing strategies and optimise ticketing revenues.

Strategic complementarity with the fanxp ecosystem

Like the other products and services within the fanxp network, Alyx will continue its development as a stand-alone solution.

The objective is to enable stakeholders in sport and entertainment to manage all their revenue streams (ticketing, F&B, insurance, merchandising) through a suite of integrated products supported by service offerings.

At the same time, one of the priorities of this integration will be to make the solution natively accessible within the configuration tools already used by fanxp clients, while also capturing behavioural and sociodemographic signals in order to refine recommendation models initially based on transactional data.

Thomas Kouck, Co-founder and President of fanxp:

"Revenue Management is both a fascinating and demanding field. Revenue optimisation in sport differs from the typical improvements observed, for example, in the transport sector. Sport requires a delicate strategic balance between sometimes conflicting objectives, while taking into account complex and difficult-to-compare sporting factors. To address these challenges, we seized the opportunity to partner with exceptional talent possessing rare expertise. They had already demonstrated the validity of their models and know-how with fanxp clients. Our objectives are twofold: to enable Alyx to continue developing its offering across all revenue sources and, at the same time, to integrate this expertise natively into our tools."

Mathieu Rosenbaum, Professor of Quantitative Finance and Data Science at École Polytechnique and CEO of Alyx:

"It is with pride and enthusiasm that Alyx joins the fanxp ecosystem. This alliance is a natural one for us: we were already collaborating indirectly through our shared clients, and the complementarity between our two entities has strengthened over time. Alyx has demonstrated its value as a leading scientific tool for the optimisation of club ticketing, and the time had come to take a new step to accelerate our growth. Joining fanxp means benefiting from a

strong network and proven expertise, while continuing our mission across the market. Alyx was a pioneer in integrating AI into ticketing at a time when few stakeholders recognised the potential of these technologies in our sector. This alliance with fanxp will enable us to further amplify this competitive advantage and consolidate our position as a benchmark partner supporting clubs towards ever more intelligent and high-performing revenue management."

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 designed to enhance the customer experience
- **extent**: payment system and financial tracking for seamless reliability
- **bfan**: mobile application designed to maximise fan engagement and loyalty
- **ibxp**: ticketing-integrated cancellation insurance
- **dataxp**: data management, structuring and activation
- **cloudxp**: secure cloud hosting and infrastructure
- **iXpole**: comprehensive management of VIP and hospitality experiences
- **Alyx**: predictive optimisation of ticketing revenues

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

About Alyx

Alyx provides a bespoke quantitative solution for the optimisation of ticketing in entertainment events. Through unique mathematical models and in-depth analysis of available data, Alyx recommends pricing across the different categories of a venue (stadium, concert hall, etc.), tailored to the specific characteristics of each event. These prices are made available to clients via a web interface, which also enables relevant adjustments during the sales period and addresses specific challenges such as the joint optimisation of season ticket and matchday ticket revenues for clubs.

Mathieu Rosenbaum, CEO: Professor of Applied Mathematics at École Polytechnique, where he directs the "Probability and Finance" Master's programme. His research focuses on stochastic optimisation, data science and quantitative finance, on which he has published over one hundred academic papers. He has initiated strategic partnerships between École Polytechnique and major stakeholders in sport and data, including Paris Saint-Germain, the LFP and Opta. Recipient of the Louis Bachelier Prize (2020) and the Quant of the Year Award (2021).

Jean-Bernard Eytard, CTO: PhD in Applied Mathematics from École Polytechnique and specialist in optimisation and operations research.

Matthieu Lille-Palette, Advisor: Brings over ten years' experience in data and sports business, notably at Opta / Stats Perform where he served as Senior Vice President. He provides Alyx with recognised expertise in data partnerships and strategic development within professional sport.

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