

Press release

Paris, 03 February 2026

BFAN PARTNERS WITH HC FRIBOURG-GOTTÉRON TO REDESIGN ITS MOBILE APP



BFAN AT THE HEART OF HC FRIBOURG-GOTTÉRON'S NEW DIGITAL DYNAMIC

fanxp is proud to announce the deployment of its mobile solution **bfan**, which will support HC Fribourg-Gottéron in the redesign of its official mobile application as part of a multi-year agreement.

Scheduled for launch for the 2025/26 season, the application is designed to meet a wide range of uses, both service-oriented and editorial, within a unified technological environment.

AN APPLICATION DESIGNED TO COMBINE FUNCTIONALITY AND FLEXIBILITY

The application will integrate key features, including:

- A wallet connected to Ticketcorner for ticket management,
- Gamification services and advanced segmentation,
- Single Sign-On (SSO) authentication,
- Exclusive content and personalised notifications.

Designed to evolve in line with the club's needs, its modular architecture will allow functionalities to be adjusted over the seasons. This platform is intended to strengthen supporter engagement and support the club's digital strategy.

AN ACCELERATING DIGITAL MOMENTUM IN SWITZERLAND

With this agreement, HC Fribourg-Gottéron, an iconic Swiss ice hockey club founded in 1937, becomes the fifth Swiss club to adopt **bfan**, and the third ice hockey club to do so.

This new collaboration forms part of fanxp's ongoing strategy to address the specific needs of the Swiss market. It also reflects the growing commitment of Swiss clubs to equip themselves with flexible, scalable solutions centred on the fan experience.

Eloi Coquoz, Digital / IT Manager at HC Fribourg-Gottéron, commented:

"The redesign of our mobile application is fully aligned with our digital strategy, which aims to strengthen relationships with our fans while providing a high-performance tool for our teams. By working with fanxp and adopting the bfan solution, we have chosen a modern, flexible and scalable platform that will enable us to deliver high value-added services throughout the season. User experience is at the core of this project, with particular attention paid to fluidity, accessibility and content personalisation."

Guillaume Fallou, Co-founder and CEO of bfan, added:

"This collaboration with HC Fribourg-Gottéron confirms our ambition to establish bfan firmly in Switzerland. The club has embarked on a demanding approach that highlights the full potential of our solution, both in terms of services and editorial content. This application has been designed to meet local specificities while offering a scalable framework. It marks a new milestone in our deployment within the National League, and more broadly across the Swiss sports ecosystem."

ABOUT US

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 to improve the customer experience
- **extent**: payment and financial tracking system ensuring full reliability
- **bfan**: mobile app designed to maximise fan engagement and loyalty
- **ibxp**: ticketing cancellation service module
- **dataxp**: data management, structuring and exploitation
- **cloudxp**: cloud hosting and secure infrastructure
- **iXpole**: complete management of VIP and hospitality experiences

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

PRESS CONTACT

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