

Press Release

Montpellier, December 19, 2018



FOOTBALL

VOGO picked by three new French clubs

Distribution agreement signed with INFRONT in Italy

Montpellier-based SportTech company VOGO (ISIN code: FR0011532225 - Ticker: ALVGO) is rolling out its VOGO SPORT spectator solution at several football clubs, both in France and abroad, for the 2018-2019 season.

VOGO SPORT solution gains traction in French football

On December 2, Toulouse Football Club (TFC) launched the VOGO SPORT solution, for the press and VIPs, in the North stand of the Toulouse Stadium. The club is currently pitching VOGO SPORT as a Premium service, but could shortly extend it to all spectators. The match that day was between TFC and Dijon Football Côte d'Or (DFCO), which integrated VOGO SPORT into its proprietary mobile application this summer.

Montpellier Hérault Sport Club (MHSC) subsequently rolled out the VOGO SPORT service for the first time at the Mosson stadium on December 4, for a game against Lille Olympique Sporting Club (LOSC, Lille). This was a strategic decision by the local club, which is due to move to its new Louis Nicollin stadium (capacity of 30,000 seats) by 2022.

That same day, at the opposite end of the country, Racing Club de Lens (RC Lens) tested the VOGO SPORT solution for the first time at the Bollaert-Deleis stadium, during a home game against Stade Brestois 29 (SB 29).

These latest roll-outs testify to the ground being gained by VOGO among professional French football clubs, most of which play in French premier league, Ligue 1 Conforama. VOGO SPORT first penetrated this market in 2017, when OGC Nice (Olympique Gymnaste Club de Nice) integrated VOGO SPORT's "Live & Replay" service into its mobile application "Expérience Stade" at the Allianz Riviera stadium.

"This application ensures we get the best out of new technologies for the benefit of supporters. After enjoying some great gameplay live, these can watch it again on replay at any time, just like being at home in front of their TV...They can place an order and have it delivered to their seat, access advanced statistics...All of which means extra service on demand." says OGC Nice Chairman Jean-Pierre Rivère. Indeed, Chief Executive of Allianz Riviera stadium, Patrick Florence, promises that "this is only the beginning."

Distribution agreement in Italian football with INFRONT

In addition to serving French clubs, VOGO has been reaching new milestones abroad, starting in Italy with the signature of a distribution agreement with major international player INFRONT. INFRONT

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produces all Italian football matches and owns *calcio* broadcasting rights. It also sells the rights for most Serie A (premier league) club matches.

VOGO SPORT is thus being integrated as an SDK in "Fan+", a turnkey fan entertainment solution for Italian clubs developed by the world's leading sports marketing company. The service was launched on December 1 at the Luigi Ferrari stadium for the Sampdoria and Genoa football clubs. Other clubs are also due to start using the VOGO SPORT solution this season.

VOGO's latest success in Europe, and the rising number of partnerships it has been signing with major football clubs, is perfectly consistent with the objectives presented by the company at the time of its IPO.

In addition to its solution for football fans, VOGO is also planning to step up work on its "pro" solution, which notably addresses refereeing issues. To this end, the company has started the process of obtaining FIFA certification.

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About VOGO

Founded in 2013, VOGO develops, markets and distributes a solution for broadcasting live audiovisual content based on streamed video processing technology protected by four patents. Its disruptive technology, the performance of which is unrelated to the number of people connecting to it, aims to improve spectator experience by providing on-demand, multi-camera content, either live or on replay, along with analytical audio and video tools for professional usage. Since its inception, VOGO has already covered over 700 events in more than 20 athletic disciplines on 4 continents.

For more information: www.vogosport.com



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