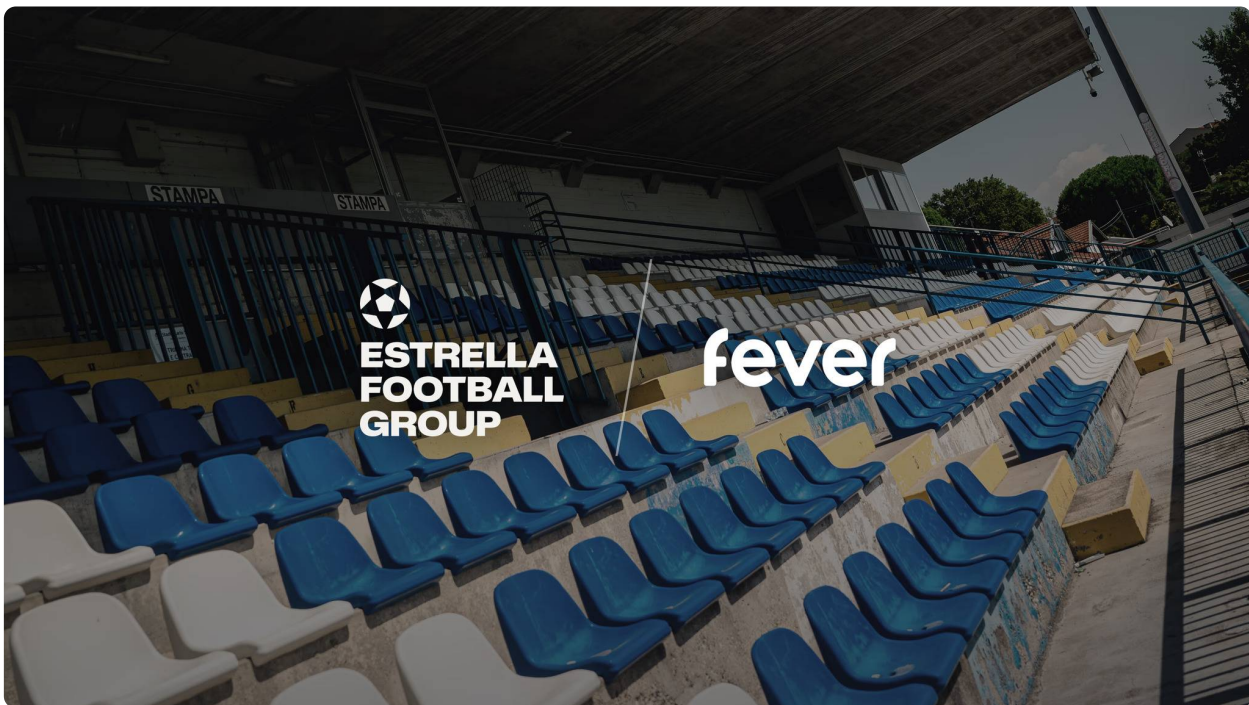


ESTRELLA FOOTBALL GROUP PARTNERS WITH FEVER TO TRANSFORM MATCHDAY TICKETING ACROSS ITS CLUB PORTFOLIO

Multi-club ecosystem taps world's leading tech platform for discovering culture and live entertainment to unify fan access, drive attendance, and build long-term supporter loyalty



Estrella Football Group ("Estrella"), the next-generation football investment company building Europe's first horizontal multi-club ecosystem, today announced a strategic partnership with Fever, the world's leading tech platform for discovering culture and live entertainment, to give clubs across its portfolio access to world-class ticketing, audience development, and fan engagement technology. Under the agreement, Fever becomes Estrella's Official Ticketing Partner, powering a modern, mobile-first ticketing and fan-discovery experience across the group's growing portfolio of clubs, including Aurora Pro Patria, Carvoeiro United, and Cascais SAD. Fever does not simply modernise the ticketing process. It creates an additional distribution and discovery layer through which

clubs can reach new audiences, convert them into first-time visitors, and ultimately develop them into long-term supporters.

The partnership reflects Estrella's long-term ambition to build commercial infrastructure at scale. By integrating Fever's platform across the portfolio, every club benefits from conversion-optimised checkout, dynamic pricing tools, 3D seat mapping, mobile-first access control, and data-driven demand generation. Technology that was previously only accessible to the biggest clubs is now available to ambitious clubs at every level of the game.

Crucially, ticketing is treated as the starting point of the supporter relationship, not the end of a transaction. By connecting it with audience discovery, CRM and fan engagement, Estrella can help clubs build a continuous relationship with supporters and grow their Fan Value over time.

Xander Czaikowski, CEO and Co-founder of Estrella Football Group, said: "The objective goes beyond selling more tickets. By combining modern ticketing, audience development and fan engagement, we aim to increase the lifetime value of every supporter, turning individual matchday transactions into long-term commercial relationships."

David Dwinger, Co-Founder and President of Estrella Football Group, said: "Securing a partner of Fever's calibre is a clear signal of what the Estrella model makes possible, because it lets us deliver technology and audience reach to our clubs that they could never have accessed alone. We are starting the rollout at Cascais SAD and expanding across the portfolio from there, giving ambitious clubs the same commercial foundations as the biggest institutions in the game, and this partnership is a blueprint for how we intend to grow the entire ecosystem over the years ahead."

A Unified Matchday Standard Across the Estrella Ecosystem

A central objective of the partnership is to standardise the fan experience across every Estrella club, regardless of size, stage, or existing infrastructure. The rollout begins at Cascais SAD, which will serve as the first club to go live on Fever, before the platform is extended across the wider network. With Fever embedded across the group, Estrella will

centralise its ticketing strategy, enabling consistent pricing methodologies, shared audience insight, and continuity of supporter data across the entire portfolio.

The rollout forms part of Estrella's broader digital transformation strategy, designed to strengthen the commercial and sporting foundations of each club. For each club, the rollout will include fully branded ticketing listings, fan-engagement tools, automated CRM flows, and integration with Fever's global distribution channels, helping clubs grow attendance and connect with supporters both locally and internationally.

Matias Ferraro, Head of Sports at Fever, said: “At Fever, we believe the future of football lies in helping clubs build deeper, more meaningful relationships with their supporters. Together, we are creating a seamless matchday journey that not only drives attendance, but helps clubs attract new fans, strengthen loyalty, and unlock long-term growth both on and off the pitch.”

About Estrella Football Group

Estrella Football Group is a next-generation football investment company building the first horizontal multi-club ecosystem across Europe, bringing platform economics to clubs that have traditionally operated without access to them. Estrella combines investment, football expertise, technology and shared commercial infrastructure to give ambitious clubs an unfair advantage. Through its horizontal multi-club model, Estrella provides clubs with access to capabilities, technology and expertise that would typically be unavailable to clubs operating at their level, helping them build stronger sporting, commercial and financial foundations.

About Fever

Fever is the world's leading tech platform for discovering culture and live entertainment, inspiring over 300 million people last year to discover the best experiences in over 40 countries. With a mission to democratise access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events—from immersive exhibitions and sports to interactive theatrical performances, concerts, and festivals—while empowering its partners with data and technology to develop and expand new experiences worldwide.



Link to Feverup

feverup.com

Over Fever

Fever is wereldwijd het toonaangevende techplatform voor het ontdekken van cultuur en live entertainment. Vorig jaar inspireerde het meer dan 300 miljoen mensen om de beste ervaringen te ontdekken in meer dan 40 landen. Met de missie om de toegang tot cultuur en live-entertainment te democratiseren, biedt Fever gebruikers om van unieke ervaringen en evenementen te genieten, van meeslepende tentoonstellingen en sportevenementen tot interactieve theatervoorstellingen, concerten en festivals. Tegelijkertijd stelt het platform zijn partners in staat om met data en technologie hun nieuwe belevenissen te ontwikkelen en wereldwijd uit te breiden.

Contactgegevens

Press Department
press@feverup.com

Kopieer link

<https://newsroom.feverup.com/nl-NL/270044-estrella-football-group-partners-with-fever-to-transform-matchday-ticketing-across-its-club-portfolio/>