



## Fiserv to Enhance Payment Experience at “La Bombonera”

October 24, 2024

*Together with digital developer eFanXP, Fiserv integrated the stadium's food ordering system with Clover®, enabling fans to order and pay for food and beverage in advance, avoiding lines and delays*

**BUENOS AIRES, October 24, 2024** – [Fiserv, Inc.](#) (NYSE: FI), a leading global provider of payments and financial services technology, has partnered with eFanXP, a corporation specializing in smart solutions for the digital transformation of stadiums and sports clubs, to implement a cutting-edge digital ordering and payment solution at “La Bombonera,” the home venue for one of Argentina’s most popular premier league teams. This collaboration, powered by Clover, offers fans more payment options through QR codes, self-service kiosks, and mobile terminals, resulting in a faster, more convenient and more secure experience.

Incorporating Clover devices in the stadium introduces three new payment channels and complements the existing eCommerce platform, allowing fans to place orders in advance and pick them up upon arrival. Digital payments result in greater speed and efficiency for fans, eliminating the need to wait in lines and reducing the risks associated with carrying cash while streamlining the entire process.

“At Fiserv, we are committed to offering innovative payment solutions that improve business management and, in turn, the fan experience. This milestone reflects that dedication, as with Clover, our point-of-sale solution, we simplify the purchasing process for fans, generating orders in just seconds and significantly reducing lines and payment delays,” said Juan Ignacio de la Torre, General Manager of Latin America South at Fiserv. “With this implementation, we are taking a new step in the digital transformation of businesses and, specifically, stadiums, resulting in increased consumer spending and, consequently, greater profitability for the club.”

“For fans, a smooth purchasing process at the stadium, both before the game starts and during halftime, is crucial for a great experience. This was our main challenge, and to overcome it, having a solution that avoids lines and reduces cash usage due to the delays it caused was essential. With Clover’s innovation and modernization, we reinforce our aspiration to continue innovating, providing the club with real-time control over its revenues and offering more benefits to food vendors and fans,” said Ariel Salvetti, CEO of eFanXP.

### About Fiserv

Fiserv, Inc. (NYSE: FI), a Fortune 500 company, aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps clients achieve best-in-class results through a commitment to innovation and excellence in areas including account processing and digital banking solutions, card issuer processing and network services, payments, e-commerce, merchant acquiring and processing; and the Clover® cloud-based point-of-sale and business management platform. Fiserv is a member of the S&P 500® Index and has been recognized as one of Fortune® World’s Most Admired Companies™ for 9 of the last 10 years. Visit [fiserv.com](#) and [follow us on social media](#) for more information and the latest company news.

### About eFanXP

eFanXP is an innovative company that has become a leader in the digital transformation industry for clubs and stadiums. Since its foundation, it has revolutionized the sector by developing smart and innovative solutions that enhance and monetize the experience in stadiums and large-scale events. With a focus on growing the business of football and mass events, eFanXP offers a wide range of solutions, including Wi-Fi connectivity, fan engagement platforms, event screen and social media interaction, cashless food delivery services, and parking and pre-order services.

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