

JUVENTUS OFFICIAL FAN CLUB

FRAMEWORK AGREEMENT for AFFILIATION TO THE 2024-2025 JUVENTUS OFFICIAL FAN CLUB PROJECT

ARTICLE 1 – PARTIES

1.1 Juventus Football Club S.p.A., with offices in Via Druento 175, Turin, VAT No. and Tax code 00470470014 (hereinafter “Juventus”)

and

1.2 Juventus Official Fan Club

1.3 This Agreement shall be exclusively reserved for fan clubs meeting the requirements of article 3 that have received the necessary recognition, subject to verification, from Juventus and that have purchased a minimum number of JOFC Membership Packs as defined herewith (hereinafter “Juventus Official Fan Clubs”).

ARTICLE 2 – PRINCIPLES

Having viewed:

- the Memorandum of understanding signed on 4 August 2017 by the Italian Ministry for the Interior, Italian Presidency of the Council - Minister for Sport, Italian National Olympic Committee, Italian Football Federation (FIGC), Italian National Football League - Serie A, Italian National Football League - Serie B, Italian National Football League - Professionals, Italian National Football League - Amateurs, Italian Footballers' Association (AIC), Italian Football Managers Association (AIAC), Italian Referees Association (AIA), which has introduced a new model for the management of football events characterised by "simplification and participation", with the objective of bringing people back to football stadiums and achieving the Football objective = Passion, Entertainment, Participation, recognising an active role for professional clubs with regard to this;
- the Guidelines adopted by the Italian Football Federation (FIGC) through Resolution of 26 June 2015 (see official FIGC announcement No. 326/A), to promote the development of relationships among fans, clubs and members in accordance with the principles of sport culture, non-violence and peaceful coexistence;
- the principles and controls pursuant to article 8, paragraph 3 of Italian Law Decree No. 8 of 8 February 2007, as converted by Law 41/2007, which requires that sport companies agree with clubs, which include in the objectives of their articles of association, the promotion and dissemination of the values and principles of sport culture, non-violence and peaceful coexistence, as ratified by the Olympic Charter, agreements and written conventions concerning common interest projects for the achievement of the above-mentioned objectives;
- objectives, among others, also commercial, of this affiliation;

the guiding principles of the Juventus Official Fan Club project (hereinafter "Project") included in this affiliation framework agreement (hereinafter “**Framework Agreement**”) are detailed below:

a) On the part of Juventus:

- to improve and, in some cases, initiate a constructive dialogue between fans and the company;
- fostering virtuous behaviour, which encourages fans to pursue the best forms of involvement and featuring ongoing interaction programmes;
- to improve the quality of the services offered to fans by promoting, organising and developing services for fan clubs constituted for the purpose of involving the greatest possible number of supporters in the respect of the rules of civic education and sport ethics, in compliance with national laws and the conduct codes for the fans, mutual respect, peaceful coexistence and renunciation of all forms of violence;
- to improve the organisation and management of football matches by making fans accountable for their behaviour;

b) On the part of Juventus Official Fan Club:

- to organise and promote social initiatives considered to be useful for a healthy and fair use of the free time of members and finalised at disseminating in the world of fans and across the territory the fundamental principles of the sport culture as ratified by the Olympic Charter and by Juventus' fundamental values set out in the Company's Code of Ethics, guided by the principles of mutual respect, peaceful coexistence and the renunciation of all forms

- of violence and racism;
- to allow its members, under the terms and conditions outlined below, access to Juventus services and products;
- to promote compliance with the principles referred to above, as well as with the Juventus Code of Ethics (Annex 2), the regulations of the Allianz Stadium (Annex 3), the Code of Regulations for the sale of tickets (Annex 4), Conditions for the Use of season tickets, Conditions for the Sale of individual tickets from time to time in effect, as well as any other article under this Framework Agreement (hereinafter "**Applicable Legislation**").

All these provisions pursue the objective of contributing to preventing, through initiatives and dialogue with fans, violence and/or discrimination episodes in football stadiums and promoting a passionate but peaceful participation by the public, in particular younger people, in sport events.

DEFINITIONS

For the purposes of this agreement, the terms listed hereinafter in capital letters shall have the following meaning. The terms defined in the singular shall also apply in the plural and vice-versa:

Framework Agreement: this agreement

Basic JOFC season ticket: the type of season subscription to the Allianz Stadium for the 2024-2025 football season, which can be purchased through the JOFC to which it belongs, which gives the right to access the stadium and watch, from the indicated place, the home matches of the 1st men's team of Juventus during the 2024-2025 Italian Serie A Championship with the *name change* function only restricted to just six matches

Full JOFC season ticket: the type of season subscription to the Allianz Stadium for the 2024-2025 football season, which can be purchased through one's own JOFC, which gives the right to access the stadium and watch, from the indicated place, the home matches of the 1st men's team of Juventus during the 2024-2025 Italian Serie A Championship. This subscription comes with the *name change* and *seat resale* functions for all the matches covered by the season subscription.

Star JOFC season ticket: the type of season subscription to the Allianz Stadium for the 2024-2025 sports season, which can be purchased through one's own JOFC, which gives the right to access the stadium and attend, from the indicated place, to (i) the home matches of the 1st team of Juventus in the 2024-2025 Serie A Championship; (ii) the home matches of the first men's team of Juventus in the qualifying phase of the league phase of the 2024-2025 edition of the UEFA Champions League, in the case of qualification for the UEFA Champions League, or, the home matches of the men's 1st team of Juventus in the 2024-2025 championship phase of the Europa League, in the event of qualification for the UEFA Europa League (a total of 4 games); (iii) the home match of the first men's team of Juventus in the round of 16 of the 2024-2025 Italian Cup. This subscription comes with the *name change* and *seat resale* functions for all the matches covered by the season subscription.

U14 JOFC season ticket: the type of season subscription to the Allianz Stadium for the 2024-2025 football season, with a rate reserved for Under 14s, which can be purchased through their own JOFC, which gives the right to access the stadium and watch, from the indicated place, the home matches of the first men's team of Juventus in the Italian Serie A 2024-2025 championship, with just the *name change* function for all the matches covered by the subscription.

U28 JOFC season ticket: the type of season subscription to the Allianz Stadium for the 2024-2025 football season, with a tariff reserved for Under-28s, which can be purchased through their own JOFC, which gives the right to access the stadium and watch, from the seat indicated, the home matches of the first men's team of Juventus in the Italian Serie A 2024-2025 championship, with just the *name change* function restricted to just six matches.

Season ticket: without distinction the JOFC Basic season ticket and / or the JOFC Full season ticket and / or the JOFC Star season ticket and / or the JOFC U14 season ticket and / or the JOFC U28 season ticket.

JOFC Association or Juventus Official Fan Club: an association that meets the eligibility requirements laid down in article 3 and has obtained recognition by Juventus.

Code of Conduct: the regulatory code for the sale of tickets for football events adopted by Juventus in compliance with article 12 of the Code of Sports Justice

Code of Ethics: the Juventus code of ethics referred to in article 14 and available on the Internet site www.juventus.com

Decree: Legislative Decree No. 231 of 8 June 2001

JOFC: Juventus Official Fan Club

Juventus: the company Juventus F.C. S.p.A. with registered office in Via Druento 175, 10151 Turin Company Register, VAT and Tax ID No. 00470470014

Model: the model provided for in the Decree referred to in article 14

Applicable regulations: the Juventus Code of Ethics (Annex 2), the regulations of the Allianz Stadium (Annex 3), the Code of Regulations for the sale of tickets (Annex 4), the Conditions for the Use of season tickets, the Conditions for the Sale of individual tickets from time to time in effect, as well as any other article of this Framework Agreement

EU Basic Rate Membership Pack: the pack of goods and services, strictly personal, referred to in article 5.2.1 letter a)

EU Plus Rate Membership Pack: the pack of goods and services, strictly personal, described in article 5.2.1 letter b)

Non-EU Membership Pack: the pack of goods and services, strictly personal, referred to in article 5.2.1 letter c)

JOFC Membership Pack: without distinction the EU Basic Rate Membership Pack, the EU Plus Rate Membership Pack, the Non-EU Membership Pack

JOFC Portal: the portal referred to in article 5.1

Member: a subscriber to the JOFC Association

JOFC Member: a Member who owns a JOFC Membership Pack

Under 14 Member: a Member born after 1 July 2011

Under 6 Member: a Member born after 1 July 2019

Mediated Sale: the sale of tickets reserved for all JOFC Members and structured as follows: Juventus notifies the JOFC Association of the sectors of the stadium for which it can collect ticket purchase requests from JOFC Members and the relative prices as well as the deadline by which the JOFC Association must notify Juventus of the total number of tickets requested, broken down by sector. At the end of the period indicated to collect the requests, on the basis of the requests received from all the Juventus Official Fan Clubs and the total number of tickets reserved for them, Juventus allocates, to each JOFC Association, the tickets available for purchase on the JOFC Portal. The allocation is made based on the criteria specified in article 5.3.3. Only after the allocation of tickets can the JOFC Association, by accessing the reserved area of the JOFC Portal, purchase tickets on behalf of its JOFC Members within the limits of the allocated availability. The purchase must be made by the deadline specified on the JOFC Portal.

Instant Sales: the sale of tickets reserved only for JOFC Members holding a JOFC Non-EU Membership Pack and/or holders of a JOFC EU Plus Rate Membership Pack, structured as follows: Juventus notifies the JOFC Association of all the tickets, the sectors and the relative prices available for purchase by all Juventus Official Fan Clubs as well as the start and end date of sales. From the start date of sales, the JOFC Association can access its own reserved area of the JOFC Portal and proceed directly to purchase tickets only on behalf of Members holding a JOFC Non-EU Membership Pack or JOFC EU Plus Rate Membership Pack, subject to availability.

ARTICLE 3 – ACCESS REQUIREMENTS

3.1 In order to obtain the recognition of "Juventus Official Fan Club", and access the Project, the Juventus supporters' association must:

- be established in the legal form of a non-profit association and have a provision in its articles of association prohibiting the distribution of profits to members or remuneration to members of the governing bodies;
- be established on the basis of an authenticated private contract, executed in the presence of a notary public and filed with the Register Office of Agenzia delle Entrate (Italian Revenue Agency);
- adopt articles of association whose purposes include the promotion and dissemination of the values and principles of sport culture and non-violence, as well as peaceful coexistence, as enshrined in the Olympic Charter;
- certify the issue of the Tax Code issued by the Italian Revenue Agency;
- be made up of at least 60 members from Italy, 30 members from the other European countries (geographically located on the European continent, e.g. Switzerland, Great Britain, Norway, etc.) and 20 members from non-European countries (countries not geographically located on the European continent);
- have legal representatives and directors who are not or have not been subject to measures pursuant to article 6 of Italian Law No. 401 of 13 December 1989, (DASPO) or Italian Law No. 1423 of 27 December 1956 (judicial supervision, residence obligation or prohibition) and subsequent amendments to said regulations or new regulations on the subject, or must not, at any rate, have ever been convicted, including sentences that are not yet final, for offences committed during or as a result of sport events.

3.2 For countries outside of the European Union, should the regulations relating to clubs be onerous and complex, Juventus will assess, case by case, at its sole discretion, whether to make an exception to the above provisions with regard to the juridical form to allow the entity to be set up as a Juventus Official Fan Club, it being understood that the fundamental requirement to be accepted into the Project is that the entity's aim is the promotion and dissemination of the values and principles of sport culture and non-violence, as well as peaceful coexistence, as enshrined in the Olympic Charter.

ARTICLE 4 – IMPLEMENTING PROVISIONS

4.1 Where the requirements for joining the Project are met, the Chairperson of the association must send the necessary documentation, including the Framework Agreement signed at the bottom "for acceptance" by the Chairperson and by the majority of the directors of the association's Board, following the procedures detailed on the website www.juventus.com-Juventus Official Fan Club section. The Chairperson of the association referred to in the application for membership in the Project must correspond to the association's legal representative as specified in the memorandum of association of said association or in a subsequent resolution of the associates to be attached to the application.

4.2 In addition to a registered office, the associations may also have an operating office. The operating office of the association, if not the same as its registered office, must be specified in the section CLUB REGISTRATION CARD in the dedicated area on the Juventus Official Football Club Portal.

4.3 Local chapters: Sections or, in any case, local sites of Juventus Official Fan Club cannot be accredited. Therefore, the associations organised as federations of sections are considered overall as a single Juventus Official Fan Club (e.g. Juventus Official Fan Club Nord-Est bianconero, etc). The designation "Juventus Official Fan Club" to a simple section without reference to its status is forbidden (and must be considered to be unauthorised) and the constitution of a section in a Municipality where there is already another Juventus Official Fan Club is not allowed. All Juventus Official Fan Clubs are forbidden to publicise one of their sections so as not to cause damage to the Juventus Official Fan Clubs located in municipalities adjacent to the section. The correct name of a section must be, for example: Juventus Official Fan Club Torino - Vinovo section. The activities and purpose of a section must be limited to the dissemination to its members of information provided by the reference Juventus Official Fan Club. Therefore, section profiles on social media must be exclusively private and be accessible only to the members of the section. In the event of breach of the aforementioned prohibition, the Juventus Official Fan Club to which the section belongs will also be held responsible and this may also lead to the suspension and/or interruption of services.

Even though no exclusive territorial character is acknowledged for the Juventus Official Fan Clubs from an operating point of view, Italian Juventus Official Fan Clubs are forbidden from constituting sections in geographical regions other than those in which the reference Juventus Official Fan Club has its registered office.

4.4 Associations with registered office and/or operational headquarters in the same Municipality and/or district where a JOFC is already present may not be authorised, except in specific cases expressly approved, at the sole discretion of Juventus, when circumstances warrant said exceptions, such as the territorial extension of the Municipality concerned. The Juventus Official Fan Clubs, especially those located in the same geographical micro-area, are required to comply with this Framework Agreement and, above all, with the rules of civil coexistence (education, loyalty, fair play and mutual co-operation).

4.5 Recognition as a "Juventus Official Fan Club" and access to the Project services are subject to the purchase and payment, by each association, of the following minimum number of JOFC Membership Packs:

- for Italy: 60 JOFC Member packs;
- for other European countries: 30 JOFC Member packs;
- for non-European Countries (not geographically located on the European continent): 20 JOFC Membership Packs;

4.6 Applications to join the Project can be submitted to Juventus according to the procedure detailed on the www.juventus.com website, Juventus Official Fan Club section, starting from 6 May 2024, date of the opening of the campaign to join the Project.

The following deadlines need to be met:

1. 30 NOVEMBER 2024: deadline for the association to join the Project by signing the Framework Agreement (and delivering the required forms for any new associations) and purchasing the minimum number of JOFC Membership Packs as detailed in article 4.5. above. After this date, if the minimum number of JOFC Membership Packs purchased is not reached, the association will not be able to obtain recognition as a Juventus Official Fan Club and join the related Project. Any JOFC Membership Packs already purchased and paid for will be reimbursed to the association, which will have the obligation to reimburse any amounts advanced by the latter to its Members, exonerating Juventus from any liability in this regard. Neither the association nor the individual JOFC Members shall have anything to claim from Juventus for lack of access to services and the association undertakes to hold Juventus and its legal representatives, managers and/or employees harmless from any action, request, costs, damages, legal and non-legal expenses, liability of any kind or nature connected or related whether directly or indirectly to the non-recognition as a Juventus Official Fan Club;
2. 15 MARCH 2025: the deadline for the purchase of JOFC Membership Packs beyond the minimum number referred to in article 4.5. above. Unless otherwise stated in writing by Juventus, the Chairperson and/or liaison officer of each Juventus Official Fan Club may integrate the details of JOFC Members by and no later than 15 March 2025, by following the procedure detailed in the restricted area that may be accessed using the credentials that will be communicated to the Chairpersons. The same person may not purchase more than one JOFC Membership Pack during the same football season, through different Juventus Official Fan Clubs, under penalty of immediate interruption of any service connected with the JOFC Membership Pack. Therefore, at the time when a Member makes a request to purchase a JOFC Membership Pack, each Juventus Official Fan Club is required to ask the latter to confirm that no such impediment exists. Furthermore, the JOFC association cannot sell more than one JOFC Membership Pack to the same Member.

Late or non-submission of even just one of the necessary documents by the deadline and terms established by the procedure will result in the automatic rejection of the application to the Project by the aforementioned association for the relevant

football season.

4.7 The Juventus Official Fan Club acknowledges and accepts that Juventus reserves the right to reject a Project application at its sole discretion, denying for example the recognition as a Juventus Official Fan Club to:

- (i) those associations whose managers and/or associates in the previous football season or more generally in the past behaved in a morally or materially deplorable way towards Members of their own or other Juventus Official Fan Clubs and/or any fan association, individual supporters, Juventus and its registered personnel and/or managers and/or representatives and/or employees, and/or public or private authorities;
- (ii) any fan club that is not in line with the principles set out in the Framework Agreement (article 2), or that is not deemed compliant with and suitable to guaranteeing the key principles that underpin the Project or whose company purpose does not include the promotion of sports values and the principles of loyalty and fair play set out by Juventus in its Code of Ethics (officially approved by the Board of Directors on 9 November 2015);
- (iii) those associations that do not meet the requirements set forth in article 3 of the Framework Agreement.

Juventus will communicate, according to the methods indicated on its website, the recognition of associations that are admitted to the Project and that can take on the status of a Juventus Official Fan Club.

ARTICLE 5 – APPLICABILITY OF THE AGREEMENT

Fan clubs established by the methods, under the conditions and within the terms specified above may be recognised as "Juventus Official Fan Clubs" and enter into the Framework Agreement in order to ensure access to the services reserved only for JOFC Members.

The Parties to this Framework Agreement also establish the following regulations:

5.1 – JUVENTUS OFFICIAL FAN CLUB WEBSITE

Juventus makes a platform available to JOFC Associations that is accessible only to the JOFC Associations Chairpersons, and that has been created and is managed by Juventus to facilitate interactions with Juventus Official Fan Clubs and manage the requests for services (hereinafter "**JOFC Portal**").

Within the JOFC Portal, in the area specifically reserved for this purpose, the Chairperson of the Juventus Official Fan Club must upload the personal data of the JOFC Members to whom the Juventus Official Fan Club has sold JOFC Membership Packs, necessary for the provision of the related services. The public information published within the reserved area is accessible only to users with authorised access credentials. Every user is therefore required to use this data only for these purposes and guarantee complete confidentiality, refraining from disclosing it to third parties.

The Juventus Official Fan Club guarantees that all Members' personal data shared by the Juventus Official Fan Club with Juventus within the reserved area and which will subsequently be processed by Juventus to provide services has been obtained by the Juventus Official Fan Club and shared with Juventus in full compliance with the current regulations for the protection of personal data (Regulation (EU) 2016/679 of 27 April 2016).

The use of the Juventus Official Fan Club Portal and the purchase of products and/or services through the Juventus Official Fan Club Portal is subject to the general terms and conditions published on the same portal.

5.2 – JUVENTUS OFFICIAL FAN CLUB MEMBERSHIP PACK AND JUVENTUS CARD

5.2.1 - TYPES OF JOFC MEMBERSHIP PACK

Notwithstanding the obligation of the Juventus Official Fan Club to purchase the minimum number of JOFC Membership Packs specified in article 4.5 in order to access the affiliated services, the Juventus Official Fan Club undertakes to promote and develop sales of the JOFC Membership Packs with and exclusively to their Members.

The JOFC Membership Pack is a strictly personal pack of goods and services that gives the holder access to the following benefits/services, which differ according to the type of pack:

- a) EU Basic Rate Membership Pack (reserved for Members of the Juventus Official Fan Clubs based in Italy or in other European countries):
 - Juventus Official Fan Club e-card, which entitles users to:
 - a 10% discount on JMedical rates (this discount cannot be combined with any other special offers underway)

- by showing the Juventus Official Fan Club e-card in printed or digital format at the time of booking
- special rates for visits to the Juventus Museum and/or Juventus Museum & Allianz Stadium Tour and/or Juventus Museum & MatchDay Tour
- special rates on overnight stays at the JHotel (without the possibility of combining the stay with the ticket, which must be requested via the JOFC)
- the opportunity to purchase dedicated Juventus Official Fan Club merchandise
- the opportunity to purchase the Juventus Card from their Juventus Official Fan Club
- ticketing services through their Juventus Official Fan Club to which they belong during the season ticket campaign;
- access to Mediated Sales through the Juventus Official Fan Club to which they belong;
- for the JOFC Member who holds a **Basic** Season Ticket, purchased through his/her own Juventus Official Fan Club of reference: the option to register as a “reserve” in the My Season Pass section up to a maximum number of 2 JOFC Members and to change the name of his/her own season ticket in favour of one of the aforementioned reserves for a maximum of six matches included in the pass;
- for the JOFC Member who holds a **Full** Season Ticket purchased through his/her own Juventus Official Fan Club of reference: the option to register as a “reserve” in the My Season Pass section, up to a maximum number of 6 JOFC Members and to change the name of his/her season ticket in favour of one of the aforementioned reserves for every match included in the season ticket;
- for the JOFC Member who holds a **Star** Season Ticket purchased through his/her own Juventus Official Fan Club of reference: the option to register as a “reserve” in the My Season Pass section, up to a maximum number of 8 JOFC Members and to change the name of his/her season ticket in favour of one of the aforementioned reserves for every match included in the season ticket;
- for the JOFC Member holder of a **U28** Season Ticket, purchased through his/her own Juventus Official Fan Club of reference: the option to register as a “reserve” in the My Season Pass section up to a maximum number of 2 JOFC Members and to change the name of his/her own season ticket in favour of one of the aforementioned reserves for a maximum of six games included in the pass;
- for the JOFC Member who owns a **U14** Season Ticket purchased through his/her own Juventus Official Fan Club of reference: the option to register as a “reserve” in the My Season Pass section up to a maximum number of 8 JOFC Members and to change the name of his/her season ticket in favour of one of the aforementioned reserves for every match included in the pass;
- for the JOFC Member who holds a **Full of Star** Season Ticket purchased through his/her own Juventus Official Fan Club of reference: the option to resell his/her seat through Juventus or through his/her own Juventus Official Fan Club of reference, in the latter case only to JOFC Members of the JOFC Club they belong to, for every match included in his/her season ticket;
- the option to be registered as a “reserve” of a JOFC Member who holds a Season Ticket;
- possibility of being indicated as an assignee of the pre-emption rights recognized to the JOFC Member who holds the Season Ticket and who is enrolled in the same Juventus Official Fan Club;
- only Under 6 JOFC Members, Under 14 JOFC Members or holders of a Juventus membership are eligible to be invited to dedicated events when organised by Juventus.

Members who are also Juventus Card holders (a product not included in the JOFC Membership Pack):

- a 10% discount at physical Juventus Stores by showing the Juventus Card at the cash desk
- The discount cannot be combined with other discounts/offers/promotions and does not apply to those items or categories of items which, from time to time, Juventus may, at its sole discretion, expressly exclude from discounts and/or promotional activities.

b) EU Plus Rate Membership Pack (reserved for Members of the Juventus Official Fan Clubs based in Italy or in other European countries):

- no. 1 welcome gadget (the Member may turn down the gadget without the right to any discount)
- Juventus Official Fan Club e-card, which entitles users to:
 - a 10% discount on JMedical rates (this discount cannot be combined with any other special offers underway)
 - by showing the Juventus Official Fan Club e-card in printed or digital format at the time of booking
 - special rates for visits to the Juventus Museum and/or Juventus Museum & Allianz Stadium Tour and/or Juventus Museum & MatchDay Tour
 - special rates on overnight stays at the JHotel (without the possibility of combining the stay with the ticket, which must be requested via the JOFC)
- the opportunity to purchase dedicated Juventus Official Fan Club merchandise
- the opportunity to purchase the Juventus Card from their Juventus Official Fan Club
- ticketing services through their Juventus Official Fan Club to which they belong during the season ticket campaign;
- access to Mediated Sales through the Juventus Official Fan Club to which they belong;

- access to Instant Sales through the Juventus Official Fan Club to which they belong;
- for the JOFC Member holder of a **Basic** Season Ticket, purchased through his/her own Juventus Official Fan Club of reference: the option to register as a “reserve” in the My Season Pass section up to a maximum number of 2 JOFC Members and to change the name of his/her own season ticket in favour of one of the aforementioned reserves for a maximum of 6 matches included in the Season Ticket;
- for the JOFC Member who holds a **Full** Season Ticket purchased through his/her own Juventus Official Fan Club of reference: the option to register as a “reserve” in the My Season Pass section, up to a maximum number of 6 JOFC Members and to change the name of his/her season ticket in favour of one of the aforementioned reserves for every match included in the season ticket;
- for the JOFC Member who holds a **Star** Season Ticket purchased through his/her own Juventus Official Fan Club of reference: the option to register as a “reserve” in the My Season Pass section, up to a maximum number of 8 JOFC Members and to change the name of his/her season ticket in favour of one of the aforementioned reserves for every match included in the season ticket;
- for the JOFC Member holder of a **U28** Season Ticket, purchased through his/her own Juventus Official Fan Club of reference: the option to register as a “reserve” in the My Season Pass section up to a maximum number of 2 JOFC Members and to change the name of his/her own season ticket in favour of one of the aforementioned reserves for a maximum of six games included in the pass;
- for the JOFC Member who owns a **U14** Season Ticket purchased through his/her own Juventus Official Fan Club of reference: the option to register as a “reserve” in the My Season Pass section up to a maximum number of 8 JOFC Members and to change the name of his/her season ticket in favour of one of the aforementioned reserves for every match included in the pass;
- for the JOFC Member who holds a **Full of Star** Season Ticket purchased through his/her own Juventus Official Fan Club of reference: the option to resell his/her seat through Juventus or through his/her own Juventus Official Fan Club of reference, in the latter case only to JOFC Members of the JOFC Club they belong to, for every match included in his/her season ticket;
- the option to be registered as a “reserve” of a JOFC Member who holds a Season Ticket;
- possibility of being indicated as an assignee of the pre-emption rights recognized to the JOFC Member who holds the Season Ticket and who is enrolled in the same Juventus Official Fan Club;
- eligibility for and invitation to dedicated events organised by Juventus.

Members who are also Juventus Card holders (a product not included in the JOFC Membership Pack):

- a 10% discount at physical Juventus Stores by showing the Juventus Card at the cash desk
- The discount cannot be combined with other discounts/offers/promotions and does not apply to those items or categories of items which, from time to time, Juventus may, at its sole discretion, expressly exclude from discounts and/or promotional activities.

c) Non-EU Membership Pack (reserved for Members of the Juventus Official Fan Clubs based in non-European countries):

- no. 1 welcome gadget (the Member may turn down the gadget without the right to any discount)
- Juventus Official Fan Club e-card, which entitles users to:
 - a 10% discount on JMedical rates (this discount cannot be combined with any other special offers underway) by showing the Juventus Official Fan Club e-card in printed or digital format at the time of booking
 - special rates for visits to the Juventus Museum and/or Juventus Museum & Allianz Stadium Tour and/or Juventus Museum & MatchDay Tour
 - special rates on overnight stays at the JHotel (without the possibility of combining the stay with the ticket, which must be requested via the JOFC)
- the opportunity to purchase dedicated Juventus Official Fan Club merchandise
- the opportunity to purchase the Juventus Card from their Juventus Official Fan Club
- ticketing services through their Juventus Official Fan Club to which they belong during the season ticket campaign;
- access to Mediated Sales through the Juventus Official Fan Club to which they belong;
- access to Instant Sales through the Juventus Official Fan Club to which they belong;
- for the JOFC Member who holds a **Basic** Season Ticket, purchased through his/her own Juventus Official Fan Club of reference: the option to register as a “reserve” in the My Season Pass section up to a maximum number of 2 JOFC Members and to change the name of his/her own season ticket in favour of one of the aforementioned reserves for a maximum of six matches included in the pass;
- for the JOFC Member who holds a **Full** Season Ticket purchased through his/her own Juventus Official Fan Club of reference: the option to register as a “reserve” in the My Season Pass section, up to a maximum number of 6 JOFC Members and to change the name of his/her season ticket in favour of one of the aforementioned reserves for every match included in the season ticket;
- for the JOFC Member who holds a **Star** Season Ticket purchased through his/her own Juventus Official Fan Club of

reference: the option to register as a “reserve” in the My Season Pass section, up to a maximum number of 8 JOFC Members and to change the name of his/her season ticket in favour of one of the aforementioned reserves for every match included in the season ticket;

- for the JOFC Member holder of a **U28** Season Ticket, purchased through his/her own Juventus Official Fan Club of reference: the option to register as a “reserve” in the My Season Pass section up to a maximum number of 2 JOFC Members and to change the name of his/her own season ticket in favour of one of the aforementioned reserves for a maximum of six games included in the pass;
- for the JOFC Member who owns a **U14** Season Ticket purchased through his/her own Juventus Official Fan Club of reference: the option to register as a “reserve” in the My Season Pass section up to a maximum number of 8 JOFC Members and to change the name of his/her season ticket in favour of one of the aforementioned reserves for every match included in the pass;
- for the JOFC Member who holds a **Full of Star** Season Ticket purchased through his/her own Juventus Official Fan Club of reference: the option to resell his/her seat through Juventus or through his/her own Juventus Official Fan Club of reference, in the latter case only to JOFC Members of the JOFC Club they belong to, for every match included in his/her season ticket;
- the option to be registered as a “reserve” of a JOFC Member who holds a Season Ticket;
- possibility of being indicated as an assignee of the pre-emption rights recognized to the JOFC Member, holder of the Season Ticket, enrolled in the same Juventus Official Fan Club to which he / she belongs;
- eligibility to be invited to dedicated events organised by Juventus.

Members who are also Juventus Card holders (a product not included in the JOFC Membership Pack):

- a 10% discount at physical Juventus Stores by showing the Juventus Card at the cash desk
- The discount cannot be combined with other discounts/offers/promotions and does not apply to those items or categories of items which, from time to time, Juventus may, at its sole discretion, expressly exclude from discounts and/or promotional activities.

The purchase order of JOFC Membership Packs by the Juventus Official Fan Club Portal must be made through the Juventus Official Fan Club Portal, at the list price shown.

5.2.2 – JOFC MEMBERSHIP PACK PRICES

JUVENTUS OFFICIAL FAN CLUBS ESTABLISHED IN ITALY AND IN OTHER EUROPEAN COUNTRIES

a) EU Basic Rate Membership Pack:

- €20,00 (TWENTY): for each Member who does not fall into any of the following categories
- € 14.00 (FOURTEEN): for each Under 14 Member
- € 5.00 (FIVE)
 - for each Member who, at the time of activation (or when the JOFC Membership Package is associated to the name of the member as specified below in art. 5.2.3), is in possession of an active Juventus Membership (hereinafter “**Member**”)
 - for each Member aged six and under

b) EU Plus Rate Membership Pack:

- €30.00 (THIRTY): for each Member

For greater clarity, it should be noted that the price of the EU Plus Rate Membership Pack is the same for all Members; there are no promotional tariffs for this type of pack. Therefore, Under14, Under 6 Members and Members who wish to use the services of the EU Plus Membership Pack must pay the full rate foreseen above. Once the pack has been activated, it is not possible to request an upgrade from the EU Basic Rate Membership Pack to the EU Plus Rate Membership Pack.

JUVENTUS OFFICIAL FAN CLUBS ESTABLISHED IN COUNTRIES OUTSIDE EUROPE

c) Non-EU Membership Pack:

- €18,00 (FIFTEEN): for each Member of the Juventus Official Fan Club who does not fall into any of the following categories;
- € 5.00 (FIVE)
 - for each Member
 - for each Member aged 6 and under

The Juventus Official Fan Club will pay the amount due at the time of the request to purchase the JOFC Membership Pack, using the payment method selected when placing the order. In case of payments not exactly matching the amounts due

and specified within the relative section of the Juventus Official Fan Club Portal at the time of enrolling and activating the Membership, Juventus may interrupt or suspend the provision of services until the Juventus Official Fan Club has settled its position. The Juventus Official Fan Club shall be the sole and exclusive party responsible to the Member for the aforementioned interruption or suspension of services and shall hold Juventus harmless and indemnified from any liability and/or claim of any kind by the Member for the failed or delayed provision of services.

5.2.3 – JOFC MEMBERSHIP PACK ACTIVATION

The activation of the JOFC Membership Pack and the related services takes place exclusively after payment of the price as detailed above and the entry of the personal data of the Member to the JOFC Member Register in association with the purchased JOFC Membership Pack.

5.2.4 – JUVENTUS CARD

Juventus authorises the Juventus Official Fan Club – which in return undertakes to purchase from Juventus – to promote and sell the Juventus Card exclusively to JOFC Members. The Juventus Official Fan Club undertakes not to sell or market the Juventus Card to other customers.

To this end, the Juventus Official Fan Club shall purchase the Juventus Card through the JOFC portal. The Juventus Official Fan Club shall pay the amount due at the time of the request to purchase the Juventus Cards, using the payment method selected when placing the order. In the case of payments, when forwarding the Juventus Card purchase order, do not exactly match the amounts due and specified within the relative section of the JOFC Portal and/or after the established deadline, Juventus reserves the right to interrupt or suspend the issuance of the Juventus Card until the Juventus Official Fan Club has paid the full amount. The Juventus Official Fan Club shall be the sole and exclusive party responsible to the JOFC Member for the aforementioned interruption or suspension and shall hold Juventus harmless and indemnified from any liability and/or claim of any kind by the Member for the failed or delayed issue of the Juventus Card. Renewal of the Juventus Card can be requested when the card is due to expire three months prior to its expiry date through the same portal.

In case of loss, theft and/or deterioration of the Juventus Card by a JOFC Member who is the holder of a Juventus Card, the Juventus Official Fan Club may repurchase directly a new Juventus Card on behalf of its Member, on submission by the Member of a written statement necessary to deactivate the Juventus Card no longer in use. The documentation must be retained by the Juventus Official Fan Club and delivered to Juventus on request, as described in greater detail in article 6.4. below.

Only once the aforementioned documentation has been received can the Juventus Official Fan Club access the JOFC Portal, report the loss, theft and/or deterioration of the Juventus Card and purchase a new Juventus Card for the JOFC Member. It is understood that, at the time of the new purchase, the Juventus Card no longer in use will be automatically deactivated, the personal data of the JOFC Member will be updated with the new number of the Juventus Card issued and any tickets will be transferred from the deactivated ticket to the new card. The Juventus Official Fan Club expressly declares that it indemnifies Juventus and its legal representatives, managers and/or employees and holds them harmless from any action, claim, costs, expenses of a legal and non legal nature, liabilities of any type and nature linked or directly/indirectly deriving from poor compliance with the procedure referred to above, with particular reference to the collection and storage of the aforementioned documentation.

At the time of purchase of the Juventus Card, the JOFC Members shall accept the provisions set out under this article 5.2.4.

5.2.5 – SHIPPING OF JUVENTUS MATERIALS

The welcome gadget, as well as of any other material to be sent to the JOFC Member, will be delivered to the Juventus Official Fan Club at the address provided by the Juventus Official Fan Club through the JOFC Portal. Shipments are dispatched by Juventus at pre-established times. The shipment calendar for the season shall be communicated to all Official Fan Clubs at the start of the season and can be consulted at any time on the JOFC Portal. The Juventus Official Fan Club shall be the sole and exclusive party responsible for delivering the welcome gadget to the JOFC Member and shall hold Juventus harmless and indemnified from any liability and/or claim of any kind by the JOFC Member for the failed or delayed delivery of the welcome gadget.

A ONE-OFF contribution to shipping costs is requested, amounting to:

- €100.00 (ONE HUNDRED) for Juventus Official Fan Clubs located in Italy;
- €100.00 (ONE HUNDRED) for Juventus Official Fan Clubs located in other European countries;
- €50.00 (FIFTY) for Juventus Official Fan Clubs located in non-European countries (not geographically located on the European continent).

5.3 – TICKETING SERVICES

5.3.1 – BASIC PRINCIPLES

As a result of the double mandate relationship (between Juventus and the Juventus Official Fan Club, on the basis of which the Juventus Official Fan Club distributes Juventus tickets and/or season tickets sold by Juventus to JOFC Members, and between the JOFC Member and the Juventus Official Fan Club, on the basis of which the latter collects booking requests and payments from JOFC Members), Juventus Official Fan Clubs may act as intermediaries in the provision of ticketing services aimed exclusively at JOFC Members, on the basis of the following basic principles:

- a) the Juventus Official Fan Club may offer for sale and distribute to JOFC Members only the Season tickets and tickets that Juventus has made available to the Juventus Official Fan Club within the reserved area of the JOFC Portal;
- b) **the ticketing service can only be used by the JOFC Member who has provided his/her residence and who (i) does not present reasons that would prevent the issuance of access tickets pursuant to the applicable regulations, or who is not a recipient of the measures referred to in article 6 of Law No. 401 of 13 December 1989 (DASPO), or pursuant to Law No. 1423 of 27 December 1956 (special supervision, obligation or prohibition of residence) and subsequent amendments to these laws or new laws on the subject, or, in any case, convicted, even with non-definitive sentences, for crimes committed during or due to sporting events (hereinafter all “Reasons for Rejection”); (ii) does not have an ongoing prohibition enacted by Juventus pursuant to the Code of Conduct (hereinafter “Entrance Ban to Sporting Events”).** The Reasons for Rejection are verified by sending personal data to the police headquarters, by the methods indicated by Decree of the Ministry of the Interior dated 15 August 2009, including the data protection security measures. In addition, the tickets already issued may be deactivated or their use inhibited in the event of subsequent verification, at access to the stadium, of the existence of the Reasons for Rejection referred to in point (i) above or of the Entrance Ban to Sporting Events referred to in point (ii);
- c) Juventus Official Fan Clubs may not request tickets for home matches that are greater than the total number of JOFC Members, net of the number of such JOFC Members holding season tickets;
- d) without prejudice to the provisions of letter b) above, all JOFC Members may access Mediated Sales, while only Members holding an EU Tariff Plus Membership Packs or holders of a Non-EU Membership Packs may access Instant Sales;
- e) the “status” of a JOFC Member does not automatically grant tickets whenever the Member submits a ticket request to his/her Juventus Official Fan Club;
- f) the name on the tickets purchased by a JOFC Member under this agreement may not be changed;
- g) the collection of paper tickets for away matches is only directly authorised for the person named in the ticket, subject to the presentation of an identity document (in case of failure to comply with this regulation, Juventus reserves the right to suspend the JOFC Member from receiving any ticketing service included in the JOFC Membership Pack);
- h) in case of partial payment of the amounts due and specified at the end of the purchase procedure in the reserved section of the JOFC Portal and/or payment made after the set deadline, Juventus reserves the right to interrupt or suspend issuance of the tickets and/or season tickets until the Juventus Official Fan Club has paid the full amount. For payments by bank transfer, Juventus reserves the right not to issue the purchased tickets/season tickets if the payment has not been received within the term of 4 (FOUR) days prior to the date on which the match is played. Juventus shall email to the Juventus Official Fan Club the list of tickets not issued. If the payment is received after the term specified above, Juventus will refund only the amounts received for tickets not issued. The Juventus Official Fan Club will be solely and exclusively liable to its Member for the aforementioned interruption, suspension, or omitted issue and undertakes to hold Juventus and its legal representatives, managers and/or employees harmless from any action, claim, costs, damages, legal and non-legal expenses, liability of any kind or nature related to or directly or indirectly associated with the aforementioned interruption, suspension, or failure to issue tickets and/or season tickets.

5.3.2 – TYPES OF SERVICES

Without prejudice to the basic principles set forth in article 5.3.1, the areas of the Juventus Official Fan Club ticketing service are summarised below:

2024/25 Season Ticket Campaign:

- season ticket renewals (only for Members with a season ticket purchased in the 2023/2024 season, the option to waive the pre-emptive right to renew their season ticket on behalf of another JOFC Member registered to the same Juventus Official Fan Club)
- season ticket renewals with a change of seat (only for Members with a season ticket purchased for the 2023/2024 season, the option to waive the pre-emptive right to renew their season ticket on behalf of another Member registered to the same Juventus Official Fan Club)

- new season tickets (when available)

Italian Championship – Serie A:

- Mediated Sales and Instant Sales for home games played at the Allianz Stadium;
- only for JOFC Members who hold a Full or Star Season Ticket purchased through their Juventus Official Fan Club, re-sale and allocation of their seat in favour of another Member belonging to the same Juventus Official Fan Club for all matches included in the Season Ticket.

European Competitions:

- only for JOFC Members who hold a Star Season Ticket purchased through their Juventus Official Fan Club, re-sale and allocation of their seat in favour of another Member registered to the same Juventus Official Fan Club for home matches of the league qualification phase of the UEFA Champions League 2024/2025 included in the Season Ticket.
- Mediated Sales and Instant Sales for home matches played at the Allianz Stadium
- Ticket sales in the sectors intended for away team supporters for away games (if available);
- Pre-emptive right ticket sales for season ticket holders for home matches played at the Allianz Stadium whenever season ticket holder pre-emption rights are foreseen. The following rules apply to the purchase of pre-emption tickets:
 - holders of the Star JOFC season ticket do not have the right of first refusal on the purchase of tickets for the home matches of the league phase qualifying round of the 2024/2025 UEFA Champions League as they are already included in their season ticket;
 - the holders of the Basic JOFC, Full JOFC, U14 JOFC and U28 JOFC season ticket holders have a pre-emption right exclusively on the purchase of the package consisting of the four home matches of the first league phase qualifying round of the 2024/2025 UEFA Champions League (hereinafter “UCL Package”) and not on the purchase of tickets for individual matches. The pre-emption on the purchase of the package is not guaranteed for your seat;
 - for all other matches except for the ones referred to in the previous point (i) pre-emptive rights are guaranteed on the member's seat except for season tickets in the East sectors of the Allianz Stadium, for which Juventus will publish the seats subject to restrictions on each occasion. The members affected by the restriction may purchase a ticket in the available seats in the same sector or in another sector, identified and communicated by Juventus;
 - the JOFC Member who holds a Season Ticket may waive the right of first refusal in favour of another JOFC Member registered in the same Juventus Official Fan Club to which they belong, provided they comply with the age requirements imposed on U14 JOFC and U28 JOFC season tickets.

Coppa Italia:

- Mediated Sales and Instant Sales for home matches played at the Allianz Stadium
- Pre-emptive right ticket sales for season ticket holders during home matches played at the Allianz Stadium. As for pre-emptive right ticket purchases, the following shall apply for the type of season ticket held by the JOFC Member, namely:
 - holders of a Star JOFC season ticket do not have the right of first refusal on the purchase of the ticket for the home match of the 2024/2025 Italian Cup round of 16 as it is already included in their Season Ticket;
 - in the event that the home match of the round of 16 of the Coppa Italia is included, at the sole discretion of Juventus, in the UCL Package as defined above, the holders of the Basic JOFC, Full JOFC, U14 JOFC and U28 JOFC Season Ticket have a right of first refusal exclusively on the purchase of the package and not on the purchase of the single match. The right of first refusal on the purchase of the package is not guaranteed for your seat;
 - the right of first refusal is guaranteed for your seats, with the exception of season tickets in the East sectors of the Allianz Stadium, for which Juventus will publish the seats subject to restrictions on each occasion. The members affected by the restriction may purchase a ticket in the available seats in the same sector or in another sector, identified and communicated by Juventus;
 - the JOFC Shareholder holder of a Season Ticket may waive the right of first refusal in favour of another JOFC Shareholder registered in the same Juventus Official Fan Club to which they belong, without prejudice to compliance with the age requirements for the U14 JOFC and U28 JOFC season tickets.

5.3.3 – TICKET ALLOCATION CRITERIA

Always keeping in mind the basic principles referred to in article 5.3.1 above, the general criteria applied for the allocation to each Juventus Official Fan Club of the tickets available for purchase on behalf of their JOFC Members in Mediated Sales and in the sale of tickets for away matches in the European Cups are as follows: (assessed as a whole):

- total number of JOFC Members;

- taking into account the geographical location of the Juventus Official Fan Club, the frequency of participation of the Juventus Official Fan Club in matches played both at the Allianz Stadium and away, only in relation to the tickets purchased from Juventus;
- the participation of the Juventus Official Fan Club in events and official initiatives organised by Juventus both directly and through its regional liaison officers;
- difference between tickets allocated to the Juventus Official Fan Club through Mediated Sales and tickets purchased for matches played both at the Allianz Stadium;
- difference between tickets available for sale and tickets actually purchased in away matches in European Cups;
- any failure on the part of the Members to collect the tickets in their name for any away matches played in each competition (national and international).
- the duration of continuous membership, that is to say without any interruption, of the Juventus Official Fan Club in the Project (including the previous "Juventus Club Doc" project);
- the correct compilation and compliance with the timetable for the request for tickets, in accordance with the procedure outlined in the JOFC Portal;
- .

5.3.4 – SPECIAL INITIATIVES ORGANISED BY THE JUVENTUS OFFICIAL FAN CLUBS

Requests for a specific number of tickets by the Juventus Official Fan Club, exclusively for the benefit of JOFC Members, may be taken into consideration in order to enable special initiatives to be organised by the Juventus Official Fan Clubs or participation in special events such as "Tutti in ritiro" (Every one at Training Camp!).

5.3.5 – SEASON TICKETS PURCHASED BY MEMBERS THROUGH THE JUVENTUS OFFICIAL FAN CLUB

- The chairpersons of the associations that do not intend/have not signed up for the Project for the 2024-25 season, within the terms according to the procedures outlined in article 4, must undertake to notify their Members holding 2023-24 season tickets in good time so that they may renew their season tickets in a different way, inviting them to contact Juventus for further details in this regard.
- If payment by bank transfer has been selected as the method for purchasing season tickets through the JOFC Portal, Juventus reserves the right to cancel the season tickets already issued if the respective payment has not been received by 15 July 2024. Juventus shall email to the Juventus Official Fan Club the list of cancelled season tickets. If the payment is received after that date, Juventus shall refund the amounts received for cancelled season tickets. The Juventus Official Fan Club shall be the sole and exclusive party responsible to the Member for the aforementioned cancellation and shall hold Juventus harmless and indemnified from any liability and/or claim of any kind by the Member for the loss of the season ticket.

5.3.6 – PRINTING OF THE SEAT NUMBER OF THE SEASON TICKET, RESALE OF UNUSED SEASON TICKET DURING THE SEASON AND METHODS FOR ISSUING TICKETS.

- a) Season tickets are issued only in digital form and uploaded onto the relevant digital support represented by the Juventus Card of the Member who purchased a Season Ticket; possession of the card is, therefore, mandatory also for new Season Ticket holding Members.
- b) For the JOFC Member who holds a Full JOFC or Star JOFC Season Ticket, in addition to the option of putting the seat for the individual home game up for sale through Juventus, it is possible to put their seat up for sale for JOFC Members registered with the Juventus Official Fan Club to which they belong through the "My Season Pass" transfer system by selecting the "CEDI A JOFC" option. In this case, the Juventus Official Fan Club may communicate to Juventus the details of the JOFC Member for the sale of the seat first transferred – within a certain deadline – by the individual JOFC Member holder of the Full or Star JOFC Season Ticket. The sale price of the ticket shall be the one applicable for the relevant category shown in the price table for the r e s p e c t i v e match (e.g. full, junior, disabled).
- c) Procedure for issuing tickets for the 2024/2025 season: the tickets for home matches played at Allianz Stadium purchased by a JOFC Member through the Juventus Official Fan Club to which he/she belongs shall be issued (i) in digital format on the Juventus Card of the requesting Member if the latter is in possession of a Juventus Card; the paper ticket (mandatory but not valid for access for tax reasons) shall be emailed to the address of the Member shown in the Official Fan Club membership form and may also be printed by accessing the website <https://tickets.juventus.com/it/> (ii) in "HOME TICKETING" mode by emailing the e-ticket to the address shown in the Official Fan Club membership form if the JOFC Member does not hold a Juventus Card. The e-ticket issued in this way is always accessible and can be downloaded at any time by accessing the website <https://tickets.juventus.com/it/>. The e-ticket must be printed with an inkjet or laser printer in A4 format. In case the ticket is not received (either through email or on the Juventus Card), the Juventus Official Fan Club must contact Juventus no later than 48 hours prior to the start of the match.

In case of matches played in venues other than the Allianz Stadium, Juventus reserves the right to communicate to the Juventus Official Fan Club the relative issue procedures, and possible delivery, of the purchased tickets.

5.4 – OFFICIAL EVENTS AND MEETINGS WITH JUVENTUS OFFICIAL FAN CLUBS

Within the Project, Juventus reserves the right to organise events and meetings of various kinds that, by overcoming the fragmented nature of individual Juventus Official Fan Clubs' initiatives, aim to create significant meeting opportunities between Juventus and JOFC Members.

These events may concern (non-exhaustive list included for explanatory purposes only):

- Regional meetings of the Juventus Official Fan Clubs with possible participation of Juventus Football Club S.p.A. representatives. In order to participate in these events, at least one delegate from each Juventus Official Fan Club must attend the meetings organised, before such events, by the regional liaison officers;
- Walk About: guided tour of the Allianz Stadium in the pre-match period of the Serie A Championship and Coppa Italia home matches, based upon availability as communicated by Juventus. This activity is dedicated to JOFC Under 6 Members, Under 14 Members or who are also holders of a Juventus Membership, as well as to JOFC Members who have purchased the EU tariff Plus Member package or the Non-EU Member package.
- Tutti in ritiro! (Everyone at training camp): Juventus registered players, on the day before certain home matches of the Serie A Championship, will meet a delegation of JOFC Members (at Juventus' discretion) in a private space of the J Hotel, on a first-come first-served basis. This activity is dedicated to JOFC Under 6 Members, Under 14 Members or who are also holders of a Juventus Membership, as well as to JOFC Members who have purchased the EU tariff Plus Member package or the Non-EU Member package
- Booking for groups of at least 25 members intending to visit the Juventus Stadium and the Juventus Museum and/or participate in the Juventus Matchday Tour;
- Open Training Sessions: opportunity to attend training sessions for the First Male Team at the Continassa Juventus Training Centre (bookings on a first-come, first-served basis), only on the days when the facility is open to the public, as established by Juventus. Access to the training event can only be booked by JOFC Under 6 Members, Under 14 Members or who are also holders of a Juventus Membership, as well as by JOFC Members who have purchased the EU tariff Plus Member package or the Non-EU Member package.

ARTICLE 6 – OBLIGATIONS OF THE JUVENTUS OFFICIAL FAN CLUBS

6.1 A Juventus Official Fan Club that joins the Project must comply unconditionally with the laws, rules, provisions, regulations and decisions adopted by national institutions, by organisations regulating the world of football and by Juventus, and specifically with applicable legislation.

6.2 The Juventus Official Fan Club undertakes to promote among its Members the affiliation stipulated with this Framework Agreement through its internal communication tools and with the most effective methods, agreed if possible with Juventus.

6.3 Participation in the Project involves the commitment by the fan to act within the limits of fairness and the repudiation of all forms of violence, racism and discrimination of any kind, ideological propaganda prohibited by law and incitement and/or instigation to hatred and violence. Juventus reserves the right, upon the request of police authorities and at any time during the football season, to request – in compliance with article 6 of Italian Law No. 401 of 13 December 1989 on formal cease and desist orders or orders prohibiting stadium attendance – a statement certifying that no Member of the relevant Juventus Official Fan Club has been subject to such orders. If a Member becomes subject during the current season to a restriction procedure (DASPO), said Member must be immediately expelled by the Juventus Official Fan Club, and the expulsion reported to Juventus under penalty of suspension of the Juventus Official Fan Club from all the services referred to in this Framework Agreement.

6.4 The Juventus Official Fan Clubs must store at their registered office all the application forms, duly filled and signed by the respective JOFC Members, in order to produce them in case of inspections, disputes or other procedures involving public institutions, supervisory bodies and legal authorities. Juventus may require these documents to be produced at any time.

6.5 The Chairperson of the Juventus Official Fan Club must ensure that all the data relative to its Members, which is shared with Juventus through loading of the same to the reserved area of the Juventus Official Fan Club Portal, are correct and perfectly reflect the information reported in the application forms and undertakes to verify the identity and data of Members by asking them to show their ID documents. The legal responsibility for the truthfulness of all the data uploaded to the Juventus Official Fan Club Portal remains with the Chairperson of the relative Juventus Official Fan Club. Once the JOFC Member Package has been activated, the Juventus Official Fan Club may not change the type of JOFC Membership Pack

purchased by the JOFC Member, nor may it change the JOFC Member details entered in the reserved area. Changes to the data may only be made by Juventus at the express written request of the Juventus Official Fan Club.

6.6 The Chairperson and the contact person of each Juventus Official Fan Club must communicate to its Members:

- (I) information on the purposes and methods of processing of the personal data collected through the compulsory compilation of the application form (downloadable from the reserved area of the Juventus Official Fan Club and which must exclusively be archived at the office of the relevant Juventus Official Fan Club), attached to the same application form;
- (II) the general membership conditions of the individual Member in the Project, as well as
- (III) all the news and important notices published by Juventus in the JOFC Portal (e.g. dates for the booking of services with relative deadlines, etc.) with binding legal status.

ARTICLE 7 – RELATIONSHIPS AMONG JUVENTUS OFFICIAL FAN CLUBS and RELATIONSHIPS WITH THE PRESS

7.1 To coordinate the activities and relationships between the Juventus Official Fan Club throughout the country, Juventus may identify, each year, regional liaison officers who will collaborate voluntarily and free of charge. The regional liaison officer is a Member (not necessarily the Chairperson of the Club) identified in conformity with the assessments entrusted exclusively to Juventus's managers and does not have power of representation in relation to Juventus. The liaison officer contributes to promoting, on the basis of their knowledge of the region and/or the specific geographical area where they usually reside, collaboration and cooperation between all Juventus Official Fan Club in all aspects of club life. Juventus identifies a maximum of two liaison officers for every Italian Region. The liaison officer may be removed from the office any time at Juventus' exclusive discretion.

7.2 Without prejudice to freedom of opinion and free expression of thought, for the sole purpose of avoiding misunderstandings or communicating incorrect and/or unverified information about Juventus, the Juventus Official Fan Club managers (all the members of the Club's Board) and the regional liaison officers, in the exercise of their functions, may only grant interviews to national and/or local news organisations (both press and Web and TV) on their relationship with Juventus after discussing it with Juventus and written approval by the latter of the content of such interviews or official statements. The head of the JOFC Association and/or the regional liaison officer who are interested in granting an interview must request written approval from Juventus by sending a request to the dedicated email address. A similar commitment will be undertaken directly by those responsible at the time of designation.

The Juventus Official Fan Club managers (all the members of the Club's Board) and the regional liaison officers also undertake to use their own social networks exclusively in accordance with the principles indicated in article 2. Specifically:

- social media must be used in accordance with the rules of common sense;
- offensive opinions on Juventus and its representatives, managers and members, public and/or private institutions and third parties in general must not be publicised since in that case, they could amount to a breach of the obligations of good faith and decency;
- no confidential information or materials owned by Juventus (videos, photos, internal documents or others) may be published.

ARTICLE 8 – NON-COMPETITION AGREEMENT

For the obvious reasons of protecting exclusive intellectual property, Juventus Official Fan Club must undertake not to engage in activities in competition with those of Juventus, in particular the Juventus Official Fan Club is prohibited from marketing merchandising products that are not official or authorised by Juventus, nor may it be market tickets and/or season tickets directly or indirectly other than as specified in this Framework Agreement (for example: it will not be able to offer for sale or market tickets and/or season tickets to persons who are not its JOFC Members, nor may it offer for sale or market tickets and/or season tickets other than the tickets and/or season tickets made available by Juventus on the JOFC Portal). Breach of this obligation shall constitute grounds for express termination of the Framework Agreement due to the fact and fault of the Juventus Official Fan Club.

ARTICLE 9 – USE OF THE JUVENTUS OFFICIAL FAN CLUB TRADEMARK

9.1 The JOFC Associations are authorised exclusively to use the distinctive Juventus elements included in the official personalised graphics pack that will be provided by Juventus, comprising a logo like the example in Annex 1A and the images to be used in their own social networks (Annex 1B). The provision of the above mentioned official graphics pack does not entail in any case the assignment or licence of rights to the Juventus trademarks, since the right of use can be exercised only in accordance with Juventus' provisions. For any use other than as indicated in the guidelines provided with the official graphics pack, explicit prior written authorisation must be provided by Juventus to the Juventus Official Fan Club.

9.2 Use by the relevant Juventus Official Fan Club of the Juventus trademark and all its intellectual property without the written authorisation of Juventus shall be grounds for express termination of the Framework Agreement due to the actions and the fault of the Juventus Official Fan Club.

Specifically, the following are forbidden:

- (i) the manufacture, marketing, transfer and advertising of materials, products and items of clothing bearing complex trademarks made up of a combination of distinctive marks of Juventus and the Juventus Official Fan Club;
- (ii) the registration of trademarks and/or domain names containing the terms "Juve", "Juventus", "Juventus Official Fan Club" and any other signs similar to Juventus' trademarks;
- (iii) the registration, management or promotion on any social network of accounts bearing the name, signs and trademarks of Juventus, with the exception of what is provided in the official graphics pack.

9.3 Breach of the aforementioned prohibitions referred to in articles 9.1 and 9.2, as well any other unauthorised, altered, personalised use of the intellectual property of Juventus, including the Juventus trademark as well as the logo of the Juventus Official Fan Club shall be grounds for express termination of the authorisation to use the distinctive elements of Juventus included in the official graphics pack. The aforementioned breaches, in addition to being the reason for withdrawing the authorisation to use the Juventus Official Fan Club graphics pack, constitute a serious infringement (with the consequences detailed in articles 10 and 15) and shall be punishable by law as counterfeiting.

ARTICLE 10 – BREACHES AND PENALTIES

In cases where the Juventus Official Fan Club or its Members have been found liable for particularly serious behaviour towards public and/or private institutions, Juventus and its representatives, employees and/or members, other Juventus Official Fan Clubs and/or towards the Members of the Juventus Official Fan Club or who have in any case carried out acts or facts in violation of this Framework Agreement and the applicable regulations, Juventus reserves the right to suspend the Juventus Official Fan Club at any time and/or terminate the Framework Agreement. The suspension of the Juventus Official Fan Club and/or the termination of the Framework Agreement entails the suspension and/or interruption of services to JOFC Members due to the fact and fault of the Juventus Official Fan Club, which undertakes to keep Juventus and its legal representatives, managers and/or employees, indemnified and hold them harmless from any action, claim, costs, damages, legal and non-legal expenses, liability of any kind or nature connected or consequent directly or indirectly to the aforementioned interruption and/or suspension of services.

Any temporary suspension of a Juventus Official Fan Club and/or termination of the Framework Agreement shall be communicated to the Juventus Official Fan Club in question and to the relevant regional liaison officer via email or certified email, to the address shown in the CLUB CARD available on the JOFC portal. The aforementioned suspension end/or termination of services shall not entitle the Juventus Official Fan Club and/or their respective Members to any type of compensation and/or reimbursement of the price paid for the purchase of JOFC Member Packs.

JOFC Members who are not liable for the aforementioned violations shall exceptionally be given the opportunity to change Juventus Official Fan Club within 10 (ten) days from the notice sent to them by Juventus, unless otherwise agreed in writing by Juventus.

ARTICLE 11 – LIABILITY AND INDEMNITY

11.1 The Juventus Official Fan Club declares and guarantees that it carries out its activities in compliance with all laws and regulations issued by the competent state, regional and/or sports authorities, including the distribution of admission tickets to the public as well as any other provision in matters of public safety and the fight against and prevention of illegal and violence during sporting events.

11.2 All charges, expenses and/or costs relating to the creation, organisation and management of the services offered to its Members remain the sole liability and responsibility of the Juventus Official Fan Club.

11.3 Also with reference to the provisions of paragraphs 1 and 2 of this article, the Juventus Official Fan Club shall be solely responsible for the organisation and performance of the services provided to its Members and shall hold Juventus (and its legal representatives, managers and employees) harmless and indemnified, at its first request, from any claim, dispute, action and/or liability of any kind that may be brought against Juventus and from any direct or indirect damage, prejudice or loss that is related: (i) to the failure by the Juventus Official Fan Club, including its employees and/or collaborators, to fulfil the obligations set forth in this Framework Agreement and/or (ii) facts or acts attributable to the Juventus Official Fan Club and/or to its employees and/or business associates, also by way of negligence, in the performance of the activities referred to in this Framework Agreement (iii) to any act and/or omission towards the Members

in the performance of the activities not authorised by Juventus and/or that do not fall within the scope of this Framework Agreement.

ARTICLE 12 – PROCESSING OF PERSONAL DATA

12.1 The personal data communicated with the application to join the Project shall be processed by Juventus for the purposes and in the manner specified in the information Annexed to this Framework Agreement (Annex 5 – Information on the Processing of Personal Data). The Parties also acknowledge that Juventus, limited to the personal data Juventus will process in relation to the services offered to JOFC Members under the Project, being independent with regard to the definition of the purposes of the processing (as explained in the JOFC Membership application form) and the methods of processing and the instruments used, including the safety profile – assumes the role of “Data Controller” pursuant to article 4, paragraph 7 of the General Data Protection Regulation No. 679 of 2016 (hereinafter “Regulation (EU) 2016/679”).

12.2 The Juventus Official Fan Club declares that it has been notified by Juventus that the provision of the services pursuant to this Framework Agreement will involve the processing of personal data on behalf of Juventus.

The processing of personal data carried out by the Juventus Official Fan Club on behalf of Juventus and their mutual relationships are regulated by a specific contract, whose contents are defined in compliance with article 28 of Regulation (EU) 2016/679 (“Data Processing Agreement”), which is attached and which constitutes an integral part of this Agreement. The Data Processing Agreement regulates, pursuant to article 28 of Regulation (EU) 2016/679, the nature and purpose of the processing, the subject and duration of the processing, the type of personal data and the categories of data subjects, the obligations of the Data Processor and the rights and obligations of the Data Controller.

If the Juventus Official Fan Club is based in countries outside the EEA, in the absence of an adequacy decision pursuant to article 45, paragraph 3, of Regulation (EU) 2016/679, the Juventus Official Fan Club must sign the standard contractual clauses adopted by the Commission in accordance with article 46, paragraph 2, of Regulation (EU) 2016/679 available at the following link: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=it&uri=CELEX:32021D0914.

12.3 As regards the services related to this Framework Agreement, the Juventus Official Fan Club undertakes to: (i) comply with the law and the applicable principles relating to the protection of personal data pursuant to Regulation (EU) 2016/679, the instructions issued by Juventus under the Data Processing Agreement and any other related provision, which the Juventus Official Fan Club declares to be well aware of; and (ii) ensure full compliance with the procedures for the processing of personal data and for collection of online consents in line with the provisions of the Data Processing Agreement. (Annex 6). In this sense, the Juventus Official Fan Club guarantees that any Juventus Official Fan Club Members’ data shared by the Juventus Official Fan Club with Juventus and uploaded to the JOFC Portal has been obtained by the Juventus Official Fan Club and shared with Juventus in full compliance with the current regulations for the protection of personal data. The Juventus Official Fan Club user grants the widest indemnification with regard to any objection, claim, request for compensation of any damage arising from the processing, etc. which may be received by Juventus from any data subject due to communication of the Members’ data indicated by the Juventus Official Fan Club in breach of the applicable provisions on personal data protection.

ARTICLE 13 – DURATION OF THE AGREEMENT

The Framework Agreement shall be valid for one season, taking effect from the date of receipt of Juventus’ authorisation and with expiry on 30 June 2025. Automatic renewal of the agreement shall be excluded.

Members who join the Project and purchase the JOFC Membership Packs are fully entitled to all the services and benefits of the Juventus Official Fan Club until 30 June 2025.

ARTICLE 14 – CODE OF ETHICS AND LEGISLATIVE DECREE 231/2001

14.1 The Juventus Official Fan Club states that it is aware of and acknowledges the provisions set out in the Italian Legislative Decree No. 231 of 8 June 2001 (the “Decree”) and undertakes to ensure that its behaviour, finalised at the implementation of this contract, complies with the Decree’s principles of transparency and propriety, as well as stating that it has never been responsible for one of the offences referred to in the same Decree.

14.2 The Juventus Official Fan Club further states that it acknowledges that Juventus has adopted an Organisation, Management and Control Model as required by the aforementioned Decree (the “Model”) as well as a Code of Ethics, which sets out its corporate ethical principles (the “Code of Ethics” which may be viewed on the website www.juventus.com) and undertakes on behalf of itself, and in accordance with article 1381 of the Italian Civil Code, on behalf of its consultants, business associates, employees, suppliers and business partners to comply with the ethical and behaviour principles that Juventus sets out in its Code of Ethics, which it states it has reviewed.

14.3 Failure by a Juventus Official Fan Club to comply with the provisions and/or principles set out in the Decree and/or in the Code of Ethics shall be deemed a serious breach of the obligations contained in this Agreement and shall be grounds for Juventus to terminate said Club with immediate effect, pursuant to article 1456 of the Italian Civil Code, without prejudice to its right to compensation for damages.

ARTICLE 15 - TERMINATION OF THE FRAMEWORK AGREEMENT

15.1 In the event of non-fulfilment by the Juventus Official Fan Club of the obligations and conditions set forth in Articles 5.2.1 (payment of fees), 6 (commitments of the Juventus Official Fan Club), 8 (non-competition agreement), 9 (use of signs) badges), 14 (Code of Ethics) of this Framework Agreement, Juventus shall be entitled to terminate the Framework Agreement with immediate effect pursuant to article 1456 of the Italian Civil Code, subject to compensation for damages or any other legal remedy, by means of a communication to be sent by registered letter or by certified email to the address shown in the CLUB FILE on the JOFC portal.

15.2 In all other cases involving non-compliance by a Juventus Official Fan Club, Juventus shall have the option to order the Juventus Official Fan Club to comply by sending a communication, by registered letter with acknowledgement of receipt, setting a deadline of no less than 15 (fifteen) days, expressly indicating that the failure to rectify the breach by the set deadline shall be grounds for legal termination of the Framework Agreement. Should the Juventus Official Fan Club not rectify the breach by the given deadline, the Framework Agreement shall be considered legally terminated at the expiry of the notice period without need for any further communication.

ARTICLE 16 – COMMUNICATIONS

16.1 With the exception of the cases expressly referred to, or established by the law, the communications between Juventus and the Juventus Official Fan Club relating to this Framework Agreement can be made by email, if the use of a registered letter with acknowledgement of receipt is not expressly required, to the addresses shown below:

- For Juventus: jofc@juventus.com
- For Juventus Official Fan Club: at the email address indicated in the JOFC portal.

16.2 Both parties may at any time change their email address for the purposes of this article, provided that the party gives prompt notification to the other party in respect of the forms established by the previous paragraph.

ARTICLE 17 – CONCLUSIONS AND REFERENCES

The decisions, provisions and regulations issued by Juventus also subsequently to this document and in any case published on www.juventus.com, Juventus Official Fan Club section and/or through communications sent by Juventus to the Juventus Official Fan Club through newsletters, communications on the website reserved area and/or regional liaison officers shall apply for anything not expressly included in this Framework Agreement. In any case all Juventus Official Fan Clubs subscribing to the Project must always operate in a non-political and non-sectarian manner, on a non-profit basis, in compliance with the regulations governing civil coexistence (education, fairness, honesty and mutual cooperation) and in accordance with Italian laws.

ARTICLE 18 APPLICABLE LAW and JURISDICTION

This Framework Agreement shall be governed by Italian law.

Any dispute relative to the validity, effectiveness, interpretation and execution of these regulations shall be referred to the exclusive jurisdiction of the Court of Turin.

Read, approved and signed

PLACE AND DATE

THE CHAIRPERSON (legal representative) Juventus Official Fan Club

(legible signature MANDATORY) On/...../2024

THE BOARD MEMBER

(legible signature MANDATORY) On / / 2024

THE BOARD MEMBER

(legible signature MANDATORY) On / / 2024

THE BOARD MEMBER

(legible signature) On / / 2024

THE BOARD MEMBER

(legible signature) On / / 2024

Pursuant to and for the purposes of Articles 1341 and 1342 of the Italian Civil Code the following Articles are specifically approved: article 4.3 (Territorial areas), article 4.6.1 (deadline for participation in the Project and indemnity in favour of Juventus), article 4.6.2 (Deadline for the purchase of JOFC Packs and prohibition on the purchase of multiple JOFC Membership Packs), article 4.7 (Reasons for refusing the membership application), 5.2.4 (limits on the marketing of the Juventus Cards), article 5.3 (Basic principles and limitations of the ticketing service, indemnity in favour of Juventus), article 8 (non-competition agreement), article 9 (use of the trademark), article 10 (infringement and sanctions), article 11 (Liability and indemnity), article 15 (Termination), 18 (Applicable law and Jurisdiction)

THE CHAIRPERSON (legal representative) Juventus Official Fan Club

(legible signature MANDATORY) On/...../2024

THE BOARD MEMBER

(legible signature MANDATORY) On / / 2024

THE BOARD MEMBER

(legible signature MANDATORY) On / / 2024

THE BOARD MEMBER

(legible signature) On / / 2024

THE BOARD MEMBER

(legible signature) On / / 2024

ANNEX NO. 1A: PERSONALISED LOGO OF JUVENTUS OFFICIAL FAN CLUB (EXAMPLE)



**JUVENTUS
OFFICIAL FAN CLUB
LOREM IPSUM**

ANNEX NO. 1B: PERSONALISED PROFILE IMAGE AND COVER



ANNEX NO. 2 – Juventus Code of Ethics: see link

<https://www.juventus.com/en/club/corporate-governance/>

ANNEX NO. 3 – Allianz Stadium Regulations: see link

<https://www.juventus.com/en/allianz-stadium/directions-access/rules-and-regulations>

ANNEX NO. 4 – Regulations relating to the transfer of tickets: see link

<https://www.juventus.com/en/allianz-stadium/directions-access/rules-and-regulations>

ANNEX NO. 5 – Information about the processing of personal data

Personal data information clause

Pursuant to article 13 of EU Regulation No. 2016/679 regarding the protection of personal data (“**General Data Protection Regulation**” or, in brief, “**Regulation**”), Juventus informs you that the data on the Data Subjects, transmitted within the context of this agreement, shall be processed in accordance with the Regulation and national legislation as well as any provisions issued by the Supervisory Authority (the Personal Data Protection Authority), where applicable.

The applicable legislation recognises only natural persons as data subjects. The present notice is therefore directed at parties who fall into this category, subject to the confidentiality requirements due to the nature of the data processed also for parties falling into other categories (legal persons, organisations and associations).

1. Purpose and legal basis for the processing

The processing of personal data is carried out by Juventus for the purposes related to the establishment, management and execution of the agreement, including, for example:

- (i) the fulfilment of legal and regulatory obligations (e.g. tax and accounting obligations);
- (ii) administrative contract management, including the handling of payments and invoices; the management of any disputes; internal supervision (security, service quality, asset integrity), management oversight and certification;
- (iii) use of the JOFC Portal is reserved for clubs affiliated to the Juventus Official Fan Club Project, including the execution of all preliminary activities for the affiliation process and every subsequent obligation arising from any online sales contracts and the inherent and attendant obligations thereof;

In order to process the personal data for the purposes referred to above it is not necessary to acquire the specific consent of the Data Subjects, given that the legal basis for processing is found in article 6, paragraph 1, letter b) of the Regulation.

2. Data storage

The data shall be stored in compliance with the applicable legislation for the protection of personal data for the entire time required to fulfil the purposes outlined above.

The data required to fulfil the civil and tax obligations shall be stored for the entire duration of the agreement and also after the termination of the contract, in compliance with said obligations (for example, the civil obligation to hold invoices and company documentation for at least 10 years as required by article 2220 of the Italian Civil Code).

3. Communication, dissemination and transfer of the data

Without prejudice to the communications carried out in order to fulfil legal and contractual obligations, the data may be communicated to collaborators and consultants (for example tax or legal advisers), to third parties that perform outsourcing activities on the Company's behalf (such as reliable outside subjects in the Company's trust to which the company assigns certain activities or parts thereof, that are required in order to supply the services that are the object of the agreement, or whose activities are connected, instrumental or support those of the company) whenever this is deemed necessary, to public entities or institutions where required, as well as subjects that are legally entitled to receive said information, Italian and foreign judicial authorities and other public authorities, for purposes connected to the fulfilment of legal obligations or to carry out obligations taken on and arising from the agreement, as well as for any trial defence purposes.

Within the context of the company's organisational structure, the data shall be processed by persons authorised to perform the processing who act under the authority of the data controller, duly instructed by the same data controller, mainly using electronic and manual systems in compliance with the principles applicable to the processing of personal data pursuant to article 5 of the Regulation.

In any case, personal data shall not be disclosed. The data shall not be transferred outside the European Union. However, if specific requirements connected to the location of the Company's servers entail the transfer of said data to countries located outside the European Union, even to countries that do not provide adequate protection, the data controller undertakes to guarantee the levels of protection and safekeeping even of a contractual nature that are appropriate according to applicable regulations, including the stipulation of standard contractual clauses (a copy of the commitments made by third parties within the context of said clauses may be requested from the Data Protection Officer indicated below). The list of countries located outside the European Union or the European Economic Space where the data is transferred is available on request from the Data Protection Officer.

4. Rights of data subjects

Data Subjects, in relation to the processing of the data described herein, may exercise the rights envisaged by the Regulation (articles 15-21), including the right to:

- Receive confirmation of the existence of their personal data and access its content (right of access);
- Update, amend and/or correct their personal data (right of rectification);
- Ask for the deletion or limitation of the processing of any data processed in violation of the law including data that need not be stored for the purposes for which the data has been collected or otherwise processed (right to be forgotten and right to limitation);
- Oppose the processing (right of opposition);
- Lodge a complaint with the Supervisory Authority in the event of a violation of the regulations governing protection of personal data;
- Receive a copy of the data that concerns them in electronic format and ask that said data be transmitted to another processing controller (right to data portability).

The Data Subjects may forward any claims related to the exercise of their rights to the following e-mail address: **privacy@juventus.com**.

5. Identity and contact data of the Data Controller and contract data of the Data Processor (Data Protection Officer)

The person responsible for the processing of personal data is Juventus Football Club S.p.A., with legal headquarters in Via Druento 175 – 10151 in Turin, Italy in the person of the temporary legal representative.

A Data Protection Officer has been designated, who can be contacted at the following email address: privacy@juventus.com.

ANNEX NO. 6 – Personal Data Processing Agreement

Personal data processing agreement

Data Controller – Data Processor

Pursuant to article 28 of Regulation (EU) 2016/679

BETWEEN

Juventus F.C. S.p.A., with registered office in Turin, at Via Druento 175 – Tax Code and VAT No. 00470470014 (hereinafter “**Data Controller**”),

AND

The Juventus Official Fan Club [.....] with offices in Via [.....], VAT NO/TAX CODE [.....], in the person of the Chairperson of the Juventus Official Fan Club (hereinafter the “**Data Processor**”),

(the Data Controller and the Data Processor, together, the “**Parties**”)

WHEREAS

- a) today the Parties have signed an agreement relating to the accreditation of the Juventus Official Fan Club to the Juventus Official Fan Club project (hereinafter “**Framework Agreement**”);
- b) in execution of the Framework Agreement, the Data Processor carries out processing transactions on the following categories of personal data (hereinafter “**Personal Data**”) owned by the Data Controller and in compliance with the instructions contained therein;
- c) the Parties intend to settle their mutual relationship in relation to the activities for the processing of Personal Data carried out by the Data Processor on behalf of the Data Controller in compliance with the Regulation (EU) 2016/679 (“**General regulation for the protection of data**” or, in brief “**Regulation**”) and specifically in compliance with article 28 of the Regulation, which establishes that when the processing must be carried out on behalf of a data controller, the processing by the data processor is governed by an agreement that is binding for the data processor with respect to the data controller and which defines the object and duration of the processing, its nature and its purpose, the type of personal data and the categories of data subjects processed, the obligations and the rights of the data controller;
- d) the Data Processor declares and guarantees to have the technical knowledge and competence in relation to the purposes and procedures of the processing transactions, the security measures to be adopted to guarantee the confidentiality, completeness and integrity of the data processed, as well as the applicable regulations relating to the protection of personal data;
- e) on the basis of the references and competences confirmed by the Data Processor in terms of ownership, resources, equipment and experience in the management of services similar to those of the service Agreement as well as the contractual obligations undertaken by the Data Processor in terms of compliance with the applicable regulations in terms of protection of personal data, the Data Controller carries out a positive assessment of the suitability and qualification of the Data Processor to meet, also in terms of the security of the processing, the requirements of the applicable regulations;
- f) the Data Controller therefore intends to designate the Juventus Official Fan Club [.....] as Data Processor as well as govern the processing operations carried out by the Data Processor on behalf of the Data Controller pursuant to the Framework Agreement, in compliance with article 28 of the Regulation;

In view of the above, taking into account the mutual promises and the agreements entered, the Parties agree the following.

1. PREAMBLE

The preamble constitutes an integral and essential part of this Agreement.

2. PURPOSE

- 2.1. Under this Agreement (“**Data Processing Agreement**”), in compliance with article 28 of the Regulation, the Parties regulate the processing of personal data carried out by the Data Processor on behalf of the Data Controller pursuant to the Framework Agreement.
- 2.2. By signing this Data Processing Agreement, in compliance with article 28 of the Regulation, the Data Controller designates the Juventus Official Fan Club [.....], which accepts, as Data Processor in relation to the processing operations on the Personal Data arising from the Framework Agreement.

3. NATURE AND PURPOSE OF THE DATA PROCESSING

- 3.1. The Data Processor processes the Data Controller’s Personal Data solely for the purposes related to the execution of the Framework Agreement for which the appointment as Data Processor constitutes an annex, that is to say the processing aims to achieve the following purposes:
 - register Members to the Juventus Official Fan Club project and provide relative services;
 - provide ticketing services;
 - sell Juventus Cards;
 - collect optional consent to the processing of data.

4. PERSONAL DATA SUBJECT TO PROCESSING

- 4.1. The personal data subject to processing are:
 - general personal information: personal data provided for the purposes of membership of the project (name, surname, place/country and date of birth, email and telephone number, residency);
 - copy of the identity document for the verification of the identity of the person and for the purchase of tickets and/or season tickets and those necessary for the issue of the Juventus Card;
 - information on Juventus products/services purchased (season tickets, membership, Juventus Card);
 - marketing consents and waivers for use of images.

5. CATEGORIES OF DATA SUBJECTS

The personal data subject to processing refer to the Juventus Official Fan Club Members (including minors) identified as consumers.

6. OBLIGATIONS OF THE DATA PROCESSOR

- 6.1. For the purposes of the correct processing of Personal Data, the Data Processor undertakes to:
 - a) carry out any Personal Data processing operation in compliance with the applicable regulations relating to the protection of personal data, including the principles referred to in Chapter II of the Regulation (Articles 5-11);
 - b) carry out the processing of Personal Data in the implementation of this Framework Agreement and for the purposes relative to the provision of the services therein referred to, for the time period strictly necessary for the performance of the above-mentioned purposes as well as the purposes strictly related and instrumental to the management of technical issues associated therewith;
 - c) ensure full compliance with the obligations imposed by the Regulation directly on the Data Processor, including, for example, the obligation to maintain a register of the operations carried out on behalf of the Data Controller pursuant to article 30, paragraph 2 of the Regulation and, where required, the requirement to appoint a Data Protection Officer pursuant to article 37, paragraph 1 of the Regulation;
 - d) in compliance with article 32 of the Regulation, implement technical and organisational measures to guarantee an adequate level of security for the processing operations carried out on behalf of the Data Controller, as well as cooperate with the latter by providing the latter with the information and documentation required by the latter in order to assess and check from time to time that the Data Processor has adopted technical and administrative measures;
 - e) in the performance of the data processing operations on behalf of the Data Controller, follow the provisions and instructions included in this Data Processing Agreement;
 - f) in relation to the collection of Personal Data from data subjects, where required, the Data Processor ensures this is done in compliance with the specific procedures agreed with the Data Controller in order to guarantee that the collection of Personal Data and their subsequent processing comply with the law (e.g. privacy policy and requests

of consent for the processing of data provided by the Data Controller; tracing and archiving of consent given by data subjects);

- g) with the exclusion of cases strictly necessary for the provision of Services, not to disclose or share Personal Data with third parties without the previous written consent of the Data Controller and to adopt the organisational and technical measures necessary to ensure the maximum confidentiality of the Personal Data acquired and used in the performance of the activities object of this designation;
- h) not transfer the Personal Data outside of the European Union, directly or indirectly (possibly through third party suppliers that have been authorised in writing by the Data Controller) without the previous written consent of the Data Controller and in compliance with the general principles and conditions applicable to the transfer required by Chapter V of the Regulation, notifying the Data Controller of the measures adopted in order to ensure an adequate level of protection for the transferred data and the rights of the data subjects (for example, adequacy decisions, type of clauses, binding regulations on the Company, Code of Conduct, certification, etc.);
- i) guarantee that access to Personal Data by personnel takes place only based on the principle of need and that the processing operations related to the execution of the Framework Agreement are carried out only by authorised persons acting on the authority of the Data Processor on the basis of adequate instructions;
- j) adequately train authorised persons, tasked with the execution of the Framework Agreement, providing the latter with precise instructions and supervising their compliance with said Agreement. The updated list of personnel authorised to process Personal Data shall be made available to the Data Controller at the latter's request;
- k) guarantee that all physical persons (employees and/or collaborators) authorised to process personal data for the above stated purposes are committed to confidentiality or have a legal obligation to confidentiality;
- l) regularly adopt, update and assess all the technical and organisational measures necessary to guarantee an adequate level of risk, in compliance with the provisions of article 32 of the Regulation, as well as the further measures provided for by article 10 of this Data Processing Agreement;
- m) designate, where applicable, the Union Representative pursuant to article 27 of the Regulation;
- n) cooperate with the Data Controller on the implementation of any further measure that becomes necessary in order to ensure compliance of the Personal Data processing with the applicable provisions;
- o) without undue delay and in any case no later than 24 hours from the time it has become aware of it, notify the Data Controller of any breach of personal data and cooperate with the Data Controller in relation to the analysis and assessments to carry out for the purposes of the notification to the supervisory authority pursuant to article 33 of the Regulation and of the communication to data subjects pursuant to article 34 of the Regulation, as well as for the preparation of the relative documentation, including the notification pursuant to article 35, paragraph 3;
- p) keep the Data Controller informed in writing, on written request from the latter, of details relative to compliance with the applicable provisions and this Data Processing Agreement;
- q) the Data Processor notifies, without delay, the Data Controller of any issue relevant for the purposes of this Data Processing Agreement, such as, for example:
 - Requests from the Authority;
 - Outcomes of inspections;
 - Request of access to data by public authorities.

7. REQUESTS FROM DATA SUBJECTS

- 7.1. In case the Data Processor receives requests for the exercise of data subjects' rights, it must promptly communicate this to the Data Controller in writing, enclosing a copy of the request.
- 7.2. In case the Data Controller receives requests for the exercise of rights of data subjects in relation to the processing carried out by the Data Processor pursuant to the data processing operations carried out in the execution of the Framework Agreement, the Data Processor undertakes to cooperate with the Data Controller with all means at its disposal, to satisfy the exercise of rights of the data subject.

8. OBLIGATIONS OF THE DATA CONTROLLER

- 8.1. In case further activities or specific measures become necessary for compliance with the provisions relating to the protection of data, or in case of changes to the Framework Agreement with impact on the processing of personal data, where necessary, the Data Controller shall provide the Data Processor with further instructions with regard to the purposes, methods and procedures for the use and processing of Personal Data, and shall agree with the Data Processor the most suitable technical and organisational measures.

9. ASSIGNMENT TO THIRD PARTIES (SUB-PROCESSORS)

- 9.1. The Data Processor is forbidden to use third parties (sub-processors) for the execution of the Services without the prior, specific or general, written authorisation from the Data Controller. In case of general written authorisation, the Data Processor shall notify the Data Controller of any anticipated changes relating to the addition or replacement of other data processors (sub-processors), thereby giving the Data Controller the opportunity to object to such changes.
- 9.2. In case of written consent from the Data Controller, the Data Processor undertakes to include in the agreement with the sub-processor guarantees and obligations similar to those included in this data processing agreement, making a list of sub-processors available to the Data Controller.
- 9.3. The Data Processor remains fully liable with respect to the Data Controller for the fulfilment of the obligations of the sub-processors.

10. DURATION

- 10.1. This Data Processing Agreement has the same duration and effectiveness as the Framework Agreement between the Parties and shall cease at the termination, for any reason, of the Framework Agreement.

11. TERMINATION

- 11.1. On termination of the Framework Agreement, the Data Processor must refrain from any Personal Data processing operations and return to the Data Controller all the Personal Data processed for the execution of the Framework Agreement the Data Processor holds (e.g. personal data, contract data, etc.) or, on request from the Data Controller, arrange for their destruction, while providing the Data Controller with a specific statement, with the exception of any archiving requirements to fulfil regulatory provisions, with confirmation being given to the Data Controller at the same time.
- 11.2. Subsequently to the termination of the Framework Agreement, the Data Processor shall observe the maximum confidentiality of the data and the information relative to the Data Controller it has become aware of in the performance of its obligations.

12. SECURITY MEASURES

- 12.1. With reference to Personal Data processing operations necessary for the execution of the Framework Agreement, the Data Processor represents and warrants that (i) it complies with any and every appropriate security measure to prevent the risks of destruction, loss, also accidental, of the Personal Data as well as unauthorised access or unlawful processing of the same as envisaged in the Framework Agreement and (ii) these measures also comply with the security measures necessary and in accordance with the principles of article 32 of the Regulation, as well as any other mandatory legal measure.
- 12.2. With reference to the Personal Data processing carried out by electronic means, including the management of database/s including the Personal Data of the Data Controller, the Data Processor undertakes to implement the following measures:
 - i. choose system administrators among subjects with experience, skills and reliability, able to ensure full compliance with the Italian provisions relating to the protection of personal data, including their security profile;
 - ii. appoint system administrators individually, analytically detailing the areas of operations each system administrator is allowed to carry out with their authentication credentials;
 - iii. keep an updated list of subjects appointed as system administrators and, on request, make this list available to the Data Controller and/or the competent authorities;
 - iv. adopt software/systems suitable to record access by system administrators; the above-mentioned recording of access logs must be complete, unalterable and allow integrity checks;
 - v. carry out periodical checks (at least once a year and in any case on the request of the Data Controller) relative to the compliance of the system administrators to the organisation, technical and security measures required by the Italian regulations in relation to the protection of personal data, ensuring a copy of the report is sent to the Data Controller.
- 12.3. The Processor undertakes to check on a regular basis the suitability of the measures adopted.

13. AUDITS

- 13.1. The Data Processor recognises and accepts that the Data Controller, pursuant to its obligations as Data Controller, may check the Personal Data processing operations carried out by the Data Processor, and also the security measures

implemented by the latter for the purposes of this Data Processing Agreement, also through specific audits to be agreed in advance, in accordance with mutual working requirements.

14. RESPONSIBILITY

- 14.1. The Data Processor undertakes to hold harmless and indemnify the Data Controller for any damage suffered by the latter due to the failure of the Data Processor (and/or its employees, collaborators, subcontractors if authorised and employed) to comply with the obligations arising from this Data Processing Agreement, as well as pursuant to the Regulation and Italian provisions.
- 14.2. If the Data Controller and the Data Processor are involved in the same processing operation and are, pursuant to article 82, paragraph 4 of the Regulation, responsible for any damages caused by the processing, the Data Controller and the Data Processor shall be jointly and severally responsible for the entire amount of the damages in order to ensure the effective compensation of the data subject.

15. EXPRESS TERMINATION CLAUSE

- 15.1. The Data Controller shall be entitled to terminate this Framework Agreement pursuant to article 1456 of the Italian Civil Code by sending a written notice to the Data Processor by certified email, or registered letter with acknowledgement of receipt, in case of breach of the provisions of this Data Processing Agreement. In any case, this shall be without prejudice to compensation for damages.

16. GRATUITOUSNESS

- 16.1. It shall be understood by the Parties that the designation of the Juventus Official Fan Club as Data Processor and the provisions of the Data Processing Agreement do not imply the Data Processor's right to any remuneration in addition to the fee agreed in the Data Processing Agreement, as account has already been taken of the activities that the Data Processor must carry out in relation to the processing of personal data in the determination of the fee specified in the Service Agreement.

17. NEGOTIATION

- 17.1. This Data Processing Agreement is the expression of the free negotiations undertaken by the Parties and therefore is not required to be signed separately, pursuant to article 1341 of the Italian Civil Code.

18. APPLICABLE LAW – JURISDICTION

- 18.1. This Data Processing Agreement is subject to Italian law.
- 18.2. The Turin Court shall have exclusive jurisdiction in any disputes arising in relation to this Data Processing Agreement.

Place and date _____

Data Processor

The Legal Representative