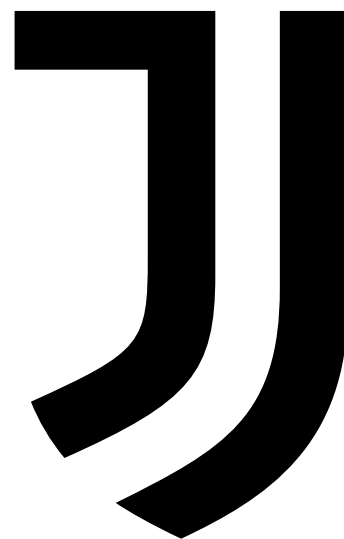


**PRIZE COMPETITION**

**REGULATIONS**

**"JOFC League 2024-2025"**



## Regulations for the prize competition called "JOFC League 2024-2025"

### SPONSOR

This prize competition (hereinafter "Competition") is sponsored by:

**Juventus Football Club S.p.A.** with registered and administrative office in Turin, Via Druento, 175 - Tax ID Code and VAT no. 00470470014 (hereinafter "Juventus" or "Sponsor").

### TYPE

Skill competition.

### DURATION OF THE COMPETITION

It will be possible to participate in the Competition from 5 August 2024 and up to 30 minutes before the kick-off of the last of the matches played by the Juventus men's first team (hereinafter, "Team") in the 2024-2025 season, be it in the national championship or the European competition in which it is participating (hereinafter, the "Promotional Period").

The awarding of the prizes promised, via ranking, shall be carried out:

- For the "First Leg Members Ranking" and the "First Leg JOFC Ranking" (hereinafter defined), by 9 January 2025
- For the "Second Leg Members Ranking", the "Second Leg JOFC Ranking" and the "Final Registered Members Ranking" and "Final JOFC Ranking" (hereinafter defined), by 5 June 2025 (as, if the Team is qualified for the final of the European competition, the last match would be played on 31 May 2025).

### PURPOSES OF THE COMPETITION

Whereas Juventus has drawn up a "Framework Agreement" (hereinafter the "Framework Agreement"), which may be signed up to by fan clubs that satisfy the requirements indicated in such Framework Agreement and named Juventus Official Fan Club (hereinafter, "JOFC") and which promotes, inter alia:

A. the respect of standards of civic education and sport ethics, in compliance with the laws of Italy and the moral

## JUVENTUS

- directives covering fan conduct, mutual respect, peaceful coexistence and the rejection of any form of violence;
- B. virtuous conduct that seeks to involve fans in the best manner and with regular interaction programmes;
  - C. the organisation of social initiatives deemed useful for the healthy and correct use of the leisure time of its members and aimed at sharing with fans, and all over the country, the key principles of sports culture as set out by the Olympic Charter, along with the core values of Juventus expressed in the company's Code of Ethics, inspired by principles of mutual respect, peaceful coexistence and the rejection of any form of violence and racism.

Now, therefore, the Competition is intended to increase the loyalty of the Juventus fans that are members of a JOFC (hereinafter the "JOFC Members") and registration on the website [Juventus.com](https://www.juventus.com) (hereinafter the "Website") if a JOFC Member is not yet registered.

## PARTICIPANTS

The Competition is reserved to parties who are at least 16 years of age at the time of participation, JOFC Members for at least one week prior to participation and registered on the Website (hereinafter the "Registered Members"). The JOFCs are also participants in the Competition as they will compete indirectly for certain prizes, with the methods pursuant to the following regulations, on the basis of the results of the participation of the Registered Members enrolled in them.

The definitions of JOFC Members and Registered Members maintain the same value in the singular and plural, in the masculine and in the feminine; for purely editorial reasons, in this regulation - for everything related to them - the masculine form is always used.

## GEOGRAPHICAL AREA AND APPLICABLE LAW

Whereas:

- a) participation in the Competition may only take place through a specific *landing page* accessible from the Website;
- b) Juventus, as Sponsor, is an enterprise resident in Italy;
- c) the collection and management of participations in the Competition are resident in Italy;

now, therefore, the Competition will take place entirely in Italy since both the collection of all participations, as well as all procedures for awarding the prizes (through a ranking) will take place in Italy.

Consequently, Italian law shall apply exclusively, irrespective of the country of residence or domicile of the Registered Members.

### PRIZES

The prizes set forth in the following tables shall be awarded on the basis of the rankings, processed in accordance with the procedures set out in this regulation and described below, thus defined:

- "First Leg Members Ranking"
- "First Leg JOFC Ranking"
- "Second Leg Members Ranking"
- "Second Leg JOFC Ranking"
- "Final Registered Members Ranking"
- "Final JOFC Ranking"

Please note that the reference to "Second Leg" is for the purposes of this Competition and, should the Team qualify for the final of another national or international competition, it may therefore not correspond to the Second Leg of the 2024-2025 Italian Serie A Football Championship.

First Leg Registered Member Ranking	
Position	Description of prize and value
1	Juventus Scarf, for a value of €23 (VAT included) In addition to this award, as a sign of appreciation for the result achieved and therefore not susceptible to economic evaluation, a digital certificate and a celebratory video will be awarded.

First Leg JOFC Ranking	
Position	Description of prize and value
1	24/25 Juventus Backpack, for a value of €45 (VAT included) In addition to this award, as a sign of appreciation for the result achieved and therefore not susceptible to economic evaluation, a digital certificate and a celebratory news on Juventus.com will be awarded.

Second Leg Registered Member Ranking	
Position	Description of prize and value
1	Juventus Scarf, for a value of €23 (VAT included) In addition to this award, as a sign of appreciation for the result achieved and therefore not susceptible to economic evaluation, a digital certificate and a celebratory video will be awarded.

Second Leg JOFC Ranking	
Position	Description of prize and value
1	24/25 Juventus Backpack, for a value of €45 (VAT included) In addition to this award, as a sign of appreciation for the result achieved and therefore not susceptible to economic evaluation, a digital certificate and a celebratory news on Juventus.com will be awarded.

Final Registered Member Ranking	
Position	Description of prize and value
1	Autographed 24/25 Juventus Home Match Jersey, for a value of €150 (VAT included)
2	Autographed 24/25 Juventus Ball, for a value of €23 (VAT included)
3	24/25 Juventus Backpack, for a value of €45 (VAT included)

Final JOFC Ranking	
Position	Description of prize and value
1	Admission with guided tour of the Allianz Stadium (Turin), in a math-day, for a group of 15 people, worth €675 (VAT included), i.e. €45 per admission, equal to the public fee for a guided tour of the Allianz Stadium. The date of the visit will be agreed at least 15 days in advance and the JOFC will have to provide the names of the members of the group. The prize consists exclusively of admission with a guided tour and does not include transfers to reach the stadium nor tickets for the match. Alternatively, if the JOFC group of 15 people - for reasons of distance, as the Competition is also open to JOFCs located abroad, or for any other organizational reason - does not intend to benefit from the prize, they can request the replacement with branded products Juventus of equal value.
2	Autographed 24/25 Juventus Home Match Jersey, for a value of €150 (VAT included)
3	Autographed 24/25 Juventus Ball, for a value of €23 (VAT included)

## JACKPOT

The jackpot of the Competition amounts to €1.202 (VAT included).

## HOW TO PARTICIPATE AND AWARDING OF PRIZES

During the Promotional Period, the Competition can be accessed on the Website by logging in (with the access credentials provided at the time of initial registration on the Website or by using a *Facebook login* or *Google Account* or *Apple ID* or *WeChat login*) to the *landing page*, found at the URL <https://mygameroom.juventus.com/contest/jofc-league/> (hereinafter, "Landing Page").

Regarding of how you *log in*, in both cases you must confirm your data in the registration section that can be accessed from the Landing Page.

Once the above-mentioned *login* procedure is completed, to verify the eligibility to take part in the Competition and the requirement of Registered Member, the following procedures will be implemented:

- 1) if the JOFC Member is the owner (holder) of a Juventus Card, he will be automatically associated with his alphanumeric JOFC code (e-card) consisting of 18 characters / digits (ie that of the registration in the JOFC to which he belongs, hereinafter the "JOFC Code").
- 2) If the Registered Member is not a Juventus Card holder, he will be asked to enter the JOFC Code in the appropriate online field.
- 3) Once associated, in the manner referred to in points 1) and 2) above, the JOFC Code to the potential participant:
  - a. if the JOFC Code is valid and the age is at least 16, the Registered Member requirement will be validated, and you can proceed with participation;
  - b. if the Code is valid but the age is under 16, the inability to participate in the Competition will be notified;
  - c. if the JOFC Code is not valid, the requirement to be a Registered Member will be clarified and that, if the registration to the JOFC took place in the current week, it will be possible to participate in the Competition from the following week (if the registration to a JOFC is was carried out recently and in particular in the week prior to the first participation in the Competition, the system will be able to recognize the Registered Member starting from the following week, as the archives will be updated every Monday by 11:59 am with the Codes JOFC relating to the registrations of the previous week).
  - d. if the JOFC Code is valid but the date of birth has not been provided (during registration on the Site), you will be asked to update the registration on the Site with this data; once this procedure is completed, if the age is at least 16 years old, the Registered Member requirement will be validated and you can

proceed with participation.

As regards participation, please note the following:

- 1) the name and surname provided at the time of registration on the Website must correspond to the true identity of the Registered Member, as paired with the relative JOFC Code;
- 2) each participant in the Competition will be responsible for the correctness of the e-mail address provided during registration on the Website (which in any event allows personal data to be updated, if not initially provided correctly), as it will be used for the official communication that a prize has been awarded;
- 3) the above-mentioned e-mail address must therefore refer to an operative e-mail box, owned by the Registered Member (namely that can be contacted and is able to receive new messages);
- 4) the data of participants will be processed - in compliance with EU Regulation 2016/679 of 27 April 2016 and Italian Legislative Decree no. 196 of 30 June 2003 (as supplemented and amended by Italian Legislative Decree no. 101 of 10 August 2018) - for the primary purposes relating to the management of the Competition and for the processing of the same by the Sponsor, insofar as with relation to legislative and contractual obligations, the interested parties do not have to give their consent;
- 5) any failure to approve further options or specific consents to processing for promotional and marketing purposes at the time of registration to the Website will not prevent participation in the Competition;
- 6) by participating in the Competition, the participant also acknowledges that any indication, at the time of registration on the Website, of data (including therein number e-mail address) of any third party other than the same, even if referring to a non-existent party, will lead to the forfeiture of any other right relating to participation in the Competition; furthermore, if the data provided by the same refer to an existing identifiable party other than the same, at the time of indicating said data, the participant holds the Sponsor harmless as regards any claim or request for damages whatsoever made by said third party, following the receipt of unsolicited notifications.

Once it is certified that the participant is a Registered Member, for each of the matches played by the Team (in the national Serie A football championship, another national cup or international competition), beginning 12 hours after the kick-off of the previous match and up to 30 minutes before the kick-off, a prediction will need to be provided

## JUVENTUS

relating to the following five questions, which are the same for all matches (hereinafter, the "Predictions"):

- **What will the final score of the match be?** (*The Prediction to be provided should be the specific predicted result, such as: 1-0*)
- **How many goals will be scored in total during the match?** (*The Prediction to be provided is the total number, therefore including both the goals of the Team and those of the opponent. The prediction can also be zero*)
- **Which Juventus player will score at least one goal during the match?** (*It is possible to select just one player or, alternatively, indicate none; in the second case, the response will be considered correct if the Team ends the match with zero goals*)
- **Which Juventus player will score the first goal during the match?** (*It is possible to select just one player or, alternatively, indicate none; in the second case, the response will be considered correct if the Team ends the match with zero goals, any own goals scored by the opponents are expressly understood as excluded*)
- **Who will enter the pitch first from the Juventus bench?** (*It will be possible to select just one player or, alternatively, indicate that there will be no substitutions; the answer will be considered correct even if the selected player enters the field, from the bench, simultaneously with another, following a multiple substitution at the same minute of play*)

As regards the dates and times of the respective matches (including cases of anticipation or postponement), reference is made to those established by the relative organising entities, on the basis of which it will be possible to send the five Predictions, for each match, starting from 12 hours prior to the match and up to 30 minutes before the kick-off.

For each match, the respective **Registered Member** will be assigned 1 point for each correct Prediction (hereinafter the "Score"), which will update the provisional ranking which in view of the recreational-competitive nature of this Competition, will be published on the Website for the top ten positions but will not constitute an official notification that any prize has been won.

No points will be assigned if the Prediction was incorrect or not provided.



## JUVENTUS

The sum of the total points obtained by each of the Registered Members during the entire Promotional Period will represent the valid score for the assignment of the prizes dedicated to them (hereinafter, "Registered Score") and will constitute the relative ranking (of hereinafter, "Registered Member Ranking").

For each match, the respective JOFC will be assigned the points based on the following criteria

- a. Firstly, the arithmetic mean thus calculated:

$$\frac{X}{Y}$$

Where X = sum of the Score obtained from the Registered Members belonging to the JOFC

and Y = Number of Members of the JOFC with a Score higher from zero (that is, that he helped to determine X)

- b. After calculating the arithmetic mean for each JOFC, a weighting factor (FP) will be added, defined according to the range of participating Members for each JOFC (the ranges have been defined by Team Juventus JOFC based on the average number of active Members per JOFC):

- 0-49 participating Members: FP = 1
- 50-99 participating Members: FP = 2
- 100-499 participating Members: FP = 3
- 500-999 participating Members: FP = 4
- 1000+ participating Members: FP = 5

- c. The value obtained from the arithmetic mean x the weighting factor, according to the following formula, will be the value useful for the ranking:

$$(X / Y) * FP$$

*Exclusively by way of example and not exhaustive:*

JOFC Alfa	JOFC Beta	JOFC Gamma
Total Score per Match: 250 Participants Registered Members (with Score > 0): 112 FP: 3	Total Score per Match: 700 Participants Registered Members (with Score > 0): 658 FP: 4	Total Score per Match: 600 Iscritti Registrati partecipanti (con punteggio > 0): 494 FP: 4

Weighted Score per Match: <b>6,70</b>	Weighted Score per Match: <b>4,25</b>	Weighted Score per Match: <b>4,86</b>
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The sum of the overall points obtained by each JOFC, from the start of the Promotional Period to Atalanta-Juventus (included), will represent the valid score for the assignment of the prizes dedicated to them (hereinafter, "First Leg JOFC Score") and will constitute the relative ranking "First Leg JOFC Ranking".

The sum of the overall points obtained by each JOFC, from the match after Atalanta-Juventus to the end of the Promotional Period, will represent the valid score for the assignment of the prizes dedicated to them (hereinafter, "Second Leg JOFC Score") and will constitute the relative ranking "Second Leg JOFC Ranking".

The sum of the overall points obtained by each JOFC, during the entire Promotional Period will represent the valid score for the assignment of the prizes dedicated to them (hereinafter, "Final JOFC Score") and will constitute the relative ranking (hereinafter, "Final JOFC Ranking").

For the purposes of the assignment procedure scheduled for 9 January 2025, the following will be prepared:

- 1) the First Leg Members Ranking, prepared in decreasing order and based on the First Leg Score obtained by the respective Registered Member;
- 2) the First Leg JOFC Ranking, prepared in decreasing order and based on the JOFC First Leg Score obtained.

For the purposes of the assignment procedure scheduled for 5 June 2025, the following will be prepared:

- 1) the Second Leg Members Ranking, prepared in decreasing order and based on the Second Leg Score obtained by the respective Registered Member;
- 2) the Second Leg JOFC Ranking, prepared in decreasing order and based on the JOFC Second Leg Score obtained
- 3) the Final Registered Members Ranking, prepared in decreasing order and based on the total Score obtained by the respective Registered Member;
- 4) the Final JOFC Ranking, prepared in decreasing order and based on the total JOFC Score obtained.

If in the Registered Members Ranking there is a tie for the awarding of prizes or reserves, the individual who participated in the Competition earlier in terms of date and time will be assigned the better position.

If in the JOFC Ranking there is a tie for the awarding of prizes or reserves, the highest total number of Predictions

sent by the Members of the relevant JOFC who have obtained a score other than zero (i.e. those used to determine "Y" in the above formula) will be a requirement of best positioning).

By 5 June 2025, in the presence of an official (responsible for consumer protection and public trust of the Turin CCIAA (Chamber of Commerce, Trade and Industry)) and making available to such individual the Registered Member Ranking and the JOFC Ranking, the awarding of the promised prizes will be carried out with the following methods:

- to participants present in the first three positions of the Registered Member Ranking, the respective prize offered will be awarded; the positions from the fourth to the tenth shall be used to identify the reserves.
- to the JOFCs present in the first three positions of the JOFC Ranking, the respective prize offered will be awarded.

### COMMUNICATION OF WINNING AND DELIVERY OF PRIZES

Each winner of the Registered Member Rankings will be advised that they have won by e-mail (to the e-mail address stated at the time of registration on the Website), with a request to respond, within 10 days, also by e-mail, indicating the mailing address to which the prize won should be sent, and which will be sent within 180 days from the award date.

If a response is not received within said timeframe, the winner will forfeit his/her right to the prize, which will be awarded to the first reserve and so on.

The JOFCs which win in the JOFC Ranking will be notified of their win:

- as regards the entrance with guided tour of the Allianz Stadium for a group of 15 people, as already indicated in the "PRIZES" section of these regulations, the date will be agreed at least 15 days in advance and the prize must be used by 5 December 2025; alternatively, it may be indicated that they wish to use the alternative prize (Juventus brand products for a value of €675 including VAT) which, in this case, will be sent within 180 days of the assignment date, to the postal address indicated in Convention Agreement.
- as regards the other two prizes, they will be sent automatically, within 180 days from the award date to the mailing address set forth in the Framework Agreement.

For prizes consisting of Juventus branded products, in the event of unavailability after a delivery attempt by the

## JUVENTUS

courier, contact will be made via email to try to agree on a new delivery date. If the second delivery attempt is also unsuccessful, as it is impossible to deliver the prize for reasons beyond the control of the Promoter, the prize will be considered as unclaimed and donated to the designated non-profit organization.

## WAIVER TO CLAIMS

The Sponsor waives its right to withhold taxes (pursuant to article 30 of the President of the Republic Decree n. 600/1973) in favour of the winners of the Competition.

## ADVERTISING

The Competition will be advertised in compliance with the provisions of these regulations, through the Internet.

## FINAL NOTES

- The non-awarded prizes other than the rejected ones, will be donated to charity and more specifically to:  
UGI - Unione Genitori Italiani contro il tumore dei bambini [Union of Italian Parents against Childhood tumours]  
ONLUS  
c/o Children's Hospital Regina Margherita - Piazza Polonia no. 94 - 10126 Turin - Tax Code 03689330011.
- The Subject who is designated to represent Juventus as regards the fulfilment of the obligations related the prize competition (under Art. 5 paragraph 3 of President of the Republic Decree 430 of 26.10.2001) is Digital Contest s.r.l. based in Turin, via Papacino 2.
- The complete rules of the Competition will be accessible from the Landing Page.
- As a guarantee of the promised prizes, a security, through a surety document, has been provided to the Ministry of Economic Development.
- Notwithstanding the fact that the system used to collect and manage participation is programmed with the adoption of safeguards that are retained sufficient to prevent any external attempt by third parties to change the software and/or the Predictions sent, the Sponsor shall have, in any event, the right to prevent, to protect all participants, access to the Competition by parties that attempt to circumvent or violate the above-mentioned information system, as well as reserving the right to inform the competent authorities of said attempts.
- The Sponsor shall not be liable for any failed delivery to the e-mail address of a winner, in accordance with the

procedures set forth in these Rules, if the Registered Member provided a non-existent e-mail address, which has been disabled in the meantime or cannot receive new messages, or in cases in which the configuration of the electronic mailbox (customer or server side) erroneously considers the messages spam.

- If a winner cannot be contacted, after an attempted delivery by the courier, the same will be contacted by e-mail to attempt to agree a new delivery date. If a second delivery attempt should fail, as it is then considered impossible to deliver the prize per reasons not due to the Sponsor, the same shall be considered not requested and will be given away to the designated ONLUS.