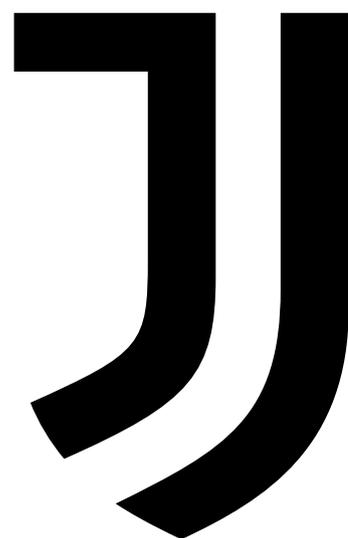


**REGULATIONS FOR THE
PRIZE COMPETITION
"MEMBERS CHALLENGE"**





Regulations of the Prize Competition referred to as "MEMBERS CHALLENGE"

SPONSOR COMPANY

This prize Competition (hereafter "Competition") is promoted by:

Juventus Football Club S.p.A. with registered and administrative offices in Turin, Via Druento, 175 - Tax Code and VAT No. 00470470014 (hereafter "Juventus" or the "Promoter").

TYPE

Skill Contest with the awarding of the promised prizes by means of ranking lists drawn up in accordance with the rules of this document.

SUBJECT OF PROMOTION

The Contest promotes the loyalty of subscribers to Juventus "J1897", "Black&White" and "Stadium" Memberships, valid at the time of their participation in the Contest.

PARTICIPANTS

The Contest is intended for individuals aged 16 years or over at the time of participation, who are resident or domiciled in the countries listed below (hereinafter, "Countries") and who, at the time of participation, are Holders of a Juventus Membership "J1897", or "Black&White" or "Stadium" (hereinafter, "Membership Holders").

It should be noted that the Countries included in the following list are those to which the Sponsor can ship a prize and can pay any related customs duties (if required). Therefore, countries to which, for logistics reasons, or due to international limitations or restrictive measures, a prize cannot be sent, are excluded from the list.

List of Countries

Albania, Algeria, Andorra, Angola, Anguilla, Antigua and Barbuda, Dutch Antilles, Saudi Arabia, Argentina, Armenia, Aruba, Australia, Austria, Azerbaijan, Azores, Bahamas, Bahrain, Bangladesh, Barbados, Belgium, Belize, Benin, Bermuda, Bhutan, Bolivia, Botswana, Brazil, Brunei, Bulgaria, Burkina Faso, Burundi, Cambodia, Cameroon, Canada,



Ceuta, Chad, Chile, China, Cipro, Vatican City, Colombia, Comoros Islands, South Korea, Costa Rica, Croatia, Denmark, Dominica, Ecuador, El Salvador, United Arab Emirates, Estonia, Ethiopia, Fiji, Philippines, Finland, France, Gabon, Gambia, Georgia, Germany, Ghana, Jamaica, Japan, Gibraltar, Djibouti, Jordan, Greece, Grenada, Greenland, Guadalupe, Guam, Guatemala, Guinea Bissau, Equatorial Guinea, Guyana, French Guiana, Honduras, Hong Kong, India, Indonesia, Ireland, Iceland, Union Island, Madeira Island, Canary Islands, Cape Verde Islands, Cayman Islands, Cook Islands, Channel Islands, Faroe Islands, Northern Mariana Islands, Marshall Islands, Solomon Islands, Turks and Caicos Islands, British Virgin Islands, U.S. Virgin Islands, Wallis and Futuna Islands, Israel, Italy, Jersey, Kazakhstan, Kenya, Kiribati, Kuwait, Kyrgyzstan, Laos, Lesotho, Latvia, Liechtenstein, Lithuania, Luxembourg, Macau, Macedonia, Madagascar, Malawi, Maldives, Malaysia, Mali, Malta, Morocco, Martinique, Mauritania, Mauritius, Mayotte, Melilla, Mexico, Micronesia, Monaco, Mongolia, Montenegro, Montserrat, Mozambique, Namibia, Nepal, Nevis (St Kitts), Nicaragua, Niger, Nigeria, Norway, New Caledonia, New Zealand, Holland (Netherlands), Oman, Pakistan, Palau, Panama, Papua New Guinea, Paraguay, Peru, French Polynesia, Poland, Portugal, Puerto Rico, Qatar, United Kingdom, Czech Republic, Central African Republic, Dominican Republic, Reunion, Romania, Rwanda, Samoa, Republic of San Marino, Scotland, Senegal, Serbia, Seychelles, Sierra Leone, Singapore, Slovakia, Slovenia, Spain, Sri Lanka, St. Barthelemy, St. Christopher (St Kitts), St. Lucia, St. Vincent and the Grenadines, United States, South Africa, Suriname, Sweden, Switzerland, Swaziland, Tahiti, Thailand, Taiwan, Tajikistan, Tanzania, East Timor, Togo, Tonga, Trinidad and Tobago, Turkey, Turkmenistan, Tuvalu, Uganda, Hungary, Uruguay, Uzbekistan, Vanuatu, Venezuela, Vietnam, Yemen, Zambia.

GEOGRAPHICAL AREA AND APPLICABLE LAW

Whereas:

- a) participation in the Contest may take place exclusively through the specific URL <https://mygameroom.juventus.com/contest/memberschallenge>, the section of the Juventus.com website dedicated to the Contest (hereinafter, "Members Challenge");
- b) Juventus, as the Sponsor, is a company residing in Italy;
- c) the systems for collecting and managing participation in the Contest, through the Members Challenge, are resident in Italy;

given the above, the Contest shall take place entirely in Italy since both the collection of all participations, as well as all procedures for awarding the prizes will take place in Italy.



Consequently, Italian law shall exclusively apply.

DURATION OF THE CONTEST - PRIZES TO BE WON AND THEIR AWARD BY PHASES

The Competition will be open overall from 16/09/2024 to 22/06/2025 (hereafter "Promotional Period").

The Promotional Period will be divided into 40 participation phases (hereinafter, the "Phases"), as per the following table:

| Phase | From | To |
|--------------|-------------|------------|
| 1 | 16/09/2024 | 22/09/2024 |
| 2 | 23/09/2024 | 29/09/2024 |
| 3 | 30/09/2024 | 06/10/2024 |
| 4 | 07/10/2024 | 13/10/2024 |
| 5 | 14/10/2024 | 20/10/2024 |
| 6 | 21/10/2024 | 27/10/2024 |
| 7 | 28/10/2024 | 03/11/2024 |
| 8 | 04/11/2024 | 10/11/2024 |
| 9 | 11/11/2024 | 17/11/2024 |
| 10 | 18/11/2024 | 24/11/2024 |
| 11 | 25/11/2024 | 01/12/2024 |
| 12 | 02/12/2024 | 08/12/2024 |
| 13 | 09/12/2024 | 15/12/2024 |
| 14 | 16/12/2024 | 22/12/2024 |
| 15 | 23/12/2024 | 29/12/2024 |
| 16 | 30/12/2024 | 05/01/2025 |
| 17 | 06/01/2025 | 12/01/2025 |
| 18 | 13/01/2025 | 19/01/2025 |
| 19 | 20/01/2025 | 26/01/2025 |
| 20 | 27/01/2025 | 02/02/2025 |

| Phase | From | To |
|--------------|-------------|------------|
| 21 | 03/02/2025 | 09/02/2025 |
| 22 | 10/02/2025 | 16/02/2025 |
| 23 | 17/02/2025 | 23/02/2025 |
| 24 | 24/02/2025 | 02/03/2025 |
| 25 | 03/03/2025 | 09/03/2025 |
| 26 | 10/03/2025 | 16/03/2025 |
| 27 | 17/03/2025 | 23/03/2025 |
| 28 | 24/03/2025 | 30/03/2025 |
| 29 | 31/03/2025 | 06/04/2025 |
| 30 | 07/04/2025 | 13/04/2025 |
| 31 | 14/04/2025 | 20/04/2025 |
| 32 | 21/04/2025 | 27/04/2025 |
| 33 | 28/04/2025 | 04/05/2025 |
| 34 | 05/05/2025 | 11/05/2025 |
| 35 | 12/05/2025 | 18/05/2025 |
| 36 | 19/05/2025 | 25/05/2025 |
| 37 | 26/05/2025 | 01/06/2025 |
| 38 | 02/06/2025 | 08/06/2025 |
| 39 | 09/06/2025 | 15/06/2025 |
| 40 | 16/06/2025 | 22/06/2025 |

The following table details the prizes to be awarded in the Contest on the basis of the rankings from the Scores (as defined below) obtained during the relevant Phases, according to the relative calendar and defined as "Periodic Rankings". Following the table, the prizes to be awarded on the basis of the ranking obtained from the overall Scores, during the entire Promotional Period (hereinafter, "Final Ranking"), are detailed.

If a prize consisting of 2 tickets for a match at the Allianz Stadium (for some Periodic Rankings) or consisting of a stay in Turin with related services (for the Final Ranking) is won by a Membership Holder residing in a foreign country,



the winner may choose whether to use it or receive an alternative prize consisting of one or more official Juventus products of equal value.

| SCHEDULE OF PERIODIC RANKINGS AND PRIZES | | |
|--|--|-------------------------------|
| Periodic Ranking with the total Scores obtained in the Phases | Prize | Ranking reporting date |
| 1 to 4 | For the 1st place: 2 tickets for the Juventus-Torino match - west stands for a total value of Euro 400 (VAT included) | 15/10/2024 |
| 1 and 2 | For each of the 1st to 3rd place: Juventus 10 Years at Home Scarf for a total value of Euro 15 (VAT included) | |
| 5 to 8 | For the 1st place: 2 tickets for the Juventus-Bologna - west stands for a total value of Euro 400 (VAT included) | 12/11/2024 |
| 5 and 6 | For each of the 1st to 3rd place: Juventus Backpack for a total value of Euro 45 (VAT included) | |
| 9 to 12 | For the 1st place: 2 tickets for the Juventus-Milan - west stands for a total value of Euro 400 (VAT included) | 10/12/2024 |
| 9 and 10 | For each of the 1st to 3rd place: Juventus Golden/Black Hat for a total value of Euro 23 (VAT included) | |
| 13 to 16 | For the 1st place: 2 tickets for the Juventus-Empoli - west stands for a total value of Euro 400 (VAT included) | 08/01/2025 |
| 13 and 14 | For each of the 1st to 3rd place: Juventus Free-Time T-shirt for a total value of Euro 30 (VAT included) | |
| 17 to 20 | For the 1st place: 2 tickets for the Juventus-Verona - west stands for a total value of Euro 400 (VAT included) | 04/02/2025 |
| 17 and 18 | For each of the 1st to 3rd place: Juventus Club Home Ball 24/25 for a total value of Euro 23 (VAT included) | |
| 21 to 24 | For the 1st place: 2 tickets for the Juventus-Genoa - west stands for a total value of Euro 400 (VAT included) | 04/03/2025 |
| 21 and 22 | For each of the 1st to 3rd place: Juventus Scarf 24/25 for a total value of Euro 23 (VAT included) | |
| 25 to 28 | For the 1st place: 2 tickets for the Juventus-Monza - west stands for a total value of Euro 400 (VAT included) | 01/04/2025 |



| SCHEDULE OF PERIODIC RANKINGS AND PRIZES | | |
|---|--|------------------------|
| Periodic Ranking with the total Scores obtained in the Phases | Prize | Ranking reporting date |
| 25 and 26 | For each of the 1st to 3rd place: Juventus DNA Hoodie Top for a total value of Euro 70 (VAT included) | |
| 29 to 32 | For the 1st place: 2 tickets for the Juventus-Udinese - west stands for a total value of Euro 400 (VAT included) | 29/04/2025 |
| 29 and 30 | For each of the 1st to 3rd place: Juventus Hat 24/25 for a total value of Euro 23 (VAT included) | |
| 33 to 36 | For each of the 1st to 3rd place: Juventus Home Match Jersey 2025/2026 for a total value of Euro 100 (VAT included) | 27/05/2025 |
| 33 and 34 | For each of the 1st to 3rd place: Juventus Backpack 2024/2025 for a total value of Euro 45.00 (VAT included) | |
| 37 to 40 | For each of the 1st to 3rd place: Juventus Backpack for a total value of Euro 45 (VAT included) | 26/06/2025 |
| 37 and 38 | For each of the 1st to 3rd place: Juventus T-shirt LFSTLR Oversized for a total value of Euro 60 (VAT included) | |

In addition, during the report of 26 June 2025, the Final Ranking (overall Score obtained during the entire Participation Period) prepared for each of the three types of Juventus Membership the following will be awarded:

- for the 1st place among all participating "J1897" Membership Holders, a prize to be used by the respective winner with an accompanying person of his/her choice, consisting of a stay in Turin including:
 - one overnight stay in a double room with breakfast at the JHotel
 - two Tickets for a match played by Juventus at the Allianz Stadium, Series A national championship, 2024-2025 season
 - Walk-About before the match
 - 1 lunch at the Taola restaurant
 - 2 tickets for the Juventus Museum
 - 1 cultural or entertainment activity in Turin
 - two Juventus official T-Shirts
 - transfers from the hotel to the Allianz Stadium and during the activities described above



The prize does not include the cost of getting to Turin and anything not expressly mentioned above.

The prize has an approximate value of Euro 1,600 (including VAT).

The exact date of the stay will be communicated to the winner at least one month in advance and will in any case be within 180 days of the date the prize is awarded.

If the winner is a minor, the accompanying person must be of legal age.

If the winner is an adult, the accompanying person must be an adult or, if a minor, the winner must necessarily be the parent or legal guardian of that minor.

- for the 1st place among all participating "Black&White" Membership Holders and to the 1st place among all participating "Stadium" Membership Holders, a prize that can be used by the respective winner with an accompanying person of their choice, consisting of:
 - 1 overnight stay in a double room with breakfast at the JHotel
 - two Tickets for a match played by Juventus at the Allianz Stadium, Series A national championship, 2024-2025 season
 - 1 lunch at the Taola restaurant
 - 2 tickets for the Juventus Museum
 - transfers from the hotel to the Allianz Stadium and during the activities described above

The prize does not include the cost of getting to Turin and anything not expressly mentioned above.

The prize has an approximate value of Euro 1,300 (including VAT).

The exact date of the stay will be communicated to the winner at least one month in advance and will in any case be within 180 days of the date the prize is awarded.

If the winner is a minor, the accompanying person must be of legal age.

If the winner is an adult, the accompanying person must be an adult or, if a minor, the winner must necessarily be the parent or legal guardian of that minor.

It should be noted that for all prizes that include admission to the Allianz Stadium, since nominative admission tickets will be issued pursuant to the regulations in force, it will be necessary to present a valid ID document when entering the sports facility; the data on the document must therefore match those indicated on the admission tickets (as communicated by the winner before issue). Otherwise, access to the Allianz Stadium will be denied.



Under no circumstances may tickets be used by:

- the recipients of measures listed under article 6, Law 401 of 13/12/1989, as amended (prohibition to access places where sports events take place - [Divieto di accesso ai luoghi ove si disputano manifestazioni sportive - DASPO]);
- persons subject to preventive measures pursuant to law 1423 of 27/12/1956, as amended (preventive measures regarding people who are dangerous for the safety and morality of the public);

subjects who have been convicted, even if without a final ruling, for offences committed during, or because of, sporting events.

JACKPOT

The jackpot of the Contest is a total of Euro 8.906€ (including VAT, if applicable).

METHOD OF PARTICIPATION, AWARDING AND DELIVERY OF PRIZES

During the Promotional Period, the Contest will be advertised on the Juventus.com website (hereinafter, the "Site") where a link to the Members Challenge Section will be included.

In order to be correctly identified as eligible to participate in the Contest, Membership Holders will have to login to the Members Challenge Section with the same login credentials (valid e-mail address as username) used when joining such Membership. Otherwise, the Contest entry management system will be unable to recognise a valid entry requirement.

Once the Membership requirement has been verified and met, the participant will be able to access a time-based challenge (hereinafter, the "Challenge") for each Phase.

Challenges will also be theme-based and will rotate from Phase to Phase in the following order:

- **Guess the goalkeeper:** a match played in the past by Juventus with at least 3 different scorers will be posted and the Membership Holder will have to guess, selecting them from a drop-down menu, the players who scored in that match
- **Recognise the voice:** the audio of an interview of a Juventus player or coach will be posted; the Membership Holder will have to recognise the voice, selecting it from a drop-down menu
- **Guess the player:** 3 clues will be posted, from which the Membership Holder will have to recognise the player they refer to, by selecting him from a drop-down menu



- **True or False:** a number of questions related to matches, players, coaches, Juventus history will be posted; the Membership Holder will have to answer True or False for each of them.

Some Challenges will therefore have more than one possible correct answer (e.g., in the case of "**Guess the goalkeeper**", by selecting three correct goal scorers within the time limit, three correct answers will be counted). Other Challenges may only have one answer.

There will be a maximum time limit for each Challenge. If the Challenge consists of several questions (e.g. **True or False**) or several possible correct answers (e.g. **Guess the goalkeeper**), the maximum time is for the entire challenge.

For each or only one correct answer (depending on the number of possible correct answers according to the type of Challenge) obtained by participating in a Challenge within the time limit, one point will be awarded to the participating Member.

In addition, based on the total time taken to participate in the Challenge in relation to the maximum time available for that Challenge, additional points (hereinafter, "Extra Points") will be awarded on the basis of the criterion set out in the following table, in which, due to space restrictions, the following mathematical symbols are used:

≤ corresponding to "less than or equal to"

> corresponding to "greater than"

| TABLE OF EXTRA POINTS ALLOCATION CRITERIA | | | | | | | | | | |
|--|-------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| Total response time compared to maximum available time | ≤ 10% | > 10% ≤ 20% | > 20% ≤ 30% | > 30% ≤ 40% | > 40% ≤ 50% | > 50% ≤ 60% | > 60% ≤ 70% | > 70% ≤ 80% | > 80% ≤ 90% | > 90% ≤ 100% |
| Extra Points | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |

Each Challenge shall then be assigned a score based on the point(s) obtained with the respective correct answer(s) added to the Extra Point(s) (hereinafter "Score").

Each Membership Holder may only perform each Challenge once, regardless of the outcome.

For the purpose of awarding prizes, the following will be set out:



- the various Periodic Rankings, drawn up in descending order and on the basis of the overall Score obtained by the respective Membership Holder during the Phases indicated in the SCHEDULE OF PERIODIC RANKINGS AND PRIZES
- the three Final Rankings (one for each type of Membership Holder)

According to the schedule set out in the above table, in the presence of an official (responsible for consumer protection and public confidence, at the Chamber of Commerce of Turin) and making available to him/her the relevant Periodic and Final Rankings, the Membership Holders, in the positions that entitle them to a prize, will be awarded the anticipated prize respectively; the next five places will be used to identify the runner-ups.

In the event of a tie in a Periodic Ranking for the award of the respective prize(s) (and possibly also with regard to the order of the runner-ups), the best ranking shall be required, i.e.:

1. the shortest total time taken to complete the Challenges whose Score shall be taken into account in the respective Periodic Ranking and, as an alternative, if this is not sufficient to resolve the tie
2. the earliest date and time of participation in the first Challenge/phase whose Score shall be taken into account in the respective Periodic Ranking

In the event of a tie in a Final Ranking for the award of the respective prize (and possibly also with regard to the order of the runner-ups), the best ranking must be based on:

1. the shortest total time taken to complete all the Challenges which have contributed to the overall Score achieved during the Promotional Period and, alternatively, if this is not sufficient to resolve the tie
2. the earliest date and time of participation in the first Challenge carried out, in absolute terms, during the Promotional Period.

COMMUNICATION OF WINNING AND DELIVERY OF PRIZES

Each winner will be notified of the win by e-mail (using the e-mail address provided during registration on the Site when purchasing Juventus Membership, if it was never modified, or to the e-mail address possibly updated by the Membership Holder by accessing their personal account) with a request to reply, again by e-mail:

- in the case of no. 2 tickets for the match at the Allianz Stadium that is the object of the prize for some of the Periodic Ranking; by providing all the data necessary for the issue of the tickets within:
 - 5 days of the notification of the win, if the match takes place at least 15 days after the notification of the



win;

- 3 days of the notification of the win, if the match takes place less than 15 days after the notification of the win, having regard to the tight deadline compared to the date of use of the prize itself and the time needed for prior checks and issuance of entrance tickets.

In the event of a reply in due time, the two tickets will be sent in digital format by e-mail within the day of the match itself. If the winner is resident in a foreign country, if he/she communicates – provided that it is within the aforementioned three or five day period – that he/she is unable to use the prize, an alternative prize in Juventus products of equal value (Euro 400) will be offered, requesting that he/she provide, within the following 10 days, the postal address to which he/she intends to receive this prize, which will be sent within 180 days of the award date.

- In the case of prizes consisting of official Juventus products: by communicating, within 10 days, the postal address to which they intend to receive the prize respectively won and which, in the event of a reply in due time, will be sent within 180 days of the award date.
- In the case of prizes consisting in a stay in Turin with services included: by communicating, within 10 days, all the data necessary for the hotel booking and for receiving the other services as well as for the issue of the two tickets for the match; in the event of a reply in due time, the booking vouchers and tickets for the match will be sent – all in digital format – by e-mail, in due time with respect to the date of arrival in Turin. If the winner is resident in a foreign country, and if he/she communicates – provided that it is within the aforementioned ten-day period – that he/she is unable to use the prize, an alternative prize in Juventus products of equal value (Euro 1,300 or 1,600 according to the type of prize won) will be offered, requesting that he/she provides, within the following 10 days, the postal address to which he/she intends to receive said prizes, which will be sent within 180 days from the award date.

If no reply is received within the time limits specified and detailed above on the basis of the type of prize won, the right to the prize itself will be forfeited and it will therefore be awarded to the first runner-up, and so on.

WAIVER OF CLAIMS

The Sponsor waives its right to withhold taxes in favour of the winner of the Competition, pursuant to article 30 of the President of the Republic Decree no. 600/1973.



ADVERTISING

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

FINAL NOTES

- Prizes not awarded (other than 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 (non-profit organisation)
c/o Regina Margherita Children's Hospital - Piazza Polonia No. 94 - 10126 Turin - Tax Code 03689330011.
- The complete rules of the Contest can be accessed from the Contest Members Challenge.
- As a guarantee of the promised prizes, a security, through a surety document, has been provided to the Ministry of Business and Made in Italy.
- Membership Holders data 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 amended by Italian Legislative Decree No. 101 of 10 August 2018) - for the primary purposes relating to the management of the Contest, and this processing of data by the Sponsor, as related legislative and contractual obligations, does not require consent from the data subjects.
- Notwithstanding the fact that the system used to collect and manage participation is programmed with the adoption of safeguards that are deemed sufficient to prevent any external attempt by third parties to change the management of the various Challenges, the Sponsor shall have, in any event, the right to prevent, to protect all participants, access to the Contest 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 Membership Holder has 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 as a spam.
- If a winner of a prize consisting of one of the official Juventus products, cannot be contacted, after an attempted delivery by the courier, said winner will be contacted by email to attempt to agree a new delivery date. If a second delivery attempt fails, it is then considered impossible to deliver the prize for reasons not due to the Promoter, and the prize will be considered to be unclaimed and will be given away to the designated charity.