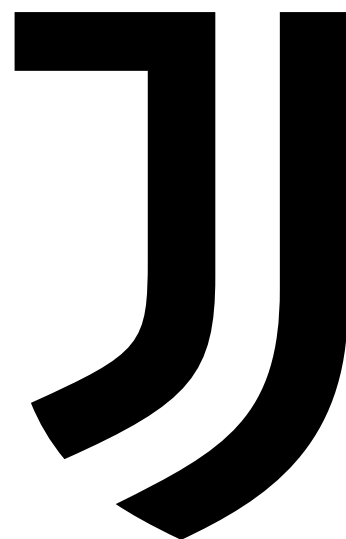


PRIZE COMPETITION

REGULATIONS

WEARTHEGAME 2022





Rules of the prize competition called

WEARTHEGAME 2022

Modified version for integration of a Special Phase and valid from 20 April 2022

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

Prize competition with award of the promised prizes, through:

- Instant Win prizes, subject to a suitable declaration confirming compliance with public trust, through the absolute random award of the prizes to be won, with equal treatment of all participants;
- potential draw (at the occurrence of the circumstances provided for in these regulations).

DURATA DEL CONCORSO

It will be possible to participate in the Competition between 17 January and 30 June 2022 (hereinafter "Promotional Period").

To award the prizes (through Instant Win) the Promotional Period will be split into 6 separate participation phases (hereinafter "Phases") temporally divided as per the table below:

Phase	From	To
1	17 January 2022	31 January 2022
2	1 February 2022	28 February 2022
3	1 March 2022	31 March 2022
4	1 April 2022	30 April 2022
5	1 May 2022	31 May 2022
6	1 June 2022	30 June 2022



There will also be 4 special phases, in occasion of particular events (of which the one called "Kobra x Juventus" integrated in the present version of the regulation and valid from 20 April 2022), temporally divided as per the table below (hereinafter, "Special Phase"):

Special Phase	From	To
Valentine's Day	14 February 2022	20 February 2022
Father's Day	14 March 2022	27 March 2022
Kobra x Juventus	20 April 2022	26 April 2022
Mother's Day	9 May 2022	22 May 2022

It should be noted that these Special Phases are in addition to the Phases 2, 3, 4 and 5, already provided and in partial concomitance with the Special Phase itself. Therefore:

- the Special Phases will not replace Phases 2, 3, 4 and 5 which will therefore take place according to this regulation;
- the Instant Win system for managing the Special Phases - developed with the same programming logic - will be completely independent from the one that manages the other Phases;
- any participation in the Special Phases will not constitute a title for participation in any drawing that could take place, upon the occurrence of the conditions referred to in this regulation, by 29th July 2022;
- any participation in the Special Phases will not modify any rights already acquired or that may be acquired by the participants in the Competition in relation to the various Phases.

Juventus reserves the right to integrate, during the Promotional Period, one or more further Special Phases, if the team access further football rounds in the context of international or national competition (other than the Italian Serie A Championship - Season 2021-2022) to which it appears to participate.

As it is therefore not possible to foresee, at the date of drafting of this regulation, any aforementioned shift steps, the regulation will eventually be supplemented if necessary.

The potential draw (at the occurrence of the circumstances under these regulations) will take place by 29th July 2022.



OBJECT OF THE PROMOTION

The Competition promotes:

- the Juventus brand;
- free registration on the [juventus.com](https://www.juventus.com) website (hereinafter the "Website");
- the loyalty of Juventus fans;
- the loyalty of subscribers of "Black&White Digital", "Black&White" and "J1897" Juventus Memberships, valid during the Promotional Period.

ADDRESSEES/PARTICIPANTS

The Competition is reserved to participants that are at least 16 years old at the time of participation, and who have already registered with the social network Facebook prior to the start date of the Competition, who are resident or domiciled in the countries indicated on the list shown below (hereinafter the "Countries") and who, after logging into the Website (through the related access credentials or through Facebook login, Google Account or Apple ID), will access the Competition's landing page (hereinafter "Registered Users").

If you are not a Registered User and therefore do not have the above-mentioned credentials, before accessing the landing page at the URL <https://mygameroom.juventus.com/contest/wtg22/> (hereinafter "Landing Page"), you will have to register on the Website first.

Note that the Countries indicated on the following list are those in which the Sponsor can send any prize won and pay (if envisaged) any relative customs duties. Therefore, countries in which, for logistics reasons, or due to international limitations or restrictive measures, any prize won 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, Cyprus, 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 of America, 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 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 of all procedures for awarding the prizes (through Instant Win and potential draw) will take place in Italy.

Consequently, Italian law shall apply exclusively.



PRIZES

The prizes listed in the table below will be awarded through Instant Win.

It may be possible to win only one prize among those up for grabs for the Phases and only one prize among those foreseen for the Special Phases. By winning a prize foreseen for the Phases, it will therefore be possible and in any case to compete for one of those up for grabs for the Special Phases.

PRIZES FOR SINGLE PHASE			
Phase	Description	Prizes for Phase	Value to the public (VAT included)
1	MATCH JERSEY JUVENTUS HOME	2	100,00€
	MATCH JERSEY JUVENTUS AWAY	2	
	MATCH JERSEY JUVENTUS THIRD	2	
	MATCH JERSEY JUVENTUS GOALKEEPER 21-22	2	
2	JUVENTUS UCL TRAINING TOP 2021/22	4	80,00€
3	JUVENTUS LOGO FLUO BLACK SUIT	5	119,00€
4	JUVENTUS T-SHIRT BLACK LOGO with JUVENTUS SOFA COVER	5	49,80€
5	JUVENTUS BLACK SUNGLASSES with JUVENTUS YELLOW FLUO SNAPBACK	4	89,80€
6	JUVENTUS URBAN BACKPACK	5	84,90€

PRIZES FOR SINGLE SPECIAL PHASE			
Special Phase	Description	Prizes for Phase	Value to the public (VAT included)
Valentine's Day	JUVENTUS FERRARI CUVÉE with JUVENTUS BOTTLE ICE BUCKET <i>If the winner is a minor, the prize will be replaced with another one, again under the Juventus brand, of equal overall value</i>	2	83,90€
Father's Day	JUVENTUS BLUE LOGO TIE	2	29,90€
	JUVENTUS LEATHER WALLET	2	75,00€
Kobra x Juventus	MATCH JERSEY JUVENTUS "KOBRA x JUVENTUS"	7	100,00€
Mother's Day	SELETTI x JUVENTUS CHAIR	2	90,00€

JACKPOT

The jackpot of the Competition, that initially amounted to 3.305,30€ (VAT included), increases to 4.005,30€ (VAT included) with the integration of the prizes of the "Kobra x Juventus" Special Phase.



HOW TO PARTICIPATE, AWARD AND DELIVERY OF PRIZES

During the Promotional Period, the Competition will be publicised on the Website and can be accessed by logging in (with the access credentials provided at the time of initial registration on the Website or through Facebook login, Google Account or Apple ID).

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

Once the afore described login procedure is completed and after you confirm to have read these regulations, an interactive interface will display, linked to the Instant Win management system. If a Special Phase is also active, the box dedicated to it will be present on the Landing Page.

The Registered User will view four cards and, by clicking on one of them, the Instant Win system will be started and will then display the outcome of the participation (winning or not winning). In addition, in Phase 1 and in the "Father's Day" Special Phase, the software - in addition to randomly determining the outcome of the participation - will also randomly determine the specific prize in the event of a win (as there are different types).

It is brought to the attention of Registered Users that the choice of a card, compared to another of the four displayed, will not affect the outcome of participation; this graphic interface has the sole purpose of improving the interactive experience during participation in the Competition and the outcome of which depends exclusively on the Instant Win software programmed to assign the prizes with absolute randomness.

During the Special Phases, always after accessing the Landing Page and clicking on the appropriate box, you can then also compete for one of the prizes up for grabs with the Special Phase in progress.

The participation procedure will be the same as already described to compete for the prizes relating to the Phases.

With regard to attempting to participate in the Competition during the different Phases, and without prejudice to the fact that you can only win one prize throughout the entire Promotional Period:

- a) a Registered User shall have the right to participate twice per every week in the Promotional Period;
- b) a Registered User who also holds a "Black&White Digital" Juventus Membership shall have the right to participate four times per every week in the Promotional Period;



- c) a Registered User who also has "Black&White" Juventus Membership, shall have the right to participate six times per every week in the Promotional Period;
- d) a Registered User who also has "J1897" Juventus Membership, shall have the right to participate eight times per every week in the Promotional Period;

With regard to attempting to participate in the Competition during the Special Phases, and without prejudice to the fact that you can only win one prize:

- a) a Registered User shall have the right to participate twice per every week in the Special Phase;
- b) a Registered User who also holds a "Black&White Digital" Juventus Membership shall have the right to participate four times per every week in the Special Phase;
- c) a Registered User who also has "Black&White" Juventus Membership, shall have the right to participate six times per every week in the Special Phase;
- d) a Registered User who also has "J1897" Juventus Membership, shall have the right to participate eight times per every week in the Special Phase;

By virtue of the above, note therefore that:

- given that the Promotional Period begins Monday 17 January 2022 and ends Thursday 30 June 2022, for the purposes of the weekly participation attempts to compete for the prizes relating to the Phases, only the last week will not be from Monday to Sunday, as it will end on Thursday;
- since the prizes related to the Phases are variable for each of them, if a week is divided into two different phases, the prize for which one will compete is understood to refer to the phase in progress on the day of participation;
- every Registered User can freely use his attempts per Phase – as explained in the previous points from a) to d) – during the entire period of the single Phase; *(purely by way of example: all in succession or on different days and times, as long as they are in the same phase)*
- since the Special Phases are independent from the Phases, the weekly participation attempts related to the respective Special Phase can be used independently of those relating to the Phase that will take place concurrently;



- Registered Users who will be winners in a given week will no longer be entitled to compete for the prizes up for grabs for the Phases but exclusively to those relating to the Special Phases, except in the case in which they are also the winners of one of them; if both prizes are won, it will no longer be possible to participate in the Competition;
- Registered Users, who also have “Black&White Digital” or “Black&White” or “J1897” Juventus Membership, must log into the Landing Page with the same access credentials (e-mail address valid as username) used when they subscribed to said Membership, to ensure that the number of attempts they are entitled to is acknowledged. Otherwise, the management system of participations in the Competition will not be able to acknowledge said advantage to the Registered User, who therefore will only have the right to two attempts to participate for each of Phases.

In the event of a winning participation, a link to access an on-line form (hereinafter, “Prize Form”), will be made available, which must be completed within 48 hours from the time of the winning participation, by entering the information requested, needed in order to send the prize to the home address of the winner.

If the connection to the Website is interrupted, for any reason whatsoever, during the completion of the Prize Form, the form will be automatically made available when the Registered User re-accesses the Website, as the system stores the relative information.

Once the Prize Form has been completed and sent by the deadline, the Registered User will receive a confirmation e-mail at the address previously provided at the time of registration on the Website and the prize won will be sent to the address indicated within 180 days of the assignment date. All shipping costs will be borne by Juventus.

Failure to complete the Prize Form by the above-indicated deadline will forfeit the right to the prize, which will consequently be considered as “unclaimed” and therefore automatically re-entered in the jackpot by the Instant Win management system, specifically programmed for this purpose, or in the potential draw, if there is no time for said prize to be re-entered in the jackpot (since in the meantime the Promotional Period has elapsed).

Only in the case of the prize provided for the “Valentine's Day” Special Phase and if a minor is the winner, after completing the Winning Form, the winner will be contacted to indicate the alternative prize.



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 User; to this end, in the event that the latter wins, Juventus shall have the right to make the relative checks by requesting a copy of the participant's identity document;
- 2) if, following the check of the documents mentioned in point 1) above, it is found that a participant has won more than one prize, the right to only the first prize won will be maintained, while the other one will be re-entered in the jackpot for a potential draw;
- 3) given that confirmation of the correct completion of the Prize Form as well as notification to the winner of the prize from the potential draw will be made by e-mail, each participant in the Competition will be responsible for the correctness of this piece of information provided during the initial registration on the Website (which in any event allows personal data to be updated, if not initially provided correctly);
- 4) the above-mentioned e-mail address must therefore refer to an e-mail box owned by the Registered User (namely that can be contacted and is able to receive new messages);
- 5) 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;
- 6) any failure to approve further options or specific consents to processing for promotional and marketing purposes at the time of registration on the Website will not prevent participation in the Competition;
- 7) 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 rights relating to participation in the Competition, including therein any prize won; 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.



If:

- a) at the end of the Promotion Period, there are still one or more unawarded prizes through Instant Win (given the random nature of the programmed software for this type of awarding process);
- b) after the deadline set out for compiling and sending the Prize Form with the data necessary for shipping the won prize, there are still unclaimed prizes;
- c) from the verification of the winner data (upon checking the copy of the ID document), it turns out that a subject has won more than one prize and therefore he/she is entitled only to receive the first one with the other(s) placed back into the jackpot for a potential draw;

a list will be compiled with all the Registered Users who, during the Promotional Period have not won any prize through Instant Win (hereinafter the "List") to be used for the draw which, in this case, will take place on 29 July 2022, in the presence of an official of the Turin CCIAA (Chamber of Commerce, Trade and Industry), responsible for consumer protection and public trust.

The following will be drawn from the List:

- a number of winners equal to the number of the afore-mentioned unclaimed or non-assigned or to be reassigned prizes, based on the value of the prize(s) in descending order
- a number of alternatives equal to the drawn winners.

A software with a random winning mechanism will be used for the draw (based on Microsoft® Excel®'s "rand" method) and subject to an appropriate declaration confirming compliance with public confidence of the information system.

The winner or winners of the potential draw 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 address to which the prize won should be sent, and which will be sent within 180 days from the award.

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

WAIVER TO CLAIMS



The Sponsor waives its right to withhold taxes in the name of the winner of the Competition, pursuant to article 30 of the Italian Presidential Decree n. 600/1973.

ADVERTISING

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

FINAL NOTES

- The non-assigned prizes, other than those unclaimed, will be donated to:
UGI - Unione Genitori Italiani contro il tumore dei bambini [Association of Italian Parents for the fight against childhood cancer] ONLUS
c/o Regina Margherita Children Hospital - Piazza Polonia n° 94 - 10126 Turin - Tax ID 03689330011.
- The Subject who is designated to represent Juventus as regards the fulfilment of the obligations related to the prize competition (under Art. 5 paragraph 3 of Italian Presidential 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 considered to be sufficient to prevent any external attempt by third parties to change the software and indicate the winners, the Sponsor shall have, in any event, the right to prevent, for the protection of all participants, any 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 (Instant Win or potential draw), in accordance with the procedures set forth in these Rules, if the Registered User 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 spam.



- If a winner cannot be traced, after an attempted delivery by the courier, the same will be contacted by e-mail and asked to provide a new delivery date. If a second delivery attempt should fail and it is determined that it is impossible to deliver the prize for reasons not due to the Sponsor, the same shall be considered unclaimed and will therefore be donated to the designated ONLUS.