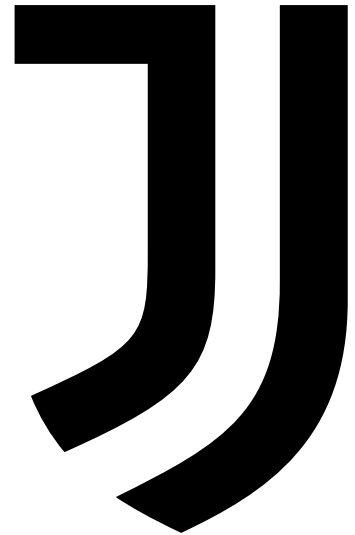


PRIZE COMPETITION

REGULATIONS

WEARTHEGAME 2024-2025





Regulations of the Prize Competition known as **WEARTHEGAME 2024-2025**

PROMOTER

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

Prize competition with award of the promised prizes, by way of:

- Instant Win and subject to a suitable declaration confirming respect of public trust, through the complete randomness of the award of the available prizes;
- a possible draw (only if the circumstances indicated in these regulations occur).

COMPETITION DURATION

The Competition will be open overall from 2 September 2024 to 30 June 2025 (hereafter "Promotional Period").

During the Promotional Period, the Instant Win system will be active through which the following prizes up for grabs will be assigned (hereinafter, "Main Prizes"):

- n. 15 Juventus 2024/2025 Home Match Jersey, personalised with the name of one of the players in the team's squad, with a value (list price) of €115 (VAT included) each
- n. 15 Juventus 2024/2025 Away Match Jersey, personalised with the name of one of the players in the team's squad, with a value (list price) of €115 (VAT included) each
- n. 15 Juventus 2024/2025 Third Match Jersey, personalised with the name of one of the players in the team's squad, with a value (list price) of €115 (VAT included) each
- n. 15 Juventus 2024/2025 Home Goalkeeper Match Jersey, personalised with the name of one of the goalkeepers in the team's squad, with a value (list price) of €115 (VAT included) each.

You may only be the winner of one of the Main Prizes listed above.



Furthermore, from 09/16/2024 to 09/29/2024, a "Special Phase" will be active, during which 4 prizes dedicated to it will be up for grabs and consisting of a Juventus backpack version 2024-2025, with a value (list price to the public) of €45 (VAT included) each (hereinafter, "Special Phase Prizes").

The Instant Win system for managing this Special Phase - developed with the same programming logic - will be completely independent from the one that manages the assignment of the Main Prizes up for grabs during the Promotional Period and, therefore, winning one of them will still allow you to compete for one of the Special Phase Prizes.

Possible participation in the Special Phase:

- a) will not constitute any entitlement to take part in any draw that may take place, upon the occurrence of the conditions indicated in these regulations, by 15 July 2025;
- b) will not alter any right already acquired or that may be acquired by participants in the Competition relating to the Promotional Period.

Juventus reserves the right to add, during the Promotional Period, one or more additional Special Phases if special occasions or celebrative events may occur during the Promotional Period.

Since it is therefore not possible to foresee, at the date of drafting of this regulation, such particular circumstances or events, the regulation will be integrated as necessary; in this case, as already foreseen for the Special Phase already included in this regulation at the start of the Promotional Period, the Instant Win system for the management of any additional Special Phases - developed with the same programming logic - will be completely independent from the one that manages the assignment of the Main Prizes.

Potential participants are reminded that it will not be possible to choose the size for all prizes consisting of Juventus shirts.

Any draw (only upon the occurrence of the circumstances referred to in these regulations) will be made by 15 July 2025.

SUBJECT OF PROMOTION

The Competition promotes:

- the Juventus brand;



- free registration on the juventus.com website (hereafter the "Website");
- the loyalty of Juventus fans;
- the loyalty of subscribers of the "Juventus Membership", valid during the Promotional Period:
 - "Stadium Membership"
 - "Black&White Membership"
 - "J1897 Membership"

PARTICIPANTS

The Competition is reserved for participants aged at least 16 when participating, resident or domiciled in the countries indicated in the list below (hereafter, "Countries") and who, subject to *logging in* to the Website (using the login credentials to the same or, alternatively, via *Facebook login* or *Google Account* or *Apple ID*), will access the *landing page* dedicated to the Competition (hereafter, "Registered Users").

If you are not already a Registered User and therefore do not have the aforementioned credentials, before accessing the *landing page* operating at the URL <http://mygameroom.juventus.com/contest/wtg24> (hereafter, "Landing Page"), you will first need to register on the Website.

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

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 Competition may only take place via the Landing Page accessible from the Website;
- b) Juventus, as the Promoter, is a company residing in Italy;
- c) the collection and management systems of participations in the Competition are resident in Italy;

therefore, the Competition will take place entirely in Italy, as the collection of all participations and all procedures for awarding prizes (through Instant Win and any draw) will take place in this geographical area.

Consequently, Italian law shall exclusively apply.

TOTAL PRIZES

The total prizes available in the Competition amount to a total of €5.930,00 (including VAT).

METHOD OF PARTICIPATION, AWARDING AND DELIVERY OF PRIZES

During the Promotional Period, the Competition will be advertised on the Website and access to the Landing Page will be made available, after logging in (using the access credentials provided when initially registering on the



Website or via *Facebook login* or *Google Account* or *Apple ID*).

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

For the purposes of participation in the Competition, you must confirm that you have read these regulations upon first accessing the Landing Page; this confirmation will be recorded by the management system and will no longer be requested, from the same Registered User, at subsequent accesses.

From the Landing Page you can access the interactive interface connected to the Instant Win management system during the various Phases. If a Special Phase is also active, the specific box dedicated to it will also be present.

Through the interactive interface, the Registered User will see some graphical elements and, by clicking on one of them, the Instant Win system will be initiated which will then display the outcome of the participation (win or no win) and, in the case of a win, also the prize.

Registered Users should note that the choice of one graphical element, as opposed to others present in the interactive interface, will not affect the participation outcome; that interface is solely aimed at improving the User's interactive experience when participating in the Competition, and the outcome of their participation depends exclusively on the Instant Win software programmed with completely random award of prizes.

During the Special Phases, again subject to accessing the Landing Page and clicking on the specific box, you can then also compete for one of the prizes available with the Special Phase in progress.

The participation method will be the same as that already described to compete for the prizes available in relation to the Phases.

With regard to attempts to participate to compete for the prizes available in relation to the Phases and notwithstanding the fact that you can only win one available prize from them:

- a) a Registered User who does not hold any Juventus Membership will have the right to participate once per week in the Promotional Period;
- b) a Registered User who also holds a "Stadium" Juventus Membership will have the right to participate two times per week in the Promotional Period;
- c) a Registered User who also holds a "Black&White" Juventus Membership will have the right to participate three times per week in the Promotional Period;
- d) a Registered User who also holds a "J1897" Juventus Membership will have the right to participate four



times per week in the Promotional Period.

With regard to attempts to participate to compete for the prizes available in relation to the Special Phase and notwithstanding the fact that you can only win one available prize from them:

- a) a Registered User who does not hold any Juventus Membership will have the right to participate once per week included in the Special Phase;
- b) a Registered User who also holds a "Stadium" Juventus Membership will have the right to participate two times per week in the Special Phase;
- c) a Registered User who also holds a "Black&White" Juventus Membership will have the right to participate three times per week in the Special Phase;
- d) a Registered User who also holds a "J1897" Juventus Membership will have the right to participate four times per week in the Special Phase;

By virtue of the above, it is noted, therefore, that:

- each registered user may freely use the weekly participation attempt(s) - as respectively due, both to compete for a prize relating to the Phases and for one for the Special Phases - within the same week *(merely by way of example: all in succession or on different days and times, provided that they are in the same week)*;
- the Special Phase is independent from the Promotional Period, the weekly attempts to participate relating to the Special Phase may be used independently from those relating to the Promotional Period;
- Registered Users who win in a certain week will have the right to compete for the prizes available for the Special Phase; if both prizes have been won, it will no longer be possible to participate in the Competition;
- Registered Users who also have "Stadium" or "Black&White" or "J1897" Juventus Membership, must *log in* to the Landing Page with the same access credentials (e-mail address valid as username) used when they subscribed to that Membership, to ensure that they are granted the number of weekly attempts to which they are entitled. Otherwise, the Competition participation management system will be unable to grant this benefit to the Registered User, who will accordingly be entitled to just two attempts to participate for each week.



In the event of a winning participation, a link will be made available to access an online form (hereafter, "Prize Form"), which must be completed within 72 hours from the time of the winning participation, by entering the information requested, which is needed to ship the prize to the winner's home address.

If the connection to the Website is interrupted, for any reason, 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 that information.

Once the Prize Form has been completed and sent by the deadline, the Registered User will receive a confirmation email at the address provided when registering to the website and the prize will be shipped to the indicated address within 180 days of the award date. All transportation costs will be borne by Juventus.

Failure to complete the Prize Form by the above-mentioned deadline will forfeit the right to the prize, which will consequently be considered to be "unclaimed" and will therefore be automatically re-entered into the Instant Win management system, specifically programmed for this purpose, or into the prize draw if there is insufficient time to re-enter it into the prize competition (as the Promotional Period has expired in the meantime).

As regards participation, the following should be noted:

- 1) The name and surname provided when registering to the website must correspond to the true identity of the Registered User. In this regard, if the latter wins, Juventus shall have the right to perform the related checks by requesting a copy of the participant's identity document.
- 2) Following the check of documents mentioned in point 1) above, if it is found that a participant has won more than one prize, the right to only the first prize will be maintained, while the other prize will be re-entered into the prize competition for any 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 final draw will be sent by email, each participant in the Competition will be responsible for the accuracy of the information provided during the initial registration on the website (which in any event allows personal data to be updated, if not provided correctly initially).
- 4) Therefore, the above mentioned email address must refer to a valid email account held by the Registered User (i.e. one that can be contacted and is able to receive new messages).
- 5) Participants' 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 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 this processing of data by the Promoter, as it relates to legislative and contractual obligations, does not require consent from the data subjects.

- 6) The decision not to select additional options or specific consents to processing for promotional and marketing purposes when registering to the website will not prevent participation in the Competition.
- 7) By participating in the Competition, the participant also acknowledges that any indication, when registering to the website, of data (including email addresses) of any third party other than the same, even if referring to a non-existing party, will lead to the forfeiture of any right in relation to participation in the Competition, including the award of any prize. Furthermore, if the data provided refers to an existing and identifiable third party, the participant, by indicating those data, indemnifies the Promoter from any dispute, claim or request for damages whatsoever made by that third party, following the receipt of unsolicited communications.

If:

- a) at the end of the Promotional Period, there are one or more prizes that have not been awarded via Instant Win (given the random assignment system of the programmed software), and/or
- b) once the deadline set for completing and sending the Prize Form with the data necessary for shipping the prize has elapsed, there are one or more prizes that have not been claimed, and/or
- c) from verifying the winner's data (by checking the copy of the identity document), it emerges that an individual has won more than one prize and, therefore, only the first prize is due, and the remaining prize is to be awarded by way of a draw

a list will be prepared of all Registered Users who, during the Promotional Period, have participated to compete to win the prizes available in relation to the Main Prizes and have not won any prize.

That list will be used for the purposes of the draw which, in that case, will take place by 15 July 2025, in the presence of an official from the Chamber of Commerce of Turin, responsible for protecting consumers and public trust.

The following will then be drawn from the List:

- A number of winners equal to the number of the above-mentioned prizes not claimed or not awarded or reassigned, based on the value of the prize(s), in descending order.
- Reserves in a number equal to the winners drawn.



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 trust by the computer system.

The winner or winners of the final draw will be notified by email that they have won (at the email address stated when registering to the website), with a request to respond, within 10 days, also sent by email, indicating the address to which the prize should be shipped, which will be actioned within 180 days of the award. If a response is not received by that deadline, the winner will forfeit their right to the prize, which will be awarded to the first reserve, and so on.

WAIVER OF CLAIMS

The Promoter waives its right to withhold taxes (pursuant to Article 30 of Italian Presidential Decree no. 600/1973) in favour of the winners of the Competition.

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 Competition can be accessed from the Landing Page.
- 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.
- Notwithstanding the fact that the system used to collect and manage participation is programmed with the adoption of safeguards deemed sufficient to prevent any external attempt by third parties to change the software and determine the winners, the Promoter shall, in any event, have the right to protect all participants and prevent access to the Competition by parties who attempt to circumvent or breach the aforementioned



computer system, as well as reserving the right to inform the competent authorities of said attempts.

- The Promoter shall not be liable for any failed delivery of communications sent to the email address of a winner (Instant Win or any draw), in accordance with the procedures set forth in these regulations, if the Registered User provides a non-existing email address, a temporarily disabled email address, if they are unable to receive new messages, or in cases in which the configuration of the email account (client or server side) erroneously considers the messages to be *spam*.
- If a winner cannot be contacted, after an attempted delivery by the courier, this 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.