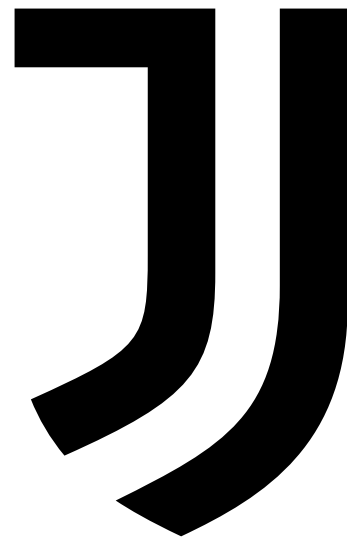


**REGULATIONS FOR THE  
PRIZE COMPETITION  
"SAVE THE TICKET"**



# JUVENTUS

## Regulations of the Prize Competition referred to as “SAVE THE TICKET”

### 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 awarding of the promised prize through a final draw.

### DURATION

The Competition will run from 21<sup>st</sup> August 2025 until the sixth day starting from the date of the last “home” match played, according to the calendars, by the following teams:

- Juventus men’s first Team in the 2025-2026 season at the Allianz Stadium (i.e., “at home”);
- Juventus women’s first Team in the 2025-2026 season at the Biella Mantra-Pozzo Stadium (i.e., “at home”);
- Juventus Under23’s Team (known also as Juventus Next Gen) in the 2025-2026 season at the Alessandria Moccagatta Stadium (i.e., “at home”);

The period during which the Competition will be active is defined as “Promotional Period”.

It should be noted that at the time of drafting these regulations, the only calendar disclosed is that relating to the Juventus first team which will play at home on 17 May 2026 (37<sup>th</sup> Day of the Italian Serie A Championship. In this case and by way of example only, if the last match played “at home” by the Juventus women’s first team or by Juventus Next Gen will be before 17<sup>th</sup> May 2026, the Competition will be active until 23<sup>rd</sup> May 2026, i.e. until the sixth day starting from 17<sup>th</sup> May 2026.

The awarding of the prize promised in the Competition, through a final draw, will take place within 12<sup>th</sup> June 2026.

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## PURPOSES OF THE COMPETITION

The Competition aims to:

- a) foster the loyalty of Juventus fans who purchase one or more named Tickets to the Allianz Stadium for matches played by the Team in the 2025-2026 season (hereinafter "Tickets");
- b) foster the loyalty of Juventus fans who hold a Season Ticket for the 2025-2026 season, consisting of:
  - 19 Tickets for access to the Allianz Stadium for the "home" matches of the Serie A Championship (hereinafter "Subscription Base" or "Subscription Full");
  - 24 Tickets for access to the Allianz Stadium for the "home" matches of the Serie A Championship and for the Round of 16 of the Italian Cup and the four UEFA Champions League group stage matches (hereinafter "Subscription Star");
- c) foster the loyalty of Juventus fans who, in addition to qualifying under point a) or b) above, are also members of a Juventus Official Fan Club (hereinafter "JOFC members") or are subscribers to a "Black&White", "Stadium" or "J1897" Juventus Membership for the 2025-2026 season (hereinafter jointly referred to as "Juventus Membership Holders");
- d) encourage registration on the [Juventus.com](https://www.juventus.com) website (hereinafter the "Site") if a participant is not yet registered.

## PARTICIPANTS

The Competition is open to people who are at least sixteen years of age at the time of participation and registered on the Site (hereinafter the "Registered Users").

The definition of Registered Users means the same in the singular and plural.

## GEOGRAPHICAL AREA AND APPLICABLE LAW

Whereas:

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

given the above, the Competition shall take place entirely in Italy, since this is where both the collection of participations and all the procedures connected with the awarding of the prize by drawing will take place.

Therefore, only Italian law is applicable, even if a Registered User is resident or domiciled abroad.

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## PROMISED PRIZE

A prize will be awarded by final draw, to be enjoyed by the winner with an accompanying person of their choice, provided they are over 18 years of age, 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, 2026-2027 season
- Allianz Stadium Tour on the match-day
- one lunch for two at the Taola restaurant
- two tickets for the Juventus Museum
- tour of Turin
- two Juventus official T-Shirts and promotional items
- Transfers from the hotel to the Allianz Stadium and during the activities described above

The prize is worth approximately €1.600 (VAT included) and comprises the above. Given the nature of the stay, transfer costs to Turin are not part of the promised prize and are therefore to be borne by the winner and their accompanying person.

Should the prize be won by a Registered User with a valid Season Ticket for the Italian Serie A championship season 2026-2027, this winner shall be allowed to surrender the coupon relating to the match whose entry is included in the prize or shall have to refuse this element of the prize, in that it won't be possible to hold two Tickets for the same match. This condition also applies to the accompanying person.

## TOTAL PRIZES

The total prizes available amount to €1.600 (including VAT).

## HOW TO PARTICIPATE IN THE COMPETITION

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

Regardless of the *log-in* method, in both cases the participant must confirm their personal data in the registration section

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accessible from the Landing Page.

After entering the Landing Page and logging in to the Site, the following is required of the Registered User in order to participate:

- a) **If they hold a Ticket**, they must - from the moment the Ticket is issued and no later than the sixth day following the date of the match - use the online form to enter the data required to identify the purchase, consisting of: sector - row - seat - Ticket code, and then click on the participation button.

After successfully verifying the Ticket's validity, the management system will allocate one entry to the Competition's final draw.

Without prejudice to the Ticket's validity, if the Registered User is a JOFC Member or a Juventus Membership holder, two entries in the final draw will be awarded instead of just one. If the Registered User is a JOFC Member and a Juventus Membership holder, two entries to the final draw will still be awarded.

For each additional Ticket purchased for subsequent matches, the procedure described above will apply if the Registered User enters the relevant data via the Landing Page.

- b) **Season Ticket holders** must complete registration on the Site (if they have not already done so) by entering their Juventus Card (formerly known as a fan card) and identification number and clicking on the participation button.

After checking whether there is a Season Ticket in the Registered Participant's name, the management system will allocate:

- 19 entries in the final Competition prize draw, if Subscription Base or Subscription Full
- 24 entries in the final Competition prize draw, if Subscription Star

Without prejudice to the Season Ticket's validity, if the Registered User is a JOFC Member or a Juventus Membership holder, 38 entries (Subscription Base or Subscription Full) or 48 entries (Subscription Star) in the final draw will be allocated instead of 19 or 24. If the Registered User is a JOFC Member and a Juventus Membership holder, 38 or 48 entries to the final draw will still be allocated.

Should the Registered User, during the Promotional Period, transfer an entry voucher included in the Season Ticket to a third party, the latter may not use it to participate in the Competition.

Should the Registered User, during the Promotional Period, purchase one or more Tickets for themselves:

- for one or more matches played by the Team and in addition to those already included in their Season Ticket

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(i.e., for a Competition other than the Italian Serie A Championship for the Subscription Base or Full, or other than Italian Cup or UEFA Champions League for the Subscription Star)

- for one or more matches played by the women's first Team or Next Gen Team

the Registered User may enter such Ticket(s) through the Landing Page, with the same terms and conditions as those specified in letter a), obtaining the respective additional Ticket(s).

When participating in the Competition for the first time, the computer system will award the relevant Registered User a certificate (digital image) as a welcome gift and with no financial value. Therefore, in the interests of maximum transparency for participants, we clarify that this digital certificate has an exclusively symbolic value and does not constitute a prize.

Through their private area on the Site, each Registered User can check their accumulated participation certificates for the final draw.

As regards participation, the following should be noted:

- 1) name and surname provided when registering on the Site must correspond to the actual identity of the Registered User, as stated on the Ticket or Season Ticket;
- 2) each participant will be responsible for the correctness of the email address provided during registration on the Site (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 for the Competition;
- 3) the aforementioned email address must consequently be referred to an operational email box manned by the Registered User (i.e., reachable and not inhibited from receiving new messages);
- 4) 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 related to legislative and contractual obligations, does not require consent from the Data Subjects.
- 5) Any failure to select additional options or specific consents to processing for promotional and marketing purposes when registering to the Site will not prevent participation in the Competition.

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6) By participating in the Competition, the participant also acknowledges that any indication, at the time of registration on the Site, of data (including phone number and email 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 as it will not be possible to verify the validity of either a Ticket or a Season Ticket. 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 Promoter harmless as regards any claim or request for damages whatsoever made by said third party, following the receipt of unsolicited notifications.

## **FINAL DRAW, NOTIFICATION OF WINNING AND PRIZE DISBURSEMENT**

At the end of the Promotional Period, a list of all Registered Users entitled to participate in the final draw will be drawn up.

Registered Users will be listed as many times as the number of entries allocated under the conditions set out in these regulations.

From this list, within 12<sup>th</sup> June 2026, 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:

- a prize-winner;
- five reserves.

Software with a random winning mechanism will be used for the draw (based on Microsoft<sup>®</sup> Excel<sup>®</sup>'s "rand" method) and subject to an appropriate declaration confirming compliance with public trust by the computer system.

The winner will be notified of their win by email (to the email address provided when registering on the Site) with a request to reply within 10 days and, again by email, communicating all the data necessary to issue the hotel reservation and to provide the other services, and to issue the two match tickets. If the winner replies in time, the reservation vouchers and match tickets will be sent - all in digital format - by email in good time relative to the date of arrival in Turin.

## **WAIVER OF CLAIMS**

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

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favour of the winner of the Competition.

## ADVERTISING

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

## FINAL NOTES

- In regard to the Competition, the prize - if not claimed or not awarded - will be donated charitably to Save the Children – Punto Luce Torino - Via Fiesole, 18 - 10151 Turin – Tax Code 97227450158.
- The complete rules 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 Enterprises and Made in Italy.
- It is understood that the system for collecting and managing participation is programmed by adopting measures considered sufficient to prevent the possibility of external interventions by third parties to modify the software; the Promoter shall, in any case, have the right to prohibit, for the protection of all participants, access to the Competition to subjects who may still try to circumvent or violate the computer mentioned above system, in addition to reserving the right to inform the competent authorities on the matter of such attempts.
- The Promoter shall not be liable for the non-delivery of an email sent to the winner or possible reserve, in the manner set out in these regulations, if the Registered User has provided an email address that is non-existent or that, in the meantime, becomes disabled or unable to receive new messages, or if the configuration of the email box (customer side or server-side) incorrectly considers the messages as spam.