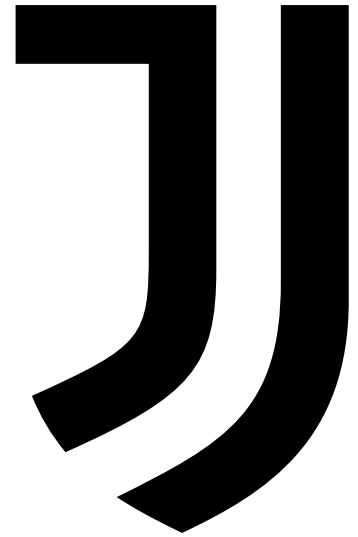


PRIZE COMPETITION

REGULATIONS

#WEARTHEGAME





Rules of the prize competition called **#WEARTHEGAME**

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).

DURATION OF THE COMPETITION

It will be possible to participate in the Competition between 28 September 2020 and 10 January 2021 inclusive (hereinafter "Promotional Period").

To award the prizes (through Instant Win) the Promotional Period will be split into 4 separate participation phases (hereinafter "Phases") temporally divided as per the table below:

| Phase | From | To |
|--------------|-------------|------------|
| 1 | 28/09/2020 | 11/10/2020 |
| 2 | 12/10/2020 | 01/11/2020 |
| 3 | 02/11/2020 | 06/12/2020 |
| 4 | 07/12/2020 | 10/01/2021 |

The potential draw (at the occurrence of the circumstances under these regulations) will take place by 29 January 2021.

OBJECT OF THE PROMOTION



The Competition promotes:

- the Juventus brand;
- free registration on the juventus.com website (hereinafter the "Website");
- the loyalty of Juventus fans;
- the loyalty of subscribers of "Black&White Digital", "Young Black&White", "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 Competition's 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.



For the purpose of the Competition, a “week” runs from Monday to Sunday.

| Phase | Prize Description and Value | Quantities of prizes per Phase |
|-------|--|---|
| 1 | Juventus logo t-shirt, for a retail value of €39.90 (VAT included) | 6 prizes divided into 3 prizes for each week of the Phase, of which 3 are green and 3 are white (the colour of the t-shirt will be randomly determined by the Instant Win management system). |
| 2 | Juventus Coach Jacket, for a retail value of €109 (VAT included) | 3 prizes, one for each week included in the Phase. |
| 3 | Juventus “Match” jersey, for a retail value of €89.90 (VAT included) | 5 prizes, one for each week included in the Phase. |
| 4 | 2020 Christmas Sweater, for a retail value of €54.90 (VAT included) 2020 Christmas cup, for a retail value of €14.90 (VAT included) | 10 prizes in total, of which 5 sweaters and 5 cups, divided respectively one for each week included in the Phase (the type of prize will be randomly determined by the Instant Win management system) |

JACKPOT

The jackpot of the Competition amounts to €1,364.90 (VAT included).

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), to the relative participation landing page, found at the URL <https://engage.juventus.com/contest/wtg20> (hereinafter, “Landing Page”).

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.

Clicking the button “**Play**”, the Registered Users will view the results of their participation (winners or non-winners) which will be displayed both graphically, and with a text message describing the awarded prize.

Registered Users should note that the interactive interface will not affect the outcome of their participation; the only purpose of the graphics used is to improve the interactive experience of participating in the Competition and the



outcome depends exclusively on the Instant Win software programmed to assign the prizes in an absolutely random way.

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 once per week during the respective Phase;
- b) a Registered User who also holds a "Black&White Digital" or "Young Black&White" Juventus Membership shall have the right to participate twice per week during the respective Phase;
- c) a Registered User who also has "Black&White" Juventus Membership, shall have the right to participate three times per week during the respective Phase;
- d) a Registered User who also has "J1897" Juventus Membership, shall have the right to participate four times per week during the respective Phase;
- e) a Registered User who does not win, shall have the opportunity, using a specific feature on the Landing Page, clicking "Share" (hereinafter "Sharing") to obtain another chance to participate, only once a week throughout the Promotional Period. Any additional attempts at Sharing after the first weekly chance will therefore not qualify the user for another chance to participate. All Sharing attempts will be traced by the management server of the Competition resident in Italy.

By virtue of the above, note therefore that:

- Registered Users who win during any Phase will no longer have the right to participate in the Competition again;
- Registered Users, who also have "Black&White Digital" or "Young Black&White", "Black&White" or "J1897" Juventus Membership, must log into the Landing Page with the same access credentials (e-mail address valid as user name) 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 one attempt to participate for each of the weeks of the respective Phase.



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).

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 January 2021, 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.