

adidas AND JUVENTUS AGREE OFFICIAL PARTNERSHIP EXTENSION UNTIL 30 JUNE 2027

Turin, 21 December 2018 – Juventus Football Club S.p.A. and adidas Italy S.p.A. (“adidas”) have modified the official partner agreement and extended the term of the agreement until 30 June 2027.

The current agreement, which would expire on 30 June 2021, covered six football seasons starting from 2015/2016. The new agreement will relate to the period starting with season 2019/2020 and cover in total eight football seasons until 2026/2027. During this period adidas will be the technical partner of all Juventus teams for a minimum fixed consideration of € 408 million. The consideration does not include additional royalty payments upon exceeding a threshold of sales and sports performance bonuses.

With respect to the excellent performance of the commercial partnership and to the increased visibility of the Juventus brand in 2018, adidas recognized an additional bonus of € 15 million for 2018, which will be paid prior to 31 December 2018. The other terms and conditions of the existing contract remain unchanged until the start of the new agreement in season 2019/2020.

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