

OFFICIAL REGULATIONS FOR THE JUVENTUS OFFICIAL FAN CLUB 2017/18

ARTICLE 1 JUVENTUS OFFICIAL FAN CLUB PROJECT AND STRUCTURE OF THE JUVENTUS OFFICIAL FAN CLUB CENTER

In the Regulations that follow, the term "Juventus" refers to Juventus Football Club S.p.A., with registered headquarters in Turin, Corso Galileo Ferraris 32. "Juventus Official Fan Club Center" refers to the company Lefima Srl, with registered headquarters in Turin, Via Sansovino 230;

Juventus Football Club S.p.A. intends to promote, organise and develop services for supporter organisations established with the aim of engaging with as many supporters as possible, in compliance with civic education principles, sporting ethics, national laws and supporter behaviour guidelines based on mutual respect, peaceful coexistence and the rejection of all forms of violence. The Juventus Official Fan Club Center is the service company that manages and co-ordinates services provided to members of Juventus Official Fan Clubs, in compliance with the sporting ethics to which Juventus adheres. Being a Juventus Official Fan Club enables participating fans to access a range of services that shall be announced from time to time on the Juventus Official Fan Club section of the club's official website (www.juventus.com). Juventus Official Fan Clubs that adhere to the terms and conditions specified below may be recognised as Juventus Official Fan Clubs and, as such, may participate in this project in order to guarantee their members access to services reserved to Juventus Official Fan Clubs.

The **sole headquarters** of the Juventus Official Fan Club Center is located in **Via Sansovino 230, Turin (TO) (Post code: 10151)**. The company is divided into the following departments: chairmanship, administration, staff and event organisation, ticketing office and editorial. The organisational structure does not include elected bodies at intermediary or peripheral level.

In order to operate throughout Italy, the Juventus Official Fan Club Center relies on the voluntary and free cooperation of **regional liaison officers**. The regional liaison officer is appointed by the Juventus Official Fan Club Center on an annual basis, with each term equal to the length of the football season. The same individual can be reappointed as regional liaison officer by the Juventus Official Fan Club Center multiple times. The regional liaison officer is an individual (not necessarily the president of their Juventus Official Fan Club) selected at the absolute discretion of the Juventus Official Fan Club Center and **has no power of representation (in the technical/legal sense of the term) over the Juventus Official Fan Club Center**. The regional liaison officer's task is to use his/her knowledge of the region and/or the specific geographical area where he/she usually lives to promote collaboration and cooperation between all Juventus Official Fan Clubs across all aspects of Club life. The Juventus Official Fan Club Center shall appoint a regional liaison officer and a deputy regional liaison officer for each region of Italy. The regional liaison officer and deputy liaison officer may be removed from their positions at any time and at the discretion of the Juventus Official Fan Club Center. A list of regional liaison officers is published on the Juventus Official Fan Club section of www.juventus.com every year.

ARTICLE 2 MANDATORY TERMS AND CONDITIONS FOR JOINING THE JUVENTUS OFFICIAL FAN CLUB PROJECT

The pre-requisites required for Juventus FC supporter clubs to be recognised as Juventus Official Fan Clubs and join the Juventus Official Fan Club project are as follows:

- The club must be a **not-for-profit organisation**, with managerial and administrative autonomy. The organisation's legal representative as recorded in the Certificate of Incorporation must correspond with the chairperson of the Juventus Official Fan Club listed in the Juventus Official Fan Club registration form. Juventus Official Fan Clubs that were officially registered for the 2016/17 season and intend to re-register for the 2017/18 season, and access the services offered

by the Juventus Official Fan Club Center (including the 2017/18 season-ticket campaign), will need to do the following:

- a. Visit the Juventus Official Fan Club reserved area, via the GENERAL INFORMATION section;
 - b. In the event that the association's legal representative (the Juventus Official Fan Club chairman) and/or legal headquarters has changed, send the the new certificate of tax code assignment through the Club profile.
- In addition to their legal headquarters, Juventus Official Fan Clubs may also have an operational headquarters. If separate from the legal headquarters, the operational headquarters must be located in the same municipality in which the association is officially registered. This must also be specified in the relevant area of the GENERAL INFORMATION section of the Juventus Official Fan Club profile, with mandatory prior notification given to the Juventus Official Fan Club Center.
 - To register a new Juventus Official Fan Club, the following documents must be provided in the aforementioned section of Juventus.com: the draft By-law (not yet registered with Inland Revenue Office) and a signed copy of the official regulations 2017/18. Once all documentation has been received, the club will be contacted by the Juventus Official Fan Club Center so that they can be granted authorisation and given the log-in details for their profile. The new application process on Juventus.com, in the START AN OFFICIAL FAN CLUB section of the site, will only be open to clubs that were not registered in the 2016/17 season. When all documentation required by the application process has been produced and authorisation has been granted by the Juventus Official Fan Club Centre, the club's chairperson may then register the relevant By-Laws with their local Inland Revenue Office. The company name used in the By-Laws and registered with the Inland Revenue Office shall be the official name that the Juventus Official Fan Club Center shall use in all administrative and accounting documentation (including Juventus Official Fan Club membership cards).
 - The Club must have at least 100 members if based in Italy, or 80 members if based in other European countries (countries geographically located in Europe, e.g. Switzerland, United Kingdom, Norway, etc.) Clubs based in non-European countries (countries not geographically located in Europe) must have at least 30 members.
 - At the time of subscription, club senior management and members must not be subject to provisions as set out in Article 6 of Legislative Decree No. 401 of 13 December 1989 (DASPO), Legislative Decree No. 1423 of 27 December 1956 (special supervision, forced residence, refusal of residence) or any subsequent amendments to the aforementioned regulations or new regulations on the subject. This means that members must never have been convicted of offences committed during or as a result of sports events, even if sentences are not yet final.
 - The Club must organise and oversee initiatives designed to fill the leisure time of its members in a good-natured and suitable manner. These initiatives should promote the key principles of sporting culture set out in the Olympic Charter among members and throughout the wider area, in addition to upholding the core values included in the Juventus Code of Ethics. These are inspired by the principles of mutual respect, peaceful coexistence and the rejection of all forms of violence and racism, with the aim of preventing acts of violence in football stadia and promoting the passionate yet peaceful participation of the public, and of youngsters in particular, in sporting events.

- The Club must unconditionally comply with laws, rules, provisions, regulations and decisions adopted by national institutions, football regulatory bodies, Juventus and the Juventus Official Fan Club Center.

Where the pre-requisites for joining the Juventus Official Fan Club project are met, the organisation's legal representative must send off the necessary documentation using the procedure indicated in the Juventus Official Fan Club section of www.juventus.com. The documentation must include a copy of these Regulations, duly signed to indicate acceptance by the chairperson and the majority of directors who make up the Board of the Club that intends to join the Juventus Official Fan Club project. In the case of Juventus Official Fan Clubs that were registered in the 2016/17 season, the Club is simply required to accept the terms and conditions of these Regulations on their profile. Late or non-submission of just one of the necessary documents by the deadline shall result in the automatic rejection of the application to join the Juventus Official Fan Club project for the season in question.

Application requests can be sent to the Juventus Official Fan Club Center using the procedure indicated in the Juventus Official Fan Club section of www.juventus.com **from 12 JUNE 2017, the start date of the Juventus Official Fan Club 2017/18 membership campaign.**

The following two deadlines must be strictly complied with:

1. The deadline for joining the " Juventus Official Fan Club" project is 31 OCTOBER 2017.

Clubs will no longer be able to join the project and obtain Juventus Official Fan Club status after this date;

2. The deadline for Juventus Official Fan Club member registration (for Juventus Official Fan Clubs already accredited, member details cannot be changed, only updated to reflect new members) **is 31 JANUARY 2018.** When the Juventus Official Fan Club has been recognised by the Juventus Official Fan Club Center, the chairperson and/or the communication liaison officer of each Juventus Official Fan Club may send a completed version of their members' personal information details by following the instructions in their profile, the log-in details for which will be given to the chairperson.

Juventus Official Fan Club applications must fully comply with the following minimum mandatory parameters:

- **for ITALY:** fan clubs must have at least **100 members**;
- **for other European countries,** fan clubs must have at least **80 members**;
- for non-European countries (countries not geographically located in Europe) fan clubs must have at least **30 members**;
- **for all countries:** Members must purchase and pay for a Juventus Official Fan Club card. This is free for Official Fan Club Black & White and/or J1897 Members whose membership runs until after 30 June 2018. For non-European countries, once 50 members have signed up for a Juventus Official Fan Club card, all further cards will be issued free of charge
- **the Juventus Official Fan Club Center does not officially recognise any Juventus Official Fan Club subsections.** The Juventus Official Fan Club Center shall consider any Clubs organised into federations of subsections as individual Juventus Official Fan Clubs (e.g Juventus Official Fan Club Nord-Est bianconero, etc.);

While the Juventus Official Fan Club Center does not award any **territorial exclusivity** to Juventus Official Fan Clubs, it **prohibits Juventus Official Fan Clubs in Italy from setting up subsections in**

geographical regions other than the region in which their Juventus Official Fan Club is based. The Juventus Official Fan Club Center also prohibits such groups from giving a subsection the unauthorised name of " Juventus Official Fan Club", without specifying its "status" as a subsection. This is a misuse that often occurs as a result of the creation of websites or official Facebook pages or the use of banners or neon signs near the subsection's premises. The correct name of a subsection shall be, by way of example: Juventus Official Fan Club Turin, Vinovo subsection. The Juventus Official Fan Club to which the subsection belongs shall also be held liable for any breach of the above regulations. This could lead to the suspension and/or cancellation of the service.

The establishment of new Juventus Official Fan Clubs (or indeed subsections) with legal and operational headquarters in the same municipality, or subdivision thereof, in which another pre-existing Juventus Official Fan Club is based, is prohibited. In the event that the territory of the municipality in question is extended, specific approval can be granted. Juventus Official Fan Club directors, especially those located in the same small geographical area, are invited to comply with these Regulations and, above all, with the principles of civil coexistence (manners, loyalty, fair play and mutual cooperation).

Members are **strictly prohibited from joining more than one Juventus Official Fan Club** during the same football season. Members who do this will be expelled from all of the Juventus Official Fan Clubs they are signed up to. Juventus Official Fan Clubs must therefore ask prospective members, at the time of subscription, that they have not violated the aforementioned condition.

ARTICLE 3 PURCHASE OF JUVENTUS OFFICIAL FAN CLUB MEMBER KIT

The Juventus Official Fan Club Member Kit includes:

- an official Juventus Official Fan Club card;
- a 10% discount at all Juventus Stores on presentation of the Juventus Official Fan Club card;
- a €10 discount voucher on a minimum €100 purchase on www.juvestore.com until 30/06/2018;
- special rates for tickets to the Juventus Museum & Stadium Tour and Juventus City Tour, a 5% discount on services at J-Medical (please find a list of services on www.jmedical.eu; discounts may not be combined with other offers) and a 50% discount on the price of a J-Medical card;
- possibility to request a Juventus Supporters' Card from the Juventus Official Fan Club Center through a specific Juventus Official Fan Club, at a discounted price;
- possibility to purchase official merchandise which may be customised to each Juventus Official Fan Club from a special catalogue and at discounted prices.

The following fees apply to the purchase of the Kit:

- **€25.00 (TWENTY-FIVE):** for all **STANDARD** Juventus Official Fan Club members;
- **€18.00 (EIGHTEEN):** for all Juventus Official Fan Club members **who are Juventus Stadium SEASON-TICKET HOLDERS** for the **2017/18 season**;
- **€16.00 (SIXTEEN):** for all Juventus Official Fan Club members **UNDER THE AGE OF 16** who are not season-ticket holders (reduction applicable to individuals born from 1 January 2002 onwards);
- **FREE:** for any **standard Juventus Official Fan Club members who decide to subscribe to the Juventus Membership Programme as J1897 or Black&White Members, provided that the membership card is valid until after 30 June 2018.** In this case, the individual member shall register on the www.juventus.com/membership website, completing all steps included in the registration process in order to take out J1897 or Black&White Membership. Where Juventus Official Fan Club members take out J1897 or Black&White Membership at the same time as they sign up to the Juventus Official Fan Club, the Juventus Official Fan Club must record the individual's eight-digit membership code when updating their member database.
- **FREE:** for any **standard Juventus Official Fan Club members** who have paid the **Juventus J1897 or Black&White Membership registration fee and, upon subscribing to the Juventus Official Fan Club project, are in possession of a Juventus J1897 or Black&White**

Membership card due to expire after 30 June 2018. As in the previous case, the Juventus Official Fan Club must record the individual's eight-digit membership code when updating their member database.

- **FREE:** for any **STANDARD** Juventus Official Fan Club members who join non-European Juventus Official Fan Clubs with more than 50 members.

ARTICLE 4 SUBSCRIPTION PROCEDURE FOR THE JUVENTUS OFFICIAL FAN CLUB PROJECT

PRELIMINARY STAGE

As of the 2017/18 season, the Juventus Official Fan Club project has a new subscription procedure. Information on how to sign up can be found in the Juventus Official Fan Club section of www.juventus.com. It is vital that this information is adhered to as it is binding.

To register a Juventus Official Fan Club in your area for the 2017/18 season, please provide the information as requested in the new subscription procedure:

- **FOR JUVENTUS OFFICIAL FAN CLUBS ALREADY REGISTERED IN THE 2016/17 SEASON:**
 - In the event that the legal representative (chairperson) and/or the legal headquarters of the Juventus Official Fan Club have changed, clubs must send in their new certificate of assignment of tax code through the Juventus Official Fan Club profile.
 - The terms and conditions in the OFFICIAL REGULATIONS 2017/18 must be accepted through the Juventus Official Fan Club profile.
- **FOR NEW JUVENTUS OFFICIAL FAN CLUBS:**
 - DRAFT BY-LAWS (not yet registered with Inland Revenue Office) from the Juventus.com/Official Fan Club website.
 - SIGNED COPY OF OFFICIAL REGULATIONS 2017/18 from Juventus.com/Official Fan Club website.

Chairpersons/legal representatives of supporter organisations that intend to participate in the Juventus Official Fan Club project must **send all documentation requested by the new subscription procedure to the Juventus Official Fan Club Center between 12 June 2017 and 31 October 2017.**

For more information, clubs can contact their **Juventus Official Fan Club Center regional liaison officer (see list in the Official Fan Club section of Juventus.com).** **Overseas clubs may contact the Official Fan Club Center directly.**

Once all documentation has been received, the club will be contacted by the Juventus Official Fan Club Center so that they can be **granted authorisation and given the log-in details for their profile.**

The Juventus Official Fan Club Center reserves **the right to reject a subscription request** to the Juventus Official Fan Club project, thus denying Juventus Official Fan Club status to the fan club in question. This may happen to:

- (i) Clubs whose officials and/or members have behaved in a morally or materially

- deplorable way towards members of their own or other Juventus Official Fan Clubs and/or supporter organisations, individual supporters, the Juventus Official Fan Club Center, Juventus and/or public authorities in the previous football season or at any time in the past;
- (ii) any supporter organisation that fails to adhere to the principles set out in Article 2 of these Regulations, that is deemed not to comply with key principles that underpin the Juventus Official Fan Club project or whose purpose is not to promote sporting values and the principles of loyalty and fair play as set out by Juventus' Code of Ethics (officially approved by the Board of Directors on 9 May 2013).

OPERATIONAL STAGE OF THE REGISTRATION PROCEDURE: ISSUE AND/OR REFUSAL OF AUTHORISATION FOR THE REGISTRATION OF THE CERTIFICATE OF INCORPORATION WITH THE INLAND REVENUE

The (positive or negative) outcome of the Juventus Official Fan Club Center's evaluation of the aforementioned preliminary and mandatory documentation shall result in the Juventus Official Fan Club Center deciding whether or not to grant its **authorisation for the final stage** of the registration procedure (official recognition). This consists of the Juventus Official Fan Club Center providing written notification of documentation approval to the Club's chairperson/legal representative.

Please note: the Certificate of Incorporation and By-Laws of the not-for-profit organisation (which must be named "Juventus Club") may only be registered with the relevant Inland Revenue Office **after the** Juventus Official Fan Club Center **has granted authorisation** for the final registration stage.

When entering information regarding club members, or before activating their status as members, the legal representative of the Juventus Official Fan Club must ensure that all information relating to the members is correct and corresponds exactly to all ID documents, Supporters' Cards, Juventus Membership cards (Premium/Black & White Member and J1897), season tickets and personal email addresses.

Legal responsibility for the veracity of all information added to the Juventus Official Fan Club profile rests with the chairperson of that Juventus Official Fan Club.

Once the members have been activated, the Juventus Official Fan Club Center will not be able to modify their information under any circumstances.

In the event that the preliminary documentation is not approved, the Juventus Official Fan Club Center will return the application and notification of the rejection to the Juventus Official Fan Club within 10 (ten) days of receipt of all required documentation.

ARTICLE 5 GENERAL CRITERIA FOR THE MANAGEMENT OF SERVICES PROVIDED BY THE JUVENTUS OFFICIAL FAN CLUB CENTER TO JUVENTUS OFFICIAL FAN CLUBS

The standard provision of services provided by the Juventus Official Fan Club Center is overseen according to a series of basic, tried-and-tested principles, according to which:

- a) Juventus Official Fan Clubs may not submit requests for a number of tickets greater than the total number of their members less the number of members who are also Allianz Stadium season-ticket holders;
- b) **only Juventus Official Fan Club members** may use the Juventus Official Fan Club Center's ticketing service, or indeed any other Juventus Official Fan Club Center service (in line with the conditions and timescales set out in these Regulations);
- c) Juventus Official Fan Club member "*status*" does not automatically grant members the right to be assigned a ticket every time they request one from their Club;
- d) **the names on the tickets issued by the Juventus Official Fan Club Center may not be changed.**

TICKET SERVICES AND TICKET ALLOCATION CRITERIA

The Juventus Official Fan Club Center provides the following ticket services to Juventus Official Fan Clubs only:

2017/18 season-ticket campaign:

- Renewal and transfer of season tickets.
- New season tickets (where available).
- Opportunity to reserve four season tickets (instead of three) in the My Season Ticket section.

Serie A:

- Tickets for home games at Allianz Stadium and, where permitted by the National Observatory on Sports Events, away matches.
- Resale of season-ticket seats to other members for specific matches for season tickets renewed via the Juventus Fan Club Center.

UEFA Champions League:

- Early-bird period for season tickets and transfer of season tickets renewed via the Juventus Fan Club Center (purchasing process for the UEFA season tickets will be the same as those specified in the season-ticket application form used by Juventus as standard).
- Tickets for home matches at Allianz Stadium.
- Tickets for matches at stadia other than Allianz Stadium (where available).

Coppa Italia:

- Early-bird period for season tickets and transfer of season tickets renewed via the Juventus Official Fan Club Center (purchasing process will be the same as used by Juventus as standard).
- Tickets for home matches at Allianz Stadium and, where permitted by the National Observatory on Sports Events, away matches.

In line with the project's guiding principles, the general criteria applied by the Juventus Official Fan Club Center (taken **as a whole** and with no order of importance) for the allocation of tickets to each Juventus Official Fan Club are as follows:

- **Correct, punctual compilation of ticket form** as per the procedure outlined in the reserved area;
- **Total number of members belonging to the** Juventus Official Fan Club;
- **Total number of members potentially entitled to tickets (total number of Juventus Official Fan Club members less number of season-ticket holders registered with the Club);**
- Frequency of the Juventus Official Fan Club's **attendance** at **matches** played both at Allianz Stadium and away from home (including away matches in Italy and in Europe), as organised by the Juventus Official Fan Club Center and in accordance with the allocation procedure adopted by that organisation in each case (particularly as regards the knock-out phases of European competitions);

- The frequency of the Juventus Official Fan Club's attendance **at bottom-tier matches at Allianz Stadium** and the number of members attending, as organised by the Juventus Official Fan Club Center;
- the **participation** of the Juventus Official Fan Club **in official events and initiatives** organised by the Juventus Official Fan Club Center both directly and through regional liaison officers (e.g. Club Day, official regional meetings, regional Juventus Official Fan Club meetings organised by regional liaison officers, events in public spaces, whether open to the public or private etc.)
- **Length of** the Juventus Official Fan Club's **uninterrupted subscription** to the Juventus Official Fan Club project or its predecessor, "Juventus Club Doc".

ARTICLE 6 TICKET REQUESTS FOR SPECIAL INITIATIVES ORGANISED BY JUVENTUS OFFICIAL FAN CLUBS

Requests for a **set number of tickets** made by Juventus Official Fan Clubs to the Juventus Official Fan Club Center – on behalf of Juventus Official Fan Club members only – may be granted in the following cases: 1) to help special initiatives organised by Juventus Official Fan Clubs to go ahead or allow members to attend special events such as Terzo Tempo; 2) for previous activities recognised by the Juventus Official Fan Club Center and implemented by a particular Juventus Official Fan Club following specific local initiatives aimed, for example, at raising awareness of sporting values and peaceful coexistence, in line with the Olympic Charter.

ARTICLE 7 PAYMENT METHODS FOR SEASON TICKETS PURCHASED BY MEMBERS FROM THE JUVENTUS OFFICIAL FAN CLUB CENTER VIA JUVENTUS OFFICIAL FAN CLUBS

- Each Juventus Official Fan Club that requests that the Juventus Official Fan Club Center renews or changes the name on a 2017/18 season ticket will have to guarantee the renewal of their subscription to the Juventus Official Fan Club project for that season at the same time. This must be done before the end of the 2017/18 season-ticket campaign, as set out by the Juventus Official Fan Club Center.
- During the renewal process, each Juventus Official Fan Club may only request to change the name on season tickets issued by the Juventus Official Fan Club Center in the 2016/17 season. Furthermore, it is prohibited for Juventus Official Fan Clubs to request to change the name on a season ticket in the event that the member who purchased a season ticket in the 2016/17 season has joined a different Juventus Official Fan Club for the 2017/18 season.
- The chairpersons of Juventus Official Fan Clubs who have not complied with requirements and/or completed their registration with the Juventus Official Fan Club project for the 2017/18 season are invited to notify 2016/17 season-ticket holders as soon as possible so that they can contact their regional Juventus Official Fan Club Center liaison officer to renew their 2017/18 season ticket, collect it and obtain information about it by other means.

ARTICLE 8 PRINTING METHODS FOR PAPER PLACEHOLDER SEASON TICKETS. RESALE OF UNUSED SEASON TICKETS DURING THE SEASON AND NEW TICKET ISSUING METHODS

- a) All 2017/18 season tickets shall be uploaded onto the member's Supporters' Card; possession of the card is therefore mandatory, including for any new season-ticket holders (ENTRY OF THE TDT NO. AND THE SECURITY/WEB TICKET CODE IS MANDATORY). The paper placeholder must then be **printed by the individual season-ticket holder by accessing their account in the "My Season Ticket" section of Juventus.com**.
- b) Resale of season tickets for home league games to another member registered with the same Juventus Official Fan Club: The Juventus Official Fan Club may use a seat previously sold by a

season-ticket holding member (only for season tickets issued by the Juventus Official Club Center) via the Juventus Official Fan Club Center's Secondary Ticketing system within a set deadline. Once the season-ticket holder in question executes this operation, the Juventus Official Fan Club shall notify the Juventus Official Fan Club Center of the new season-ticket holder by following the steps set out in the Juventus Official Fan Club's private profile. It is therefore fundamental that any individual season-ticket holding members who decide not to attend a league match sell their ticket to the Juventus Official Fan Club Center via the Secondary Ticketing system by the set deadline. The Juventus Official Fan Club will complete the relevant form with resale details for the seats made available by its own season-ticket holding members. This request is fully binding and may not be cancelled or amended. The fee payable by the new ticket holder will be the category price indicated in the pricing table for the match in question (full, junior, woman, disabled). Once a season ticket has been resold to the Juventus Official Fan Club Center, Juventus will award the Juventus Official Fan Club member who has resold their season ticket a credit defined on the basis of the match in question. This can be seen in the "My Season Ticket" section of www.juventus.com.

- c) Juventus Official Fan Club members who have signed up for season tickets via the Juventus Official Fan Club Center may appoint four reserves as an alternative to reselling the seat;
- d) Use of credit accrued with Secondary Ticketing during the 2016/17 season: The Juventus Official Fan Club Center shall be responsible for deducting this credit from the amount due for the renewal of the season ticket for the 2017/18 season. Therefore, before making the payment, the Juventus Official Fan Club must wait until it receives notification of the total amount to pay from the Juventus Official Fan Club Center.
- e) New ticket issuing methods for the 2017/18 season: Tickets requested by Juventus Official Fan Clubs will be loaded onto the Supporters' Cards of the members in question. The paper placeholder ticket (which is mandatory but not valid for access) will have to be printed by individual members from the www.listicket.com website. For **members who do not have a Supporters' Card**, the Juventus Official Fan Club must choose the HOME TICKETING option in their private section on the website when it makes the request, in order to receive the ticket (which is valid for access) via email. The email must be printed using an inkjet or laser printer on A4 paper.
- f) In the event that no ticket is received (either via email or the Supporters' Card), the Club must contact the Juventus Official Fan Club Center before the deadline specified on the ticket allocation notification sent by the Juventus Official Fan Club Center.
- g) Ticket requests for the Tribuna Sud in Allianz Stadium can only be made by Juventus Official Fan Clubs for members in possession of a Juventus Supporters' Card.

ARTICLE 9 NEWS AND NOTICES PUBLISHED BY THE JUVENTUS OFFICIAL FAN CLUB CENTER. PHONE AND EMAIL CONTACT DETAILS. JUVENTUS OFFICIAL FAN CLUB MEMBER PRIVACY FORM AND DATA PROCESSING

The chairperson and communications liaison officer of each Juventus Official Fan Club must communicate the following to its members:

(I) information on Article 13 of Italian Legislative Decree 196/2003 and subsequent amendments and integrations on the purposes and methods for the processing of personal data gathered via the **mandatory compilation of the "privacy" form (which can be downloaded from the Juventus Official Fan Club's private profile and should be stored at the Juventus Official Fan Club's headquarters only)**, (II) the general registration conditions for individual Juventus Official Fan Club members to the Juventus Official Fan Club project, as well as (III) the rules and regulations set out in these Regulations, which all Juventus Official Fan Club members must read and strive to adhere to. Generally speaking, the chairperson and communications liaison official must inform members that all Juventus Official Fan Club Center news and notices (e.g. service booking dates with relevant deadlines, etc.) are published in the private profile and **are as binding as the provisions in these Regulations**.

All Juventus Official Fan Clubs must collect and store all members' privacy forms in their legal headquarters, once these have been correctly filled out and signed. The Juventus Official Fan Club Center can ask to see the privacy forms at any time during the season.

The Juventus Official Fan Club Center will only pass the personal information of all members to Juventus Football Club S.p.A. for the purposes set out in law and in order for these to be conveyed to the security authorities and/or third parties responsible for managing IT ticketing services. Personal information will be deleted seven days after the date of the match, without prejudice to data processing purposes relating to public security or judicial matters.

For any communication requirements, **the Juventus Official Fan Club Center (www.juventus.com, Juventus Official Fan Club/Contact us section) may only be contacted by phone or e-mail by the chairperson and/or communications liaison officer** of each Juventus Official Fan Club. Members must pass messages to the chairperson and/or communications liaison officer, who must in turn contact the Juventus Official Fan Club Center. The Juventus Official Fan Club Center phone line is only operational at certain times during working days. Season-ticket holding members may request assistance for changing the name on tickets via the My Season Ticket section of the website, using the contact form present.

ARTICLE 10 PRESS RELATIONS AND JUVENTUS OFFICIAL FAN CLUB DIRECTOR RESTRICTIONS

- a) In the performance of their duties, Juventus Official Fan Club directors (including all members of the Club's board) and Juventus Official Fan Club Center regional liaison officers morally represent the Juventus Official Fan Club Center in their local area and community. For this reason, and in particular to prevent the easy exploitation of any opinions expressed, these figures may only grant interviews to national and local press (newspapers, internet and TV) **subject to previous written authorisation** from the Juventus Official Fan Club Center. Therefore, before granting interviews or issuing official statements in their capacity as Juventus Official Fan Club directors, the Club directors and/or regional liaison officer must request authorisation from the Juventus Official Fan Club Center through the "Contact Us" section of the Juventus Official Fan Club's private profile.
- b) Juventus Official Fan Clubs are often contacted via telephone or email by companies and individuals whose only aim is the use the Juventus Official Fan Club brand for commercial benefit (e.g. travel agencies, associations or websites without official authorisation to sell tickets, people belonging to supposed charities, supposed dealers of official Juventus products, journalists and/or publications, publishing houses). The Juventus Official Fan Club Center intends to educate all Juventus Official Fan Club directors so that they can evaluate any form of commercial or journalistic proposal with the utmost care and attention, in order to safeguard Juventus' property rights over the brand and protect the interests of its members and the Juventus Official Fan Club in general. To this end, Juventus Official Fan Clubs must contact the Juventus Official Fan Club Center through the "Contact Us" section of the Juventus Official Fan Club's private profile before accepting any commercial or journalistic proposals in their capacity as representatives of the Juventus Official Fan Club project.
- c) For the reasons outlined at points *a)* and *b)*, **the senior management of Juventus Official Fan Clubs** (chairperson and communications liaison officer) may be members but **may not hold any roles of responsibility within other supporter associations and/or organisations.**

ARTICLE 11 BREACH OF REGULATIONS AND DISCIPLINARY SANCTIONS

- a) The Juventus Official Fan Club Center is entitled to **suspend or definitively terminate** the provision of services to Juventus Official Fan Club members at any time for those Juventus Official Fan Clubs whose members and/or directors have been responsible for particularly serious behaviour towards the Juventus Official Fan Club Center and/or other Juventus Official Fan Clubs or have been involved

in **actions or events that represent a breach of the rules of these Regulations or Juventus' Code of Ethics (Appendix 2), of Allianz Stadium regulations (Appendix 3) of terms of use of seasonal passes and of sales conditions of individual coupon.** For example, it is a serious breach of these Regulations for a member and/or director of a Juventus Official Fan Club to increase the price of Juventus Stadium tickets assigned to a particular Juventus Official Fan Club by the Juventus Official Fan Club Center and/or bought at a reseller.

b) Any **temporary suspension or definitive termination of services** to a Juventus Official Fan Club shall be formally communicated to the Juventus Official Fan Club in question and the relevant regional liaison officer with the utmost haste (within five working days of the time the notification is received). In the event that services are definitively terminated as a consequence of serious violations of the terms of these regulations, the Juventus Official Fan Club and/or its members will under no circumstances be able to request a refund of the fee paid to purchase the kit.

c) Individuals subject to a Ban on Accessing Sporting Events (DASPO) and/or individuals who have been subject to disciplinary sanctions by the Juventus Official Fan Club Center may not hold official senior management roles (chairperson, communications liaison officer and manager) or submit a membership request to a Juventus Official Fan Club.

d) During the registration and member activation phases, it is strictly prohibited for payments to be made that do not exactly correspond to the amounts due as specified in the relevant section in the Juventus Official Fan Club private profile. During the purchasing phase, it is prohibited for payments to be made that do not exactly correspond to the to the amounts due as specified in the relevant section in the Juventus Official Fan Club private profile and/or after the deadline set by the Juventus Official Fan Club Center. In the event that one or both of these terms are violated, the Juventus Official Fan Club Center is entitled to **suspend and/or definitively terminate** services to the Juventus Official Fan Club in breach of the regulations at any time.

ARTICLE 12 GREETING ON BIG SCREENS

Only Juventus Official Fan Club members may receive a greeting (on a rotating basis) on Allianz Stadium's big screens during the build-up to league and Coppa Italia matches.

ARTICLE 13 OFFICIAL EVENTS AND MEETINGS WITH JUVENTUS OFFICIAL FAN CLUBS

As part of its relationship with Juventus Official Fan Clubs, the Juventus Official Fan Club Center organises a variety of events and meetings. Unlike self-contained individual Club initiatives, these aim to create an opportunity for the Juventus Official Fan Club Center, Juventus and Juventus Official Fan Club members to come together.

Events include:

- **Regional meetings** of Juventus Official Fan Clubs with participation from Juventus Official Fan Club Center directors and Juventus Football Club directors and players. In order to take part in these events, it is compulsory for at least one person per Juventus Official Fan Club to attend the preliminary meetings organised beforehand by regional liaison officers.
- **Walkabouts:** guided tours of Allianz Stadium before league and Coppa Italia matches on a continuously rotating basis, for a maximum of two Juventus Official Fan Clubs. Spaces are assigned on a first-come, first-served basis. This event will not take place for UEFA matches. Participation is free of charge.
- **Terzo Tempo:** after some league matches, Juventus FC players meet Juventus Official Fan Club

members in a function room in Allianz Stadium. The Juventus Official Fan Club Center will select a delegation of up to 25 members from each Juventus Official Fan Club, until all available places are taken. Participation will be charged.

- **Visits to Allianz Stadium, Juventus Museum and/or Juventus City Tour.** Bookings organised by the Juventus Official Fan Club Center for groups of **at least 25 members**.
- Chance to attend **first-team training sessions** at the Juventus Training Center (bookings taken on a first-come, first-served basis). Only during open days as set out by Juventus Football Club.

ARTICLE 14 USE OF THE JUVENTUS OFFICIAL FAN CLUB LOGO

In order to use the Juventus Official Fan Club official logo, express written authorisation from Juventus FC via the Juventus Official Fan Club Center is required. Authorisation may only be issued to supporter organisations participating in the Juventus Official Fan Club project that have been recognised as Juventus Official Fan Club and may be revoked by Juventus at any time, without notice and at its absolute discretion, simply by sending a letter by recorded delivery with return receipt to the chairperson of the Juventus Official Fan Club in question. Where granted, authorisation does not entail the assignment or franchising of rights to Juventus brands and is limited to the uses specified in Juventus' letter of authorisation.

If a Juventus Official Fan Club uses the **Juventus corporate logo and/or any element of the club's intellectual property**, this shall constitute grounds for termination due to the actions and fault of the Juventus Official Fan Club in question.

More specifically, the following are all forbidden:

- (i) The manufacturing, marketing, sale or publication of material and items of clothing bearing Juventus and/or Juventus Official Fan Club brands and logos
- (ii) The registration of brands and/or domain names containing the terms "Juve", "Juventus", "Juventus Official Fan Club" or any other words or symbols similar to any of Juventus' brands
- (iii) The registration, management or promotion of any social network accounts bearing Juventus' names, symbols or logos, with the exception of the Juventus Official Fan Club logo, for which prior written authorisation must be granted by Juventus, through the Juventus Official Fan Club Center.

Breach of the aforementioned bans, as well any other unauthorised use, modification, amendment and/or customisation of the intellectual and industrial property of Juventus FC – including the Juventus FC corporate brand and the Juventus Official Fan Club logo – constitutes clear grounds for the termination of authorisation to use the Juventus Official Fan Club official logo, due to the actions and fault of the Juventus Official Fan Club in question. As well as constituting grounds for the withdrawal of authorisation to use the Juventus Official Fan Club official logo, the breaches referred to in the previous paragraph also constitute a breach of these Regulations (the consequences of which are detailed in Article 11), shall be considered counterfeiting and will be punishable by law.

FINAL REMARKS AND REFERENCES

Subscription to this project entails the obligation to ensure fan support stays within the limits of correct

behaviour, rejecting all forms of violence, racism and obscenity. Upon the request of police authorities and at any time during the football season, the Juventus Official Fan Club Center reserves the right to request – in compliance with Article 6 of Italian Law No. 401 of 13 December 1989 on formal cease and desist orders and orders prohibiting stadium attendance – a statement certifying that no member of an individual Juventus Official Fan Club has been subject to such orders. If a member receives a restrictive order (DASPO) during the season, he/she shall be suspended from his/her Juventus Official Fan Club with immediate effect. **Even if not explicitly provided for by these Regulations, Juventus Official Fan Club Center decisions, rules and regulations issued subsequent to the publication of this document and published in the Juventus Official Fan Club section of www.juventus.com, and/or through notifications sent to Juventus Official Fan Clubs by the Juventus Official Fan Club Center, in the form of newsletters or messages in the reserved area, and/or via the regional liaison officers, shall be considered valid.**

All Juventus Official Fan Clubs belonging to the Juventus Official Fan Club Center must always be run in a way that is apolitical, non-religious, not-for-profit, respectful of the principles of civil coexistence (manners, loyalty, fair play and mutual cooperation). At the Juventus Official Fan Club Center's discretion, Juventus Official Fan Clubs that do not abide by such rules shall forfeit the right to access services reserved to Juventus Official Fan Club members with immediate effect.

LITIGATIONS – COMPETENT COURT

The Court of Turin has the exclusive authority to rule on any litigation regarding the validity, effectiveness, interpretation and application of these regulations.

Read, approved and signed PLACE AND DATE

THE CHAIRPERSON (legal representative) Juventus Official Fan Club

(legible signature)...../...../2017

BOARD MEMBER

(legible signature)...../...../2017

BOARD MEMBER

(legible signature)...../...../2017

BOARD MEMBER

(legible signature)...../...../2017

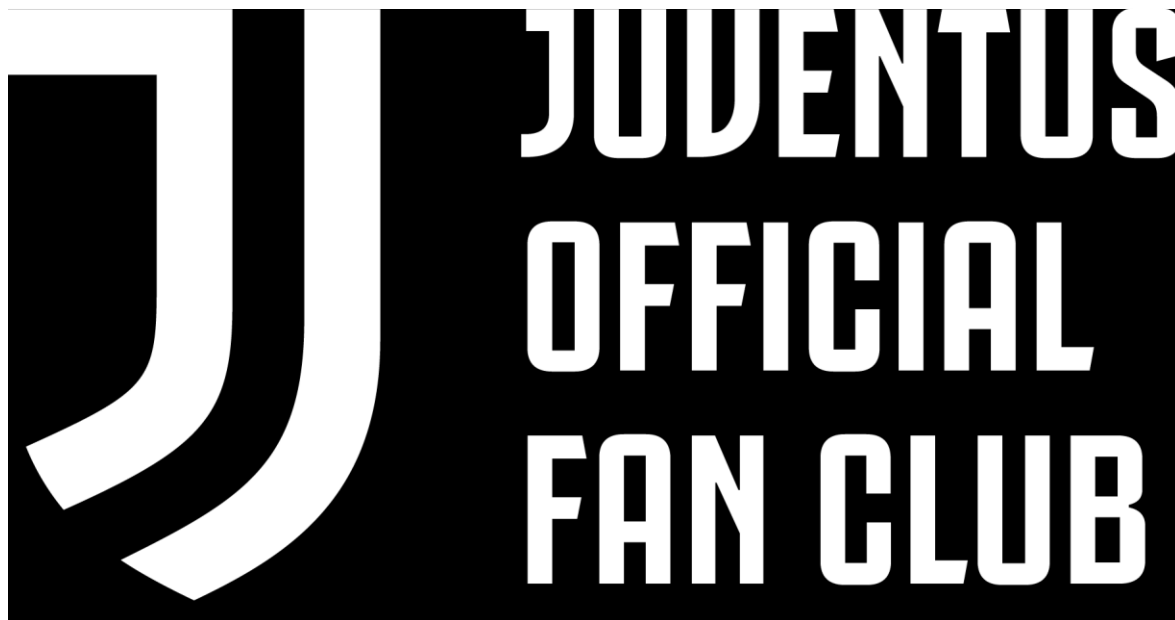
BOARD MEMBER

(legible signature)...../...../2017

APPENDIX 1: JUVENTUS OFFICIAL FAN CLUB LOGO

ALLEGATO N.1: LOGO JUVENTUS OFFICIAL FAN CLUB

WHITE LOGO:



BLACK LOGO:



APPENDIX 2: see link <http://www.juventus.com/en/club/investor-relations/corporate-governance/code-of-ethics/>

APPENDIX 3: see link <http://www.juventus.com/en/stadium-and-museum/on-a-matchday/rules-and-regulation/>

