



Regulation Code on the Transfer of Tickets for Football Matches - 23/24 Season (Code of Conduct)

Having seen the Memorandum of Understanding between the Ministry of the Interior, the Ministry for Sport, CONI, FIGC, the Professional Football Leagues, the National Amateur Football League, the Italian Referees' Association (A.I.A.), the Italian Footballers' Association (A.I.C.) and the Italian Football Coaches' Association (A.I.A.C.) on "The New Approach to Safety and Crowd Participation at Football Matches", of 4 August 2017; Having seen Article 27 of the FIGC Sports Justice Code; this Regulation Code on the Transfer of Tickets for Football Matches (hereafter "Code of Conduct") is adopted, which is regulated by the procedures indicated below.

Article 1 - Principles

The football club Juventus F.C. S.p.A. (hereafter "Football Club") and its fans respect the legal system and base their conduct on values of integrity, probity, fairness and civil coexistence. The Football Club and its fans reject any form of violence, along with any discriminatory behaviour (namely any conduct that directly or indirectly offends, denigrates or insults others for reasons of race, colour, religion, language, gender, nationality, ethnic origin, personal or social condition or constitutes ideological propaganda which is prohibited by law or in any case encourages discriminatory behaviour). The Football Club and its fans also reject any behaviour that is in contrast with the principles of probity and fairness and that instigates hatred and violence.

Article 2 - Non-acceptance and aim

The "institution of non-acceptance" (hereafter "Non-Acceptance") is the right of the Football Club to adopt the following measures against persons responsible for the behaviours indicated in Article 3 below: (i) refusal to sell tickets to the stadium for matches organised by the Football Club, (ii) temporary or final suspension of the effectiveness of the ticket in the name of the person responsible, including his/her possible immediate removal from the stadium even during the game.

The institution of non-acceptance applies not only to any conduct that occurs after a match ticket, season ticket or loyalty card has been purchased, but also to any conduct that pre-dates the purchase of the ticket or card.

The aim is to ensure that the stadium is a safe and welcoming place during events organised by the Football Club and suitable for any type of spectator, including families with children.

Article 3 - Relevant conduct

All conduct related directly to an Event, as defined below, irrespective of the place and time when it took place, and therefore even if implemented outside the stadium, including during away matches, or in any case relating to events other than matches, is relevant for the purposes indicated in Article 2 above.

An Event is any initiative or engagement organised by the Football Club and therefore not only football matches of every level (therein including friendlies) but also any other event organised by the Football Club even different from football matches and even if not open to the public.

The Non-Acceptance may be exercised by the Football Club in relation to any conduct that conflicts with the values of sport and public dignity, as well as all acts that materialise in and/or constitute and/or encourage discriminatory and/or denigrating and/or offensive behaviour based on race, territorial origin, ethnic origin, sexual orientation and religion, as well as personal or social condition (and any form of discrimination envisaged by the legislation in force) against the fans of the opposing team, institutions (civil, sporting and religious) and civil society in the broad sense or that, in contrast with the principles of probity and fairness, incites hatred and/or instigates violence, irrespective of the methods of expression.

The Non-Acceptance may also be exercised by the Football Club in relation to all those actions aimed at threatening, denigrating, offending or challenging impolitely persons, authorities and public or private institutions, including the Football Club, its employees and/or representatives, security staff, stewards present in the stadium, as well as in relation to all those behaviours that involve administrative penalties for the Football Club, or that are in any way likely to cause harm to the interests and/or image and/or name and/or reputation and/or decorum of the same.

The relevant conduct in relation to which the Non-Acceptance may be exercised also includes behaviours of: (i) disseminating (in any form and manner), in the absence of express authorisation, images and/or sounds relating to matches played at the stadium or Events, as defined above, or spreading information relating to matches or Events for the purpose of betting; (ii) promoting (and/or constituting the actions of) touting, even occasional; (iii) promoting (and/or constituting the actions of) sale and/or purchase of tickets through unofficial channels (and not authorised) or via online sale platforms that fuel the phenomenon of secondary ticketing; (iv) entering the stadium, or a specific sector or area of it, without a valid ticket and/or with a ticket indicating a name that does not correspond to the holder's identity, (v) invading the pitch and/or entering (or attempting to enter) prohibited areas (those not open to the public), or adopting directly or indirectly acts that could potentially alter the normal conduct of the matches and the Event, (vi) carrying out within and/or close to the stadium commercial or promotional activities not authorised by the Football Club; (vii) using the trademarks of the Football Club in the absence of express authorisation or counterfeiting them.

The list of types of conduct indicated in this paragraph is not exhaustive: conduct or acts similar to those indicated above shall also be considered relevant for the purposes of exercising the Non-Acceptance, as well as for ascertaining the violation of the Regulation on Stadium Use, the Terms and Conditions of Season Ticket Use, the Conditions of Sale and Use of Tickets for Individual Matches and/or any other provision, norm, code or regulation applicable to those who enter the stadium to watch a match, adopted by Juventus and published from time to time on the website www.juventus.com or on the ticket itself or at the stadium.

Article 4 - Conditions

The Non-Acceptance and the adoption of the consequent prohibition measures will not entitle the recipient of the Non-Acceptance to any type of refund from the Football Club for the lack of use of the ticket.

The ban will not affect any benefits obtained from loyalty programmes unless the benefit relates to the event for which the Non-Acceptance was exercised and the consequent ban was imposed. In that case, the benefit may be used in the next match upon the expiry of the duration of the Non-Acceptance and the consequent ban, provided that the sporting calendar so allows; otherwise, the benefit is lost, without this giving rise to the entitlement to any refund from the Football Club.

If, during the Non-Acceptance period, the person involved implements other relevant conduct for the purposes of Article 3 above, the Football Club may exercise the Non-Acceptance again and adopt another ban, which will run consequently to the previous one, without the possibility of the two running in parallel.

Irrespective of the location in which the relevant conduct is implemented in accordance with Article 3 above, the Non-Acceptance may be exercised (and the consequent ban may be adopted) by the Football Club only with reference to matches held at the stadium in use by the Football Club, with the exclusion, therefore, of away matches. This is always subject to the right of the Football Club to remove immediately from the stadium, even during the match, the person responsible for the relevant conduct in accordance with Article 3 above who is caught in the act.

Article 5 - Publicity

This Code of Conduct and its subsequent changes and additions are published, in the version in force at the time, on the official website of the Football Club www.juventus.com (in the terms and conditions section: <https://www.juventus.com/it/termini-e-condizioni>), as well as on the access gates to the stadium and sports centres associated with the Football Club.

Article 6 - Sources

The Football Club may identify the significant behaviours for the purposes of ascertaining the relevant conduct in accordance with Article 3 above through:

- reports from stewards, the Supporter Liaison Officer and/or other service staff employed by the Football Club;
- reports from the public authorities and/or from other clubs belonging to the professional football leagues;
- images taken by the video surveillance system, in respect of the legislation in force;
- images posted on social networks or other online tools in which the perpetrator can be identified;
- open sources, for incidents verified publicly.

Article 7 - Assessment criteria

The criteria used to evaluate the incidents are as follows:





- 1) The wilful intent or fault in its differing degrees (for example, clear premeditation and/or emotional impetus);
- 2) the severity of the danger or damage caused by the relevant conduct;
- 3) the nature/type of the damaged property and/or interest injured by the relevant conduct;
- 4) the conduct of the person prior to the disputed conduct (for example, recidivism or behaviour that has given rise to simple warnings);
- 5) the conduct of the person after the disputed conduct (for example, repentance or a clear intention to collaborate in order to eliminate or reduce the possible consequences of the conduct, including an admission of personal responsibility and actual repentance/apology, the provision of remedial actions as an expression of a path of responsibility of the author also through participation and/ or contribution to assistance programs and awareness-raising bodies and/ or charities that promote the culture of respect human rights);
- 6) the role played by the person (for example: instigator, promoter, or mere accomplice).

If the relevant conduct in accordance with Article 3 above, implemented in the stadium, constitutes at the same time violations of the Regulation on Stadium Use, the measures indicated in this Code of Conduct will be accumulated with the sanctions applied due to the violation of the Regulation on Stadium Use, as those measures are different in nature.

Article 8 - Duration of the provisions

The duration of the Non-Acceptance and consequent ban is proportionate to the type of relevant conduct and the severity of the same identified according to the criteria indicated in Article 7 above. The *duration* of the bans may range from a minimum of one or several match days or a certain number of seasons to the final exclusion from purchasing tickets. A list, merely by way of example but without limitation, of the measures that may be applied to relevant conduct in accordance with Article 3, is indicated in the table below:

RELEVANT CONDUCT	MEASURE APPLIED
Discrimination of any type (including social, territorial, ethnic-racial, xenophobia, age, gender, sexual orientation and identity, religion, etc.)	Exercise of Non-Acceptance on a seasonal basis Min. 3 seasons Max. final exclusion
Incitement to hatred and instigation to violence (irrespective of methods of expression)	Exercise of Non-Acceptance on a seasonal basis Min. 3 seasons Max. final exclusion
Physical violence against institutions, authorities, match officials, clubs (footballers/staff/employees), security staff	Exercise of Non-Acceptance on a seasonal basis Min. 3 seasons Max. final exclusion
Verbal violence (offending or challenging impolitely) against institutions, authorities, match officials, clubs (footballers/staff/employees), security staff	Exercise of Non-Acceptance on a seasonal basis Min. 1 season Max. 10 seasons
Violation of Regulation on Stadium Use	Exercise of Non-Acceptance on a match basis Min. 3 matches Max. final exclusion
Violation of conditions of sale and use of tickets (e.g. touting, sale or purchase of tickets via unofficial channels, evasion of security checks, misrepresentation of data, access to areas different from those permitted by the ticket, lack of respect of specific procedures/rules/regulations adopted in implementation of the legislation, etc.)	Exercise of Non-Acceptance on a match basis Min. 3 matches Max. 3 seasons

In particularly minor cases, the Football Club may decide not to exercise the Non-Acceptance and therefore not to issue a ban, merely sending a letter of warning/invitation to comply with this Code of Conduct.

By way of the specific IT platform, the Club will register and publish details of the duration of the Non-Acceptance and the consequent ban on the *ticketing* company, entering a specific *alert* which will be registered, collected and processed in order to prevent the issuance of tickets in respect of the regulation on *privacy* in force at the time.

Article 9 - Procedures

The Football Club has established a committee consisting of at least four members belonging to: SLO department, legal department, communication department, stadium management (hereafter "Non-Acceptance Committee"), which is responsible for deciding on the measure to be applied to the person responsible, after the relevant conduct has been ascertained in accordance with Article 3 above.

The dispute of the relevant conduct in accordance with Article 3 above, containing the description of the same, is communicated in writing by the SLO department by recorded delivery letter with notice of receipt or by email or by another means of notification to the person responsible, identified by way of the data recorded when supplying the ticket - if the conduct occurs after the ticket has been issued - or by direct knowledge by means of public registers, or by contacting the Police Force.

In cases of particular severity and urgency, the Football Club reserves the right, so as to guarantee the immediate effectiveness of the measure with a view to avoiding any time taken to notify the dispute producing an imminent and irreparable prejudice, to make the dispute in advance by direct communication to the person involved at the time of the access control procedure, which will be followed by the transmission of the written communication by recorded delivery letter with notice of receipt.

The person involved, as identified above, may submit, within 5 (five) consecutive days - under penalty of forfeiture and commencing from receipt of the communication indicated above - by letter sent by recorded delivery letter with notice of receipt, to the registered office of the Football Club, any "justifications" and/or "reasons" for the purposes of their assessment in accordance with Article 7 above. In that context, the person involved may produce documents, as well as ask to be heard.

The Club will issue its decision in respect of any such request within 30 days. In the case of silence, the request is understood to be rejected.



This is without prejudice to the rights granted by the legislation to the person receiving the ban, including the right to make recourse to the competent Judicial Authority.

Article 10 - Children

The Football Club may exercise the Non-Acceptance and adopt bans even against minors, provided that the same have turned fourteen years of age.

Article 11 - Links with other procedures

The exercise of the Non-Acceptance and the adoption of bans will not affect any other civil/criminal proceedings, as the actions subject to the dispute in accordance with Article 3 above may have infringed other interests, and it will also not affect any measures or penalties imposed by the public authorities (e.g. DASPO or a ban on attending sporting events).

The exercise of the Non-Acceptance and the adoption of the consequent bans will not affect the Football Club's right to take action through any legal channels against the perpetrator of the disputed conduct.

Article 12 - Amendments

The Football Club may amend this Code of Conduct with immediate effect, also for persons who have already bought tickets, as a result of legislative, administrative or public safety measures in general (such as decisions issued by the National Observatory of Sporting Events). Consequently, the persons involved are responsible for verifying any change to the Code of Conduct on the Football Club's website. The changes will be shown for a reasonable period of time.