



REGULATIONS FOR VISITOR ACCESS TO THE MUSEUM AND THE ALLIANZ STADIUM GUIDED TOURS

1. Access to the Museum and Stadium Tours

1. These regulations (“Regulations”) govern access to the Juventus Museum (“Museum”) and the guided tours of the Allianz Stadium (“Allianz Stadium Tour”), which are open to the public upon purchase of the relevant admission ticket (“Admission Ticket”).
2. Opening hours, opening days of the Museum and Allianz Stadium Tour, and ticket prices are communicated at the Museum entrance and on the website museum.juventus.com. Prices, opening hours, and opening days may be subject to change in compliance with applicable regulations. Unless otherwise communicated, the Museum is generally open Monday to Friday from 9:30 a.m. to 6:30 p.m., and on Saturdays, Sundays, and public holidays from 9:30 a.m. to 7:30 p.m.
3. Admission Tickets may be purchased at the Museum ticket office and online at museum.juventus.com.
4. The Museum ticket office closes one hour before the Museum’s closing time.
5. Certain categories of visitors, as specified below, are entitled to free admission or reduced-price Admission Tickets. To benefit from discounts or free admission, visitors must present documentation proving eligibility before the ticket is issued at the Museum ticket office. In the case of online purchases, verification will be carried out by Museum staff prior to entry. Free Admission Tickets cannot be booked or purchased online and may only be issued at the Museum ticket office upon verification of the documentation required under these Regulations.
6. Groups (minimum 25 people) and schools may visit the Museum and participate in the Allianz Stadium Tour, if applicable, only upon mandatory reservation by sending an email to museum@juventus.com.
7. It is not possible to purchase an Admission Ticket for the Allianz Stadium Tour only.
8. Once validated or registered upon entry, the Admission Ticket cannot be reused and is non-refundable.
9. On the occasion of special events (thematic exhibitions, cultural events, etc.), the Museum management may provide for the issuance of a separate supplementary Admission Ticket granting access to areas dedicated to temporary exhibitions and/or events.
10. By entering the Museum, visitors acknowledge that, also for surveillance and security purposes, all areas are monitored by CCTV cameras.
11. Museum staff may call visitors to order should they fail to comply with these Regulations.
12. The Museum management hereby informs visitors that any malfunction of technological equipment or partial enjoyment of the visit due to inconveniences, delays, or impediments resulting from: (i) force majeure events or circumstances not attributable to Juventus; or (ii) extraordinary maintenance, cleaning, or similar operations communicated to visitors prior to the purchase of the Admission Ticket, shall not constitute a breach of obligations and shall not affect the Museum service.
13. Restrooms: adequate restroom facilities, including accessible facilities for visitors with disabilities, are available within the Museum.
14. Lost Property: the management shall not be liable for any items lost or left behind within the premises.
15. Pets: pets are not permitted inside the Museum or during the Allianz Stadium Tour, except for guide



dogs and/or assistance dogs for persons with disabilities. Small dogs are permitted if carried in arms, transported in a suitable carrier or bag, under the responsibility of their owner/accompanying person, provided that they do not jeopardize safety, hygiene, the protection of exhibited items, or the orderly enjoyment of the visit.

2. Code of Conduct

Visitors are required to comply with the following rules of conduct established by the Museum management:

1. Cultural Conduct

Respect the collections on display for their historical and cultural value as an expression of a shared collective identity:

- A. It is not permitted to cross any protective barriers.
- B. For safety and conservation reasons, visitors must not touch any exhibited items.
- C. Visitors are requested to use all technological equipment provided (interactive screens, headphones, etc.) with due care.
- D. Children and minors are required to comply with these Regulations. Accompanying adults are therefore responsible for supervising their behavior. For school groups, the teacher(s) shall be considered responsible for the group and must keep the group together and ensure appropriate conduct.

2. Ethical Conduct

Respect the dignity of Museum staff and fellow visitors by maintaining respectful and appropriate behavior.

3. Courtesy and Decorum

Visitors must maintain moderate voice levels and appropriate behavior in respect of the museum environment, its cultural purpose, and the right of all visitors to enjoy and understand the exhibition.

4. Hygiene Rules

- Keep all areas clean and tidy and dispose of waste in the designated bins.
- Consumption of food and beverages is not permitted within the exhibition areas.

5. Photography and Video Recording

In certain areas of the Museum and the Stadium Tour, identified by Museum staff, photography and video recording are NOT permitted.

The use of images of the exhibits for profit-making or commercial purposes (e.g., promotional materials offered for sale or used to promote commercial activities) is prohibited.

The reproduction of works without the formal written authorization of the Museum management is not permitted.

Professional photography and/or filming require prior written authorization from the Museum management.

6. Prohibitions

- Smoking and the introduction of any flammable substance or object are strictly prohibited, as they may endanger the safety of visitors and the premises.



- Access to the upper floor housing the administrative offices is strictly prohibited unless expressly authorized by management.
- The provision of any unauthorized paid service within the Museum or during the Allianz Stadium Tour is prohibited.

3. Safety and Risk Prevention

Visitors to the Museum and Allianz Stadium must comply with the following safety rules:

1. Anyone who becomes aware of situations posing an immediate danger to the safety of persons or the facility must immediately notify the designated staff, without taking independent action.
2. In the event that evacuation becomes necessary:
 - Do not run;
 - Follow the emergency exits, safety signage, and instructions provided by designated staff;
 - Proceed to the designated assembly points as indicated on the evacuation plans.

4. Admission Tickets

1. FULL PRICE

The Full Price ticket applies in all cases except those listed below.

2. REDUCED PRICE

The following categories are entitled to reduced admission, as specified in the online ticket office and at the Museum ticket office:

- Children aged between 5 and 14 years, upon presentation of a valid identity document and provided they are accompanied by an adult;
- Members of Juventus Official Fan Clubs, upon presentation of a valid membership card;
- Juventus Members, upon presentation of their membership card;
- Groups of at least 25 paying adults, subject to group booking.

3. FREE ADMISSION

The following categories are entitled to free admission:

- Children under 5 years of age, upon presentation of a valid identity document and provided they are accompanied by an adult;
- Teachers accompanying classes from public or private educational institutions of any level, subject to prior reservation;
- Persons with a certified 100% disability recognized under applicable legislation, upon presentation of appropriate supporting documentation. Free admission is extended to one accompanying person where the need for assistance is indicated in the documentation presented or otherwise provided for under applicable law.



5. Stadium Tours

1. The Allianz Stadium Tour includes a guided visit, accompanied by designated staff for safety reasons, to selected Juventus Premium Club hospitality areas, the Juventus team bench, the dressing rooms, and the Media Area. Each tour lasts approximately 50 minutes and schedules must be strictly adhered to in order not to affect subsequent tours or the experience of other participants.
2. The Allianz Stadium Tour begins strictly at the scheduled time and follows predetermined timings. Once purchased, Admission Tickets are non-refundable and cannot be used for different dates or times from those indicated on the ticket.
3. Due to the complexity of the route, which includes long walking distances, ramps, and stairways, and the requirement to adhere to predetermined schedules for the benefit of all participants, the Allianz Stadium Tour is not suitable for persons who are non-ambulatory or who have temporary or permanent mobility impairments (including, by way of example, the use of crutches, walkers, or wheelchairs). Such conditions may pose a risk to the visitor's physical safety, slow the tour route, and adversely affect staff scheduling and the experience of other visitors.
4. In light of the above, dedicated tours suitable for non-ambulatory visitors or visitors with temporary or permanent mobility impairments are organized twice a month. Reservations may be made by emailing museum@juventus.com.

6. Audio Guides

1. The audio guide service is available for purchase exclusively at the Museum ticket office at a cost of €5.00 and is available in the following languages:
 - Italian
 - English
 - French
 - German