



## FRONT JERSEY SPONSORSHIP AGREEMENTS UNTIL 30 JUNE 2028

**Turin, 13 May 2025** – Juventus Football Club S.p.A. (the “**Company**” or “**Juventus**”) announces that it has entered into front jersey sponsorship agreements with Stellantis Europe S.p.A. (“**Stellantis Europe**”) and The Detroit Metro Convention and Visitors Bureau (“**Visit Detroit**”) until 30 June 2028.

The agreement with Stellantis Europe entails the use of the Jeep brand as main sponsor of the match-day jersey of the First Team, JWomen, and NextGen, for all the domestic, UEFA, and FIFA sporting competitions, starting from the current sporting season (including the next FIFA Club World Cup) and for the 2025/2026, 2026/2027, and 2027/2028 sporting seasons.

The agreement entails a fixed total fee of €69 million (of which €4 million for the residual period of the 2024/2025 sporting season, €19 million for the 2025/2026 sporting season, and €23 million for each of the following sporting season), as well as moderate variable components (*malus*) in case of non-participation in the UEFA sporting competitions. The agreement between the Company and Stellantis Europe stems from the satisfaction of a successful partnership with the Jeep brand that has accompanied Juventus over many sporting seasons in accomplishing extraordinary sporting achievements.

In addition to the above, please note that the Company has entered into an agreement with Visit Detroit to fill the second slot reserved for sponsors on the front of the match-day jersey of the First Team, JWomen, and NextGen, for all domestic sporting competitions (excluding UEFA and FIFA competitions), with the same duration as the Jeep agreement. The agreement with Visit Detroit entails a fixed total fee significantly lower than that of the Jeep sponsorship agreement (consistent with the reduced sponsorship rights granted) and variable components (*bonus*), potentially significant, based on the achievement of certain objectives.

The amounts provided in the agreements concluded with the two partners mentioned above - which are expected to create long-term value for the Company, the Shareholders and the partners themselves - are substantially within the range of those foreseen by the Strategic Plan for the 2025/2026 and 2026/2027 financial years with reference to the front jersey sponsorship.

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Juventus and Stellantis Europe are related parties as Stellantis Europe is controlled by Stellantis N.V., company associated with EXOR N.V. (controlling shareholder of Juventus). This transaction, although it is considered an ordinary transaction at market-equivalent conditions/standard, has been subjected, pursuant to the “*Procedure for the management of related party transactions*” adopted by Juventus, to the Board of Directors’ approval, following the reasoned positive opinion issued by the Committee for related party transactions. Being a significant related party transaction (*maggior rilevanza*), an information document will be published according to the terms and procedures provided for by the applicable laws and regulations.

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