



STADIUM RULES AND REGULATIONS RULES OF CONDUCT

(Applicable pursuant to Articles 1f of Italian Legislative Decree no. 28/2003, converted and modified by Italian Law 88/2003)

For the purpose of these 'Stadium Rules and Regulations', the term 'Sports club' shall refer to Juventus Football Club S.p.A. (hereinafter also referred to as "Juventus" of "Sports Club"), while by sports facility we are referring to all areas pertaining to the stadium, located in Turin, owned by Juventus, including the private external area.

Permission to enter or remain for any reason in the stadium during football matches is governed by these stadium rules and regulations; By purchasing a valid ticket, the spectator accepts the rules and regulations set out by the stadium and accepts any rules and regulations issued by public safety and sports authorities, such as FIFA, UEFA and the Italian Football Association. Failure to comply with the Stadium Rules and Regulations will result in immediate termination of the service contract and consequent expulsion of the offender from the stadium facilities, as well as the application of a fine ranging from €100 to €500 issued by the prefect of the relevant province as foreseen by art. 1 septies of Italian Legislative Decree no. 28/2003 (as amended and supplemented) as well as any additional legal sanctions if foreseen.

Pursuant to the legislation mentioned above, if the offender has already been fined for the same offence, even if in a different facility, during the ongoing football season in question, the fine may be increased by up to half the maximum amount and can also result in a ban on attending sporting events.

Please note that spectators in particular are required to comply with the following rules of conduct, prohibitions and warnings:

1. Admission tickets to the stadium (whether single or season tickets, in paper form or loaded digitally onto a membership card) are assigned to an individual person and are non-transferable, except in the cases and in accordance with the terms set out in Italian law and by the organising Sports club. Terms and conditions for ticket transfers can be found at www.juventus.com;
2. Entrance to the stadium shall only be authorised upon presentation of proof of identity in the form of an official document, which the spectator undertakes to present also upon request of the stewards in order to verify correspondence between the name on the ticket and the name on the document. In case of any discrepancy or shortcoming identified in the admission ticket or membership card (where sale is limited only to the owner of the card), the spectator will be required to leave the reserved area of the stadium immediately.
3. The admission ticket must be kept until the end of the event and until departure from the stadium. Ticket holders shall comply with the club's procedures when leaving the stadium;
4. Spectators may only occupy the seat allocated to them by their ticket and therefore, by buying an admission ticket, the ticket holder undertakes not to move to another seat, even if vacant, without express permission from the Sports Club;
5. Spectators may be subject to security checks by stewards using metal detectors or pat-downs, in order to ensure that no illegal, prohibited or dangerous materials are brought into the stadium. Spectators are required to follow instructions given by stewards. By purchasing a valid ticket to the stadium, ticket holders acknowledge the right of Juventus and its staff to search any individual and/or bag and case or any other items in their possession, without exception.
6. Disabled entrances to the stadium are run by the Club and access will be guaranteed until the full allocated seat capacity permitted by current legislation has been reached;
7. The Sports Club reserves the right to expel from the stadium any individual who fails to comply with the Stadium Rules and Regulations and to deny admission to future events to any individual who has violated the Stadium Rules and Regulations, regardless of whether the competent Authorities have issued a banning order;
8. Conduct that is unlawful or otherwise contrary to law or regulations constitutes a violation of the Rules and Regulations;
9. The Spectator is required to comply with any EU, national, regional legislation, even of a secondary nature and / or any measure and / or ordinance adopted by the authorities related to prevention in order to contain the epidemiological spread of infectious diseases (hereinafter "Epidemiological Emergency Regulations"), as well as the specific provisions and rules adopted from time to time by Juventus in compliance with and in enforcement of the Epidemiological Emergency Regulations and published on the website: www.juventus.com;

PROHIBITED CONDUCT

10. The following conduct is strictly forbidden inside the stadium facilities and in the external reserved area:

- a. Discriminatory abuse, chanting, harassment or the showing of offensive written banners of a racial, homophobic or religious nature;
- b. Obstructing gangways, access ways, exits and entrances, stairways and similar such places without appropriate justification;
- c. Climbing on the stadium structure (including, purely by way of example, standing on the railings of the terraces);
- d. Damage to, tampering with or interfering with any structure, infrastructure, equipment, furniture, fitting or fixture within the stadium;
- e. Bringing in or possessing poisons, harmful substances, flammable substances, paints or drugs;
- f. Bringing in or selling alcoholic drinks with an alcohol content greater than 5°, unless a permit has been granted for certain areas, issued by the appropriate competent authorities, following approval by the police;
- g. Bringing in, possessing or launching rockets, Bengal lights, fireworks, firecrackers and any other pyrotechnics or smoke bombs;
- h. Bringing in, wearing or displaying shirts or other clothes that bear insulting or threatening words, incite or glorify violence, refer to people who have been convicted or charged or actively taken part in criminal or violent activity, bear symbols or names of fan firms whose banners and standards are not allowed within the stadium by the Gruppo Operativo Sicurezza (Operational Security Team, GOS), or bear symbols linked to extremist groups or movements;



i. Bringing in or possessing stones, knives, bottles, glass containers or objects, items which could offend or be thrown, noise emitters, laser pointers or any other objects which cause a disturbance or threaten the safety of anyone in the stadium. Drums and megaphones are the only noise-emitting instruments allowed. If they are brought in the same rules apply to them as set out for banners and flags in point j.

j. Introducing banners, flags, standards, or any other similar material, including those for choreography, in sections other than the South Stand, and in any case (even in the South Stand) if not expressly authorized by the head of the G.O.S. (Operational Security Group) or by the Cabinet Office of the Questore, as specified in the following section.l

k. Bringing in and selling within the stadium drinks contained in cans, glass or plastic bottles or other containers which can be closed. All drinks must be poured into a plastic or paper cup;

l. Bringing in, distributing or displaying dances, banners, signs, standards, scarves, documents, drawings, leaflets, printed or written material, drums and megaphones that are not explicitly authorised by Gruppo Operativo per la Sicurezza (GOS) as requested by the Sports Club, which interested parties may contact in advance to get hold of the relevant documents. These items, if authorised, still may not be displayed or used in locations other than those indicated by the sports club and, in any case, in positions that obstruct escape routes to the playing field or emergency exits. At the end of the match, authorised materials must be taken away and, if specifically requested by the public safety authorities, including through the stadium's tannoy system, taken to the specific points of entry for inspection by the police;

m. Attempting to enter the stadium or be inside the stadium whilst drunk or under the influence of drugs or psychotropic substances;

n. Smoking in any area of the stadium, (except in the designated "smoking areas").

o. Bringing in animals of any kind;

p. Bringing in umbrellas, unless small and devoid of pointed parts;

q. Bringing in video cameras and reflex photo cameras;

r. Bringing in binoculars and telescopes;

s. Bringing in Drones (or other remotely controlled flying devices) of any size;

t. Carrying out any commercial activity inside the stadium and in the outside reserved area that has not been authorised in advance;

u. Behaving in a violent, threatening or otherwise aggressive manner to people in the stadium.

11. WARNINGS

It should be remembered that the following are offences and therefore banned within the stadium: misrepresentation; possession of any kind of weapon; showing banners with logos or symbols of associations that encourage discrimination or violence based on race, ethnicity, nationality or religion; encouraging violence during any competitive event; possessing, throwing or otherwise using dangerous materials or fireworks; climbing barriers; invading the pitch.

Finally, it should be noted that the stadium is monitored inside and outside using an audio-visual recording system to which the police have access. The data collected is processed in accordance with the provisions of the applicable personal data protection and processing laws and Italian Ministerial