



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 'club' shall refer to Juventus Football Club S.p.A. (hereinafter referred to as "Juventus" or "Sports Company"), while the term 'stadium' shall refer to all areas pertaining to the stadium, located in Alessandria, owned by Comune di Alessandria, including the reserved external area.

Permission to enter or remain for any reason within 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 provided by art. 1 septies of Decree Law 28/2003 (as amended) as well as the additional legal penalties where provided.

Pursuant to the aforementioned regulations, if the offender has already been fined, during the same sports season including in a different facility, for the same offence, the fine may be increased by up to half the maximum amount and can also result in an entrance ban to sporting events.

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

1. Entry 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 club. Terms and conditions for ticket transfers can be found at www.juventus.com.
2. Entrance to the stadium shall only be authorised upon 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 entry 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 ticket must be kept and exhibited upon request, 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 must not move to another seat, even if vacant, without express permission from the club.
5. Spectators may be subjected 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 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 in the absence of a legal banning order.
8. Conduct that is unlawful or otherwise contrary to law or regulations constitutes a violation of the Rules and Regulations.
9. The viewer is required to comply with national and regional regulations also of a secondary nature regarding prevention for the containment of the spread of Covid-19, as well as specific provisions and rules (Covid-19 Specific Rules) from time to time adopted by Juventus and published 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 just cause;



- 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 previously been requested and granted. Licenses will be issued by the appropriate competent authorities, further to 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 Gruppo Operativo Sicurezza (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 in point k.
- j. Displaying any material which blocks other supporters' views, blocks the emergency signs or is in any way an obstacle to escape routes towards the pitch or the emergency exits.
- k. Bringing in or selling 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, spreading 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) on the request of the Sports Company, which interested parties can contact in advance to get hold of the relevant documents. These items, if authorised, still may not be displayed or used in different places than those stated by the sports company. At the end of the match, authorised material must be taken away and, if specifically requested by the public safety authorities, including through the stadium's audio 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 without pointed parts;
- q. Bringing in video cameras and reflex 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 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.

WARNINGS

11. 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 event; possessing, throwing or otherwise using dangerous materials or pyrotechnics; climbing barriers; entering the pitch.

Finally, the stadium is monitored inside and outside by a visual recording system to which the police have access. Data gathered is processed according to the existing legislation on processing of personal data and the Ministerial Decree of Personal data will be collected in accordance with the provisions of the applicable data protection laws and Ministerial Decree 06/06/2005. Personal data is also processed in accordance with the law. The data processor is Juventus FC S.p.A.