



Regulations for Visitor Access to the Museum and Guided Visits of Allianz Stadium.

Article 1

Access to the Museum and guided visits of the Stadium

1. The Museum and guided visits of the stadium (the so-called Allianz Stadium Tour) are accessible to the public, with payment of the entrance ticket fee, on the days and hours established by Juventus Football Club.
2. The hours and opening days of the Museum and the Allianz Stadium Tour, as well as the price of the tickets, are displayed at the entrance to the Museum and on the website <https://www.juventus.com/en/tickets/museum-tour/>.
Rates, hours and opening days may vary in accordance with regulations in force.
3. Tickets can be purchased from the Museum ticket office and/or online at <http://tickets.juventus.com/en/49077-j-museum/>.
4. The Museum ticket office closes one hour prior to the closing hour of the Museum.
5. Certain categories of users, which are listed below, are allowed complimentary access or a reduced-price entrance ticket. To take advantage of reductions and gratuities, before issuing the admission ticket at the museum ticket office, it is essential to show the document proving the category. In case of online purchase of the admission ticket, each discounted ticket will be checked by the Museum's staff.
6. Groups (min. 25 people) and schools can visit the Museum and go on the Allianz Stadium Tour, with a mandatory reservation, by sending an email message to juventus.museum@juventus.com.





7. It is possible to purchase a ticket to visit the Museum and add a stadium tour by purchasing a supplementary ticket. A single cumulative ticket that allows access to both the Museum and the Tour does not exist; likewise, it is not possible to purchase an entrance ticket just for the Allianz Stadium Tour.
8. Tickets that are validated and registered at the entrance may not be reused and cannot be reimbursed unless given specific authorization by the Museum management.
9. On the occasion of special events (exhibits, cultural events, etc.), the Museum management may issue a separate supplementary ticket that allows access to areas being used for the temporary exhibit and/or event.
10. With access to the Museum, visitors acknowledge that each area is protected by closed circuit cameras for the purpose of surveillance and safety.
11. Museum staff has the right/obligation to call attention to the visitor in the manner deemed most suitable should the visitor not respect the regulations herein.
12. Museum management communicates as of now that should the technological devices not function properly or the visit be interrupted before being completed for setbacks, unforeseen difficulties or impediments due to: (i) reasons of force majeure not attributable to negligence on the part of Juventus, (ii) extraordinary maintenance, cleaning or other operations, this does not result in an infringement and is without prejudice to the Museum performance.
13. Sanitation Facilities: there are adequate sanitation facilities located inside the Museum (including for people with disabilities).
14. Lost articles: management is not responsible for any articles that are lost / forgotten inside the building.
15. Lockers: the use of lockers is mandatory for luggage, backpacks, and bags larger than 30x40x15 cm.
16. Pets: pets are not permitted inside the Museum, unless specifically authorized by management.



17. Disputes: the staff in charge of reception is available to respond to any disputes, complaints, etc.

Article 2

Code of Conduct

Visitors are expected to respect the following standards of conduct and good behaviour established by the Museum management:

1. Cultural Plane: respect the exhibited collections for their historic/cultural value as a part of an identified collection:
 - o A - Overstepping any protective bands is not permitted;
 - o B – Touching the objects on display in any way or manner is not permitted for safety and preservation reasons;
 - o C – It is advised that the technological devices available be used with care (interactive screens, headphones, etc.);
 - o D - Children and minors are obligated to respect the Regulations and the people accompanying them are responsible for monitoring their behaviour. Teachers are considered responsible for groups of school children. They need to keep the group united and ensure proper behaviour.



2. Ethical Plane: respect the dignity of the staff and other visitors by means of polite and respectful behaviour.
3. Good manners/courtesy: keep a moderate tone of voice and behaviour that respects the Museum environment, as well as everyone's cultural interest and the right to understand the exhibit.
4. Sanitary Plane:
 - o keep all spaces clean/decent and put all objects/rubbish in the dedicated bins;
 - o food and beverage are not to be consumed along the Museum route; dedicated break spaces are available in the Coatroom area.
5. Photos/videos: in some areas of the Museum and on the Stadium Tour, as indicated by staff members, photographs and videos are NOT allowed to be taken. Images of the goods may not be used for profit making purposes (i.e. promotional material put up for sale or used to promote commercial activity). Copying objects without formal authorization from Museum management is not permitted. To take professional photos and / or videos, the authorization of the Museum Management must be requested in advance and in writing.
6. Prohibited conduct:
 - o it is strictly PROHIBITED TO SMOKE or introduce any substance/flammable object that could jeopardize the safety of the interior and of the visitors;
 - o access to the upper floor administration offices is strictly prohibited unless with specific authorization by the management;
 - o it is prohibited to conduct any unauthorized paid service inside the Museum.

Article 3

Safety and risk prevention



Visitors to the Museum and the Allianz Stadium Tour are required to respect the following safety regulations:

1. anyone who detects immediate danger to the safety of him/herself, others and/or the facility must immediately report this to a responsible staff member, without taking any autonomous initiative.
2. Should evacuation be necessary: do not run; evacuate the building according to the escape routes, specific markers and indications from responsible staff members; get to the pre-established meeting points illustrated in the building layouts.

Article 4

Tickets

1. FULL PRICE: the full price is applied in all cases with the exception of the circumstances as outlined below;
2. REDUCED PRICE: a reduced price is granted to the following:
 - o youth between the ages of 5 and 16, with a valid identification document;
 - o members of the Juventus Official Fan Club, with the presentation of the valid membership card;
 - o Juventus Members, with the presentation of the relevant card;



- o groups of visitors with at least 25 paying adults, with a reservation.

3. COMPLIMENTARY: a complimentary ticket is granted to the following:

- o minors under the age of 5 years, who must be accompanied;
- o teachers accompanying classes of students from any type and level of public or private school, with a telephone reservation;
- o disabled people and incapacity benefit claimants (with 100% incapacity) recognized by law and in possession of certification and their caregivers, only if this is necessary.

The Museum management may also grant complimentary entrance to visitors according to his/her better judgement.

Article 5

Guided visits of the Stadium

The Allianz Stadium Tour enables a guided visit of some Hospitality Juventus Premium Club areas, the Juventus bench, the changing rooms and the Media Area. Each Tour lasts about 70 minutes.

The Tour is obligated to begin at the scheduled time. Once tickets have been purchased, they cannot be reimbursed or used at a different time or day from what is indicated on the ticket itself.



The Allianz Stadium tour given the complexity of the route, which includes long walkways and passages on ramps and stairs, is not suitable for non-ambulatory people or those with impaired mobility, permanent or temporary.

Twice a month, ad hoc tours are organized for disabled, non-ambulatory people or those with permanent or temporary mobility difficulties, which can be booked by writing to juventus.museum@juventus.com.

Article 6

Audio guide

The audio guide service can be rented for 3 euros per device utilized. Availability is limited and the service is guaranteed until supplies last.

The audio guide is available in the following languages: Italian, English, French, German, Spanish.

The provision of the device is subject to the payment of the rental fee and release of an identification document that will be returned with the restitution of the device prior to leaving the Museum.

Article 7

Opening/closing days and hours



As a rule, the Museum is open to the public from Wednesday to Monday from 10.30 am to 7 pm on weekdays and from 10.30 am to 7.30 pm on weekends and holidays. From September 16th to March 15th, the Museum is open to the public from Wednesday to Monday from 10:30 am to 6 pm. Museum ticket office closes one hour before the Museum.

The Museum is closed on Tuesdays, with the possibility of opening according to the sports calendar.

Tours of the Allianz Stadium are carried out every day that it is open, including match days. The Tours begin at the times published on the Juventus.com website.

Management has the right to effect extraordinary openings/closings when deemed appropriate.