



PRESS RELEASE

Turin, 17 April 2025 – With reference to the rumors reported by certain Italian and international newspapers regarding negotiations for front-jersey sponsorship agreements, Juventus Football Club S.p.A. (the “**Company**”) confirms that it has entered into discussions with top-tier partners for amounts substantially in line with those envisaged in the Strategic plan for the 2025/2026 and 2026/2027 financial years, which are expected to create long-term value for the Company, its Shareholders and its partners.

As of today, no agreement has been formalized and, therefore, it is not possible to make any prediction as to the conclusion of front-jersey sponsorship agreements, which will be submitted to the competent corporate bodies.

The Company will provide updates pursuant to applicable laws and regulations.

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