



CODE REGULATING THE TRANSFER OF TICKETS FOR FOOTBALL MATCHES ("CODE OF CONDUCT")

Having seen the Memorandum of Understanding made by the Ministry for the Interior, the Ministry for Sport, CONI, FIGC, the Professional Football Leagues, the National Amateur Football League, the Italian Referees' Association A.I.A., the Italian Footballers' Association AIC and the Italian Football Coaches' Association A.I.A.C. on the new approach to safety and crowd participation at football matches, of 4 August 2017; Having seen Art. 12 of the Sports Justice Code;

These "Code Regulating the Transfer of Tickets for Football Matches" have been adopted and the following provisions shall apply.

Article 1 - Definition

"Acceptance requirement" (hereinafter: acceptance) refers to the right of Juventus Football Club S.p.A.) (hereinafter "Club") to remove persons from the stadium, refuse to sell tickets, or suspend the validity of a ticket either temporarily or permanently.

Acceptance applies not only to any conduct that occurs after a match ticket, season ticket or loyalty card has been purchased, but also to any conduct that pre-dates the purchase of the ticket or card.

Article 2 - Relevant conduct

Any conduct connected directly to a football event is relevant for the purposes of Art. 1 above, regardless of the place and time at which it took place, and therefore even if it occurred outside of the stadium, during away matches, or in relation to non-match events.

A football event is any initiative or occasion organised by the Club, and is therefore not limited to the official events.

Any conduct that conflicts with the values of sport and public dignity is relevant for this purpose, also any act that amounts to racial, territorial, ethnic or religious discrimination against the fans of the opposing team, public institutions or civil society, or any conduct that offends the principles of loyalty, integrity and fairness by inciting violence in any form.

It also includes any actions intended to denigrate, offend or publicly challenge any persons, authorities or public or private institutions, or the Club, its employees and/or representatives, security personnel or stewards





inside the stadium at which the event is taking place, which may result in fines for the Club, or which may harm the Club's interests and image (including but not limited to any infringement of the Stadium Regulations, the unauthorised broadcasting of images considered to infringe radio or television rights or of data for betting purposes, ticket touting and the sale or purchase of tickets through unofficial channels or websites that fuel the market for secondary ticketing, entering the stadium without a ticket or bringing in a ticket without a valid entry code and/or a code that does not correspond to the bearer's identity, invading the pitch, entering or attempting to enter prohibited areas, conducting commercial or promotional activities inside and/or close to the stadium if they have not been authorised by the Club).

Article 3 - Conditions

The right to refuse admission and any resulting ban will not give any right to any form of reimbursement.

Unless specifically prohibited, the transfer of a ticket to a third party is permitted, under the terms and conditions indicated by the Club, if the transferee meets the eligibility criteria.

A ban will not affect any benefits obtained from the loyalty programmes unless the benefit relates to the event for which the ban was imposed. In such a case, the loyalty reward may be used at the next match, where permitted by the calendar for that season, otherwise the reward will be lost.

If, during a period of suspension, the fan commits another prohibited act, a further ban may be imposed. This will be added to the previous ban and may not be combined with it.

Regardless of where the prohibited act was carried out, the right to refuse admission will only be exercised for supporters attending matches played at the stadium used by the Club, and therefore does not include away matches.

Article 4 - Advertising

The current version of this Code will be published on the Club's official website and will be posted outside the entrances to the Stadium and at sports centres and facilities used by the Club.

Article 5 - Sources

The Club may observe prohibited acts by means of:

- reports from stewards, the Supporter Liaison Officer and/or other club personnel, or the Club's security manager;



- images from the video surveillance system;
- images posted on social networks from which the perpetrator can be identified;
- open sources, for incidents verified publicly.

Article 6 - Assessment criteria

The criteria used to evaluate the incidents are as follows:

1. the element of fault or intent, in the sense of an obvious premeditation and/or emotive response;
2. the type of legal asset that was “attacked”;
3. any past conduct that amounts to a repetition of the offence, or which merely resulted in a warning;
4. any subsequent conduct that amounts to a repentance or a clear intention to collaborate in order to eliminate or reduce the possible consequences of an offence against the Club, including an admission of personal responsibility and the actual repentance/apology by the person concerned;
5. the role played by the person concerned, as instigator or merely as participant.

Acts committed inside the stadium that may constitute a violation of the regulations will be punished in two different ways: penalties and bans.

Article 7 - Duration of the provisions

The duration of a ban is proportionate to the seriousness of the incident, which will be determined according to the criteria set out in Art. 6.

The duration of a ban may range from a minimum of one or several match days, through to a certain number of seasons.

The Club may decide not to issue a ban in particularly minor cases, and may send a letter of warning/invitation to comply with this Code and the Stadium Rules.

The company will record and give notice of the period of suspension of acceptance to the ticketing company via a specific IT platform. An alert will be entered which will then be recorded, collected and processed in accordance with current data protection laws.



Article 8 - Procedures

Supporters will be notified of complaints about prohibited conduct by the Club's Security Officer. The person concerned will be identified by the details recorded on the ticket - if the incident took place after the ticket was issued - or the details will be taken directly from public records or obtained with the assistance of the police. The identified person may submit justifications to have the disciplinary measure reversed or amended, or to request a hearing, within 5 (five) consecutive calendar days after receiving the complaint, by sending a letter to the Club's head office by registered post.

The Club will issue its decision in respect of any such request within 20 days.

If no response is received from the Club, this will be construed as a rejection of the appeal.

Article 9 - Children

Bans may be imposed on children aged between 14 and 18 years of age.

Article 10 - Links with other procedures

The exercise of the right to refuse admission and the imposition of bans will not affect any other criminal or civil proceedings, as the actions in question may have infringed different interests, nor will it affect any measures or penalties imposed by the public authorities (such as a general ban on attending sporting events). In any event the imposing of a ban will not affect the Club's right to take action through any legal channels, against the perpetrator.

Article 11 - Amendments

The Club may amend this Code Regulating the Transfer of Tickets for Football Matches with immediate effect, also for persons who have already bought tickets, as a result of legislative, administrative or public safety measures (such as decisions issued by the National Observatory of Sporting Events).