



JEEP WILL BE JUVENTUS SPONSOR UNTIL 30 JUNE 2024

Turin, 29 December 2020 –Juventus Football Club S.p.A. (“**Juventus**”) communicates to have reached an agreement with FCA Italy S.p.A. (“**FCA**”) for the renewal of the match jersey sponsorship for 2021/22, 2022/23 and 2023/24 sporting seasons.

This agreement stems from the mutual satisfaction of a successful partnership that has been accompanying Juventus and Jeep since 2012/2013 sporting season.

The agreement provides for a base fee of € 45 million for each sporting season and variable components based on sporting results.

* * *

Juventus and FCA are related parties as they are both subject to the control of EXOR N.V. This transaction, although it is considered an ordinary transaction at market-equivalent conditions/standard, has been subjected, pursuant to the procedure for related party transactions adopted by Juventus, to the Board of Directors’ approval, following the reasoned positive opinion issued by the Committee for related party transactions. Being a significant related party transaction (*maggior rilevanza*), an information document will be published according to the terms and procedures provided for by the applicable laws and regulations.

PRESS OFFICE

CLAUDIO ALBANESE

T. +39 011 6563448

claudio.albanese@juventus.com

INVESTOR RELATIONS

STEFANO BERTOLA

T. +39 011 6563538

investor.relations@juventus.com

