

LEGENDS CLUB - SERVICE PROVISION AND ACCESSIBILITY - GENERAL CONDITIONS

(valid as from 01.08.2013)

Art.1 Definitions

For the purposes of this Agreement, the terms listed hereinafter will have the following meaning. The definition given for the terms in their singular form shall also apply to their plural form and vice-versa:

Season ticket: the season ticket grants the holder the right to attend the home match he/she chooses as part of the Purchasing process; the ticket is for home matches played and organised by Juventus' First Team at the Stadium, with numbered seat in the special Legends Club stands of the Juventus Stadium.

Customer: the ticket holder (individual, legal entity or other lawfully entitled subject) identified in the Purchasing process who has requested the Service, as described below, and who has completed a Purchase (subject to prior acceptance of Juventus), to whom the Service is provided and/or who indicates a third party who is to enjoy the Service, according to the contents of the following art. 5.

Juventus: Juventus Football Club S.p.a, Tax Code, VAT No. and registration number in the Registry of Companies of Turin 00470470014, with registered office in C.so Galileo Ferraris n. 32, Turin (Italy).

General conditions: these general conditions that regulate Service provision and accessibility and the relationship between Juventus and the Customer;

Agreement: the Purchase Offer and these General Conditions combined, accepted by the Customer by express subscription and submitted to Juventus along with any other set of rules, procedure and applicable policy, as recalled in these General Conditions and published from time to time on the website: www.juventus.com, including the attached Privacy Policy Statement, and accepted by Juventus according to the procedures of art. 4. The Agreement explicitly excludes application of any other purchase general conditions of the Customer.

Service price: the amount owed by the Customer to Juventus, in order to enjoy the Legends Club Stands Service, payable in a single advance sum.

Service Beneficiary: the person(people) who, pursuant to the following art. 5, is/are indicated by the Customer as the subject(s) who will benefit of the Service.

Daily car pass: the availability of a car space inside the Parking Area reserved to Season Ticket holders with special access to the Legends Club Stand for a single match.

Home matches: football matches played and organised "at home" by the First Team of Juventus in accordance with the Sports Rules applicable to the Italian Championship and/or Italian Cup and/or European Cups.

Purchase Offer: the offer accepted by the Customer, whereby the latter requests that Juventus provide and grant access to the Legends Club Service and whose acceptance explicitly implies acceptance also of these General Conditions.

Legends Club Service or Service: the Season ticket that grants access to the Legends Club Stand and to the related, standard accessory services (including the Parking Area);

Stadium or Juventus Stadium: the Stadium property of Juventus and located in Corso Gaetano Scirea (formerly Corso Grande Torino) no. 50 – Turin.

Art. 2 Service description

2.1 The service offered by Juventus concerns the concession of the right to access seats in the Juventus Stadium stand assigned by Juventus (and not selectable to the

Customer) and stated in the Purchase Offer, during the Home match chosen by the Customer. The right conceded concerns also the standard accessory services related to it (for the limit imposed by law of a maximum 4 Season tickets for a single match, if the Customer is an individual). Provision of the Service is therefore subject to the receipt by the Customer of the Season ticket, as per the initially expressed preferences.

2.2 Each Season ticket includes a set of standard accessory services (described hereinafter), whose conditions are regulated by the art. 6 that follows:

- top-comfort seats, in line with the standards of the most modern multiplex facilities;
- reserved seat at a table of the Legends Club Lounge, with view on the pitch - the table seat is assigned by Juventus and is not optionable to the Customer;
- show cooking in the Legends Club Lounge;
- full meal (lunch or dinner) with a la carte menu served at the table before the match;
- 1 Car space (for 2-4 Season tickets) available to the Customer 3 (three) hours before the match and up to 1 (one) hour after the match;
- 2 Car spaces (for 5-8 Season tickets) available to the Customer 3 (three) hours before the match and up to 1 (one) hour after the match;
- 3 Car spaces (for 9-10 Season tickets) available to the Customer 3 (three) hours before the match and up to 1 (one) hour after the match;
- personal account manager.

2.3 The services that are accessory to the Season ticket shall be provided during the Home match identified in the Purchase Offer, match played and organised by Juventus' First Team in the Stadium.

Art. 3 Parking Service description

3.1 The Parking Service consists in the temporary occupation of a car space inside the Parking Area reserved to the Service Beneficiaries. The Service Beneficiary is thereby entitled to park a car or motorcycle with no towed trailer only, with the exclusion of any other means of transportation and of any added surveillance or custody, either of the vehicle or of its contents, during the Home match selected by the Customer during the Purchase. During such matches, the Parking Area is open to access by the Customer 3 (three) hours before the match up to 1 (one) hour after the end of the match.

3.2 The Customer cannot use the car space for other purposes, cannot deposit items of any kind nor conduct maintenance, repairs or clean his/her vehicle.

3.3 Juventus does not provide custody of vehicles, their equipment and accessories, as well as any items left inside them; therefore, Juventus is in no way liable for vehicle thefts and/or theft of their various accessories and equipment and will not answer for any thefts that should occur within the Parking Area, as well of for any damage to the vehicles caused by individuals who are not its direct employees or by property or animals that do not belong to it. Moreover, Juventus cannot be held responsible for any damages, including total loss, that may arise from a vehicle fire, whatever the cause, criminal acts, vandalism, atmospheric agents and force majeure in general.

3.4 In case of damage due to collisions, accidents etc. caused by vehicle owners inside the Parking Area, the right to compensation for the damage will be exercised by the victim against the vehicle owner who caused the accident, with the exclusion of any liability of Juventus; Juventus is not liable for any damage caused by third parties to parked vehicles.

The Customer is the sole person responsible for damage caused to facilities, Parking Area staff and/or third parties and/or third vehicles.

Art. 4 Service activation

4.1 The Customer can request the Service by submitting the Purchase Offer for acceptance and bearing the date of signature, to his/her personal account manager assigned by Juventus, through the website: www.juventus.com. By sending and therefore expressing his/her acceptance of the Purchase Offer, the Customer formally enters an Agreement with Juventus.

4.2 At its sole discretion, Juventus, however, reserves the right not to accept the offer or order submitted with the Service Purchase Offer.

Confirmation in writing of Juventus' decision to accept or reject the Purchase Offer shall be notified to the Customer on-line or by e-mail (either or both) sent to the address indicated in the Purchase Offer. Should Juventus reject the Purchase Offer, it will refund the Customer any amounts previously paid as Service price, *within 60 (sixty) days from the above-mentioned notice*, by non-transferable bank cheque to the name of the Customer.

4.3 In the event of inconsistencies, errors or omissions in the Customer's personal details and/or the data provided by the Service Beneficiaries and/or partial payment, Juventus will be entitled at any moment to suspend or invalidate Service activation, duly notifying the Customer thereof.

4.4 Service activation is subject to receipt of payment of the Service price, to acceptance by Juventus of the Purchase Offer and to the Customer's successful completion of the sign-up process (data entry) of the Service Beneficiaries; the Service is normally activated on the date the Season ticket and Daily Parking pass are issued.

4.5 The Customer can choose to receive the Season ticket and Daily Parking pass, depending on the method indicated in the Purchase Offer, either by e-mail in home ticketing mode (so-called Ticket e-mail) or by collecting it in person (or through a Service Beneficiary) in a sealed envelope to the name of the Customer, containing the Season tickets, at the cash desk of the Stadium on the day of the match, no earlier than 2 hours before the match until kick-off, prior exhibition of a valid ID document.

Art. 5 Third Service Beneficiary Agreement – No-resale ban

5.1 Pursuant to Law no. 41/2007, all Season tickets to the Stadium are issued to the holder's personal name. The Customer can choose to transfer the ticket to a third party, or Service Beneficiary, but cannot in any case resell the ticket. If the Customer opts to transfer the Service, he/she must notify the third Service Beneficiary of these General Conditions and guarantee that the latter user will comply with them, more specifically with regards to proper Service access code, as well as with the specific rules that regulate the use of the Season ticket, as per the following articles 7 and 8.

5.2 When collecting the personal details required to issue the Season Ticket, the Customer shall inform the Service Beneficiaries of the Privacy Policy Statement that follows, as required by art. 13 of Leg. Decree 196/03:

"Pursuant to Article 13 of Italian Legislative Decree 196/03 'Personal Data Protection Code', we wish to inform you that the personal data disclosed will be used according to law and principles of fairness and kept on file for the time strictly necessary for its processing, only for the purpose of providing the Service and annexed operational and administrative requirements. Disclosure of the personal data required for the above purpose is compulsory. Refusal to provide the data will entail the impossibility of benefiting of the service. The personal data collected will be notified to Juventus Football Club S.p.A. and Lottomatica Italia Servizi S.p.A., in order to ensure provision of the Service and allow for the issuing of the Season ticket. Joint Data Controllers are Juventus F.C. S.p.A. and Lottomatica Italia Servizi S.p.A.. Further information on the

processing procedure, names of staff, as well as the terms for exercising your rights can be obtained by writing to Juventus F.C. S.p.A., Corso Galileo Ferraris 32, 10128 Turin."

5.3 If the Service is transferred to a third User, it is understood that, should the latter breach any obligation required of him/her by the Agreement, Juventus will be entitled to pursue the Customer as legally liable party.

Art. 6 Service provision and access

6.1 The Service will be provided by Juventus during the Home match identified in the Purchase Offer and held by the First Team of Juventus in the Juventus Stadium, according to the season calendar, dates, times and venues established by the organiser of the competition to which the Season ticket refers (including any possible variations, whatever their cause).

6.2 The Customer acknowledges and accepts that calendar variations (date and time of the matches) introduced by the Sports organisations (national and international federations and/or divisions) or imposed by public Authorities, as also any decisions made by the sports or public Authorities to have one or home matches played on "neutral field" (i.e. in stadiums other than the Juventus Stadium) or with limited spectator attendance, cannot in any case and for any reason be attributed to Juventus and will not in any case entitle the Customer to receive a refund or discount on the Service Price and/or to receive compensation or indemnity of any sort. In the aforesaid event, costs for transfer to attend an away match if the home Stadium is disqualified will be covered solely by the Customer. The above without prejudice to direct culpability judicially decreed of the Company.

As envisaged by the rules of the Lega Nazionale Professionisti – F.I.G.C., in case matches are suspended after the beginning of the second half, the ticket will not be valid to attend the rescheduled match.

6.3 In no case will the service be provided or the ticket be purchased and/or used by persons who have been banned from sport venues, pursuant to Law no. 41/2007. The above-mentioned restrictions will apply automatically without entitling the Customer or third Service Beneficiaries to a refund or compensation for the unused Season ticket and accessory services.

6.4 The Customer is the sole party responsible for all consequences ensuing from Service use by third users. The Customer agrees to: (i) in no case allow subjects who have been banned from sports venues to benefit of the Service (and/or to purchase season tickets), pursuant to Law no. 41/2007, (iii), not use the service/season tickets for trading or speculative purposes (iv) not resell the seat nor transfer the Season ticket to third parties (including through on-line ticket sale platforms, such as Ticket4football, etc.), even as part of a service and/or complementary product offer.

Juventus is entitled not to provide the Service or permanently interrupt its provision to Customers and/or Service Beneficiaries and to anyone who has made the Service available and/or benefited of it in breach of these General Conditions and their Attachments, without thereby giving rise to the right of a total or partial refund of the Service Price for the Customer and/or Service Beneficiary.

6.5 Use of the Season ticket and therefore access to the Stadium must take place in accordance with the Stadium Rules in their latest applicable version (herewith attached you will find the Stadium Rules currently in force). The Rules are posted inside the Stadium and on www.juventus.com – tickets section. Compliance with such rules is an indispensable requirement to enter and stay among the other spectators inside the sport facility. Furthermore, access to the sport facilities may involve mandatory personal and safety searches on the person concerned and on his/her bags and other belongings he/she is carrying along, with the sole aim of preventing anyone

to carry illegal objects or illegal substances inside the stadium, which are prohibited or which encourage or provoke acts of violence.

6.6 The Customer and/or third Service Beneficiary is required to behave in such a way that does not cause disturbance to other spectators and not to engage in behaviour that in any case slanders, offends or openly accuses other persons, the public and/or private Authorities and institutions, or the Club and its employees and/or representatives. The Customer is, furthermore, expected to always uphold a conduct that suits the tradition, aplomb and exclusiveness of the stand of the Legends Club Lounge (including but not limited to: conforming to the appropriate dress code, abstaining from an abuse of alcohol, if such beverages are tolerated, so as not to cause annoyance to and/or pester other Lounge guests.) Given the above behavioural rules, Juventus will be entitled to confiscate and/or invalidate the Season ticket and to definitively suspend provision of the Service, demanding that the unruly spectator be banned from the sport venue.

6.7 The Parking pass is an accessory service reserved only to holders of a valid Season ticket to the Stadium. The Customer is responsible for properly using the Parking pass and cannot in any case sell it to third parties.

6.8 Customers will be allowed access to the Parking Area only if they exhibit the Daily Parking pass along with the Season ticket when entering with their vehicle. The Customer is required to exhibit the Parking pass on the dashboard for the time the vehicle is parked, in such a way that it is clearly visible through the front wind shield.

6.9 Customers are expected to use the Parking Area diligently and accurately. The Customer/User is required to abide by the applicable Parking Area Rules; the full text of the Rules is available at www.juventus.com – Parking section (the latest version of the Rules are attached herewith). Compliance with such rules is an indispensable requirement for vehicle owners to enter and occupy their parking space within the Parking Area.

Art. 7 Specific rules that apply to Season tickets issued and used by the purchasing Customer as an Individual

The rules described hereinafter refer solely to Season tickets purchased by an Individual in his/her capacity of consumer. These special rules may be changed if cautioned by newly decreed mandatory laws and/or regulations:

1. The Customer hereby agrees to comply to do all in his/her power to ensure compliance with the applicable legislation concerning access to the Stadium and the use of Season tickets, also with regards to the personal nature of the name borne on the Season ticket (M.D. 06.06.2005) and the on-line activation process required by M.D. 15.08.2009 concerning "Checking of records for impediments to the issuance of tickets". Therefore, to benefit of the Service, the Customer must provide, by the fixed term of 4 (four) days before the Home match identified in the Purchase Offer is scheduled, the data listed below of the Service Beneficiaries for every Season ticket identified in the Purchase Offer (with a maximum of 4 Season tickets purchasable per Customer), for whose accuracy and truthfulness the Customer at any rate vouches. Once the above-mentioned term expires, Season tickets for which the Customer has not notified the personal details of the Service Beneficiaries will not be issued, notwithstanding the contractual right of Juventus to receive payment of the Service price.
 - Name, Surname, Tax Code, Date of birth, Place of birth (Town/City), Province of birth, Nationality, Region of residence, Type of ID, ID number, issued by, Supporter Card number and Team supported by each subject, if he/she resides in the region of the away team, and whatever other

information is required by the legislation applicable on the date the Season ticket is issued.

The data can be submitted, changed and confirmed until the above deadline expires; once they are confirmed (i.e. past term expiry) they are no longer modifiable. Data that has not been formally confirmed by the deadline will be automatically registered as final. The Customer is the sole party liable for the truthfulness and accuracy of the data he/she submits.

2. Issuance of a Season ticket to third Service Beneficiaries, should they be residing in the region of the away team, is conditioned to the possession of the so-called Supporter Card (as per its definition in the Directive of the Ministry of Interior of 14.08.2009 no. 555/OP/0002448/2009II/CNIMS). If the Service Beneficiary residing in the region of the away team does not have a Supporter Card, the ticket will not be issued or will be cancelled, disabled or invalidated, without right to a refund.
3. If following the on-line activation process required by M.D. of 15.08.2009 "Checking of personal records for impediments to the issuance of tickets", the third Service Beneficiary is found to have been civilly or criminally banned from attending matches in Stadiums (Law no. 401/89 and its subsequent amendments), the Season ticket will not be issued or will be cancelled, disabled or invalidated, without right to a refund.
4. It is explicitly forbidden to the Customer and/or third Service Beneficiaries to sell the seat and/or transfer the season ticket to third parties (including through on-line ticket sale platforms, such as Ticket4football, etc.), even as part of a service and/or complementary product offer, unless explicitly authorised in writing by Juventus.
5. The Customer is not allowed to have the name printed on previously issued Season tickets changed.

Art. 8 Specific rules that apply to Season tickets issued and used by the purchasing Customer as a Legal Entity

The rules described hereinafter refer solely to Season tickets purchased by Customers that qualify as a Legal Entity, in the person of the entity's *pro tempore* Legal representative who purchases the Service for purposes that can be tied to its professional activity. These special rules may be changed if cautioned by newly decreed mandatory laws and/or regulations.

1. By subscribing to the Service Purchase Offer, the Customer declares to use the Services only for B2B and/or PR activities with its customers and agrees not to sell or in any way transfer the Season ticket as part of mixed fee-based packages, even if for a single match (and including through on-line ticket sale platforms such as Ticket4football, etc.).
2. The Services will be available for the purposes referred to in previous paragraph 1, exclusively upon the Customer's completion, under its responsibility and with the obligation of the most scrupulous diligence, of the on-line activation process referred above, by the fixed deadline of 72 hours before the date of the Home match identified in the Purchase Offer, for every Season ticket indicated therein. Once the above-mentioned term expires, Season tickets for which the Customer has not notified the personal details of the Service Beneficiaries will not be issued, notwithstanding the contractual right of Juventus to receive payment of the Service price. The Customer is the sole party liable for the truthfulness and accuracy of the data he/she submits.
3. In compliance with the contents of M.D. of 06.06.2005 concerning the "personal nature" of the name printed on the ticket to a sports event, and following the on-line activation process required by M.D. of 15.08.2009 concerning "Checking of records for

impediments to the issuance of tickets", Season tickets are issued to Customers at the condition that the personal details of the Service Beneficiaries listed below are notified for every Season ticket identified in the Purchase Offer, for whose accuracy and truthfulness the Customer at any rate vouches:

- Name, Surname, Tax Code, Date of birth, Place of birth (Town/City), Province of birth, Nationality, Region of residence, Type of ID, ID number, issued by... and whatever other information is required by the legislation applicable on the date the Season ticket is issued.

The data can be submitted, changed and confirmed until the above deadline expires; once they are confirmed (i.e. past term expiry) they are no longer modifiable. Data that has not been formally confirmed by the deadline will be automatically registered as final.

4. If following the on-line activation process required by M.D. of 15.08.2009 "Checking of personal records for impediments to the issuance of tickets", the third Service Beneficiary is found to have been civilly or criminally banned from attending matches in Stadiums (Law no. 401/89 and its subsequent amendments), the Season ticket will not be issued or will be cancelled, disabled or invalidated, without right to a refund.

Art. 9 Agreement term

The Agreement is limited to the duration of the event identified in the Purchase Offer.

Art. 10 Service Price, Payment and Billing

10.1 The Service Purchase Offer shall state:

- a) the Service chosen;
- b) the Service Price;
- c) any discounts the Customer is entitled to;
- d) the option chosen by the Customer with reference to the payment method for the Service Price;
- f) the terms of delivery of the Season ticket.

10.2 The Service Price and the applicable General Conditions will be those in force on the date the Purchase Offer is signed for acceptance.

10.3 The Service Price must be paid in full in a single instalment; instalment plans or partial payments are not accepted.

10.4 Invoice for the purchased service will be issued by the 15th of the month following the event and will be downloaded directly in the reserved area of the Legends Club; a proforma invoice will be issued only on request of the Customer. This condition applies to both individuals and companies (legal entities) alike.

Art. 11 Termination

11.1 The Agreement will be understood as legally terminated ex art. 1353 of the Italian Civil Code upon occurrence of any of the following conditions:

- in any and all cases of improper or illicit use of the Services by the Customer or by third Service Beneficiaries of the Season tickets purchased by the Customer, regardless of the Customer's authorisation;
- in case of infringement of the obligations set out in articles 6.4, 6.6, 7 and 8;
- in case of infringement of the contents of art. 10.3;
- in case of proven untruthfulness of the personal details submitted by the Customer and/or third Service Beneficiaries;
- in case of infringement of the contents of art. 16.2.

11.2 If for any reason, this Agreement is terminated, tickets that have already been issued will be automatically disabled and will no longer be valid Season tickets to the Stadium.

Art. 12 Termination clause

The Customer, even if qualifying as an individual consumer according to the Italian Consumer's Code, has no right to back out of a contract as envisaged by article 64 and subsequent of the Consumers' Code, since this is a contract for the supply of services concerning leisure times as described in article 55 paragraph 1 lett. b) of the Code itself. As such, the sale conditions do not provide for a refund of the price of the paid ticket in the event of the Customer's waiver.

Art. 13 Correspondence

Unless otherwise specified, all correspondence relating to this Agreement will have to be sent by registered mail with return receipt and/or by e-mail. All correspondence addressed to Juventus must be sent to: Juventus F.C. S.p.A., Corso Galileo Ferraris 32, 10128 Torino - Ufficio Vendite Stadio - Juventus Legends Club, email: legendsclub@juventus.com ; correspondence addressed to the Customer, instead, must be sent to the e-mail address and/or place of residence explicitly indicated by the Customer in his/her personal details on the date of signature of the Purchase Offer.

Art. 14 Privacy

The personal data of Customers and third Service Beneficiaries will be processed (with aid also of electronic instruments) in compliance with Leg. Decree 196/2003 ("Code on Personal Data Protection"). Herewith attached is the full text of the Privacy Policy Statement.

Art. 15 Intellectual property rights

This Agreement guarantees the Customer the right to benefit of the Service at the Juventus Stadium and in no case transfers to him/her any intellectual property right belonging to Juventus or to other third parties. The Juventus trademark, the word Juventus, the figurative logo of the Juventus Stadium and any other brand and/or distinctive trademark used in connection to Juventus are the exclusive property of Juventus. Enjoyment of the Service by the Customer does not give rise to any right or authorisation to reproduce or in other way use the trademarks property of Juventus or of other third parties.

Art. 16 Code of Ethics and Leg. Decree no. 231/2001

16.1 The Customer who purchases the Service for purposes that can be tied to his/her line of business declares to be informed and to have read the provisions of Leg. Decree of 8 June 2001 no. 231 (hereinafter the "Decree") and the Code of Ethics of Juventus available on-line at www.juventus.com and agrees to conform his/her conduct (for what concerns the execution of this Agreement) to the principles set out in the Decree and in the Code of Ethics of Juventus.

16.2 Failure on the part of the Customer to comply with the provisions and/or principles of the Decree and/or Code of Ethics of Juventus may constitute an infringement to the obligations set out herein.

Art. 17 Amendments/Addendum

Any waiver or amendment to the clauses of this Agreement will be valid and effective only if confirmed in writing.

Art. 18 Miscellaneous clauses

18.1 These General Conditions, along with the Purchase Offer form signed by the Customer and any other set of rules, procedure or applicable policy recalled herein and published from time to time on the website: www.juventus.com, including the Privacy Policy Statement attached herewith, regulate the Services provided by Juventus to the Customer at the Juventus Stadium. This Agreement represents the entire scope of agreement between Juventus and the Customer and replaces any and all previous correspondence/notice, obligation or agreement, written or verbal, having as subject the services identified in the Purchase Offer.

18.2 Should any of the provisions of this Agreement prove void, ineffective or inapplicable, this fact will not entail the invalidity and/or ineffectiveness of the remaining clauses, which will continue to have full validity and effect. However, should such a situation arise, the Parties agree to meet to negotiate in good faith, with the aim of coming to an agreement on other provisions to replace those found to be void as per the above, and that for as much as possible, achieve the same economic effects of the provisions hitherto replaced.

18.3 Should the provisions of these General Conditions be in contrast with the special conditions set out in the Service Purchase Offer, the latter shall prevail.

Art. 19 Applicable law and jurisdiction

These General Conditions are regulated by Italian Law and by the Consumer Code on long-distance contracts, wherever applicable, and its subsequent amendments and integrations. Any dispute concerning the validity, application, interpretation, execution and termination of these General Conditions and the Agreement entered between the Customer and Juventus, will be referred to exclusively to the Court of Turin, or rather, the Court of the place of residence or elective domicile of the customer, if qualified as a consumer, pursuant to Italian Legislative Decree no. 206/2005 and its subsequent amendments and integrations.