

#WEARTHEGAME

PRIZE COMPETITION

RULES

Rules of the prize competition called **#WEARTHEGAME**

SPONSOR

This prize competition (hereinafter "Competition") is sponsored by:

Juventus Football Club S.p.A. with registered and administrative office in Turin, Via Druento, 175 - Tax ID Code and VAT no. 00470470014 (hereinafter "Juventus" or "Sponsor").

TYPE

Prize competition with award of the promised prizes, through:

- Instant Win prizes, subject to a suitable declaration confirming compliance with public trust, through the absolute random award of the prizes to be won, with equal treatment of all participants;
- Final draw.

DURATION OF THE COMPETITION

It will be possible to participate in the Competition between 13 January 2020 and 31 May 2020 inclusive (hereinafter "Promotional Period"). The final draw will be made by 15 June 2020.

To award the Instant Win prizes, the Promotional Period will be split into 10 separate participation phases (hereinafter "Phases") temporarily divided as per the table below:

Phase	From	To
1	13/01/2020	26/01/2020
2	27/01/2020	09/02/2020
3	10/02/2020	23/02/2020
4	24/02/2020	08/03/2020
5	09/03/2020	22/03/2020
6	23/03/2020	05/04/2020
7	06/04/2020	19/04/2020

Phase	From	To
8	20/04/2020	03/05/2020
9	04/05/2020	17/05/2020
10	18/05/2020	31/05/2020

OBJECT OF THE SPONSORSHIP

The Competition promotes:

- the Juventus brand;
- free registration on the juventus.com website (hereinafter the "website");
- the loyalty of Juventus fans;
- the loyalty of subscribers of Juventus "Black&White" and "J1897" Memberships, valid during the Promotional Period.

ADDRESSEES/PARTICIPANTS

The Competition is reserved to participants that are at least 16 years old at the time of participation, and who have already registered with the social network Facebook prior to the start date of the Competition, who are resident or domiciled in the countries indicated on the list shown below (hereinafter the "Countries") and who, after logging into the Website (through the access credentials of the same or by logging into Facebook), access the Competition's landing page (hereinafter "Register Users").

If you are not a Registered User and therefore do not have the above-mentioned credentials, before accessing the Competition's landing page, you will have to register on the Website first.

Note that the Countries indicated on the following list are those in which the Sponsor can send any prize won and pay (if envisaged) any relative customs duties. Therefore countries in which, for logistics reasons, or due to international limitations or restrictive measures, any prize won cannot be sent, are therefore excluded from the list.

List of Countries

Albania, Algeria, Andorra, Angola, Anguilla, Antigua and Barbuda, Dutch Antilles, Saudi Arabia, Argentina, Armenia, Aruba, Australia, Austria, Azerbaijan, Azores, Bahamas, Bahrain, Bangladesh, Barbados, Belgium, Belize, Benin, Bermuda, Bhutan, Bolivia, Botswana, Brazil, Brunei, Bulgaria, Burkina Faso, Burundi, Cambodia, Cameroon, Canada, Ceuta, Chad, Chile, China, Cipro, Vatican City, Colombia, Comoros Islands, South Korea, Costa Rica, Croatia, Denmark, Dominica, Ecuador, El Salvador, United Arab Emirates, Estonia, Ethiopia, Fiji, Philippines, Finland, France, Gabon, Gambia, Georgia, Germany, Ghana, Jamaica, Japan, Gibraltar, Djibouti, Jordan, Greece, Grenada, Greenland, Guadalupe, Guam, Guatemala, Guinea Bissau, Equatorial Guinea, Guyana, French Guiana, Honduras, Hong Kong, India, Indonesia, Ireland, Iceland, Union Island, Isola di Madera, Canary Islands, Cape Verde Islands, Cayman Islands, Cook Islands, Channel Islands, Faroe Islands, Northern Mariana Islands, Marshall Islands, Solomon Islands, Turks and Caicos Islands, British Virgin Islands, U.S. Virgin Islands, Wallis and Futuna Islands, Israel, Italy, Jersey, Kazakhstan, Kenya, Kiribati, Kuwait, Kyrgyzstan, Laos, Lesotho, Latvia, Liechtenstein, Lithuania, Luxembourg, Macau, Macedonia, Madagascar, Malawi, Maldives, Malaysia, Mali, Malta, Morocco, Martinique, Mauritania, Mauritius, Mayotte, Melilla, Mexico, Micronesia, Monaco, Mongolia, Montenegro, Montserrat, Mozambique, Namibia, Nepal, Nevis (St Kitts), Nicaragua, Niger, Nigeria, Norway, New Caledonia, New Zealand, Holland (Netherlands), Oman, Pakistan, Palau, Panama, Papua New Guinea, Paraguay, Peru, French Polynesia, Poland, Portugal, Puerto Rico, Qatar, United Kingdom, Czech Republic, Central African Republic, Dominican Republic, Reunion, Romania, Rwanda, Samoa, Republic of San Marino, Scotland, Senegal, Serbia, Seychelles, Sierra Leone, Singapore, Slovakia, Slovenia, Spain, Sri Lanka, St. Barthelemy, St. Christopher (St Kitts), St. Lucia, St. Vincent and the Grenadines, United States of America, South Africa, Suriname, Sweden, Switzerland, Swaziland, Tahiti, Thailand, Taiwan, Tajikistan, Tanzania, East Timor, Togo, Tonga, Trinidad and Tobago, Turkey, Turkmenistan, Tuvalu, Uganda, Hungary, Uruguay, Uzbekistan, Vanuatu, Venezuela, Vietnam, Yemen, Zambia.

GEOGRAPHICAL AREA AND APPLICABLE LAW

Whereas:

- a) participation in the Competition may only take place through a specific landing page accessible from the Website;
- b) Juventus, as Sponsor, is an enterprise resident in Italy;

c) the collection and management of participations in the Competition are resident in Italy; now, therefore, the Competition will take place entirely in Italy since both the collection of all participations, as well as of all procedures for awarding the prizes (through Instant Win and final draw) will take place in Italy. Consequently Italian law shall apply exclusively.

PRIZES

The following Instant Win prizes will be awarded:

- 10 prizes, each of which represented by a "Home" version of the Juventus shirt, personalised with the name of one of the Juventus players (2019-2020 season) and autographed by the same (hereinafter the "Home Shirt") with a value to the public of €105 (including VAT);
- 10 prizes, each of which represented by an "Away" version of the Juventus shirt, personalised with the name of one of the Juventus players (2019-2020 season) and autographed by the same (hereinafter the "Away Shirt") with a value to the public of €105 (including VAT);
- 10 prizes, each of which represented by a "Third" version of the Juventus shirt, personalised with the name of one of the Juventus players (2019-2020 season) and autographed by the same (hereinafter the "Third Shirt") with a value to the public of €105 (including VAT);

The following will be awarded at the time of the final draw:

- 1 prize represented by a "Home" version of the Juventus shirt, personalised with the name or surname of the winner and autographed by at least 11 Juventus players (hereinafter the "Personalised Shirt") with a value to the public of €105 (including VAT);
- one or more prizes that may not have been collected or not awarded as Instant Wins.

JACKPOT

The jackpot of the Competition amounts to €3,255 (VAT included).

HOW TO PARTICIPATE, AWARD AND DELIVERY OF PRIZES

During the Promotional Period, the Competition will be publicised on the Website and can be accessed by logging in (with the access credentials provided at the time of initial registration on the Website or by logging into Facebook).

to the relative participation landing page, found at the URL wearthegame.juventus.com (hereinafter, "Landing Page").

Regarding of how you log in, in both cases you must confirm your data in the registration section that can be accessed from the Landing Page.

Once the above-cited login procedure has been completed, and you have confirmed that you have read these rules, first select what time of prize, from those in the Instant Win Jackpot (namely Home Shirt, Away Shirt or Third Shirt), you wish to compete for.

Once the prize has been selected, you will see the interactive interface connected to the Instant Win management system, represented by a football pitch containing eleven icons representing the type of shirt (Home, Away, Third) that you chose to compete for.

After clicking on any of these icons, you will see the outcome of your participation (you have won or you have not won) shown as a message, which will contain the name of the Juventus player that will be on the winning shirt.

Registered Users should note that the choice of the icon that you click on will not influence the outcome of your participation; the only purpose of the graphics used is to improve the interactive experience of participating in the Competition and the outcome depends exclusively on the Instant Win software programmed to assign the prizes in an absolutely random way, just as the name of the Juventus Player, whose name will appear on winning shirt is picked randomly by the above-mentioned IT system.

With regard to attempts to participate in the Competition, and notwithstanding the fact that you can only win one Instant Win prize:

- a) a Registered User shall have the right to participate once per week during the respective Phase;
- b) a Registered User who also has "Black&White" Juventus Membership, shall have the right to participate twice per week during the respective Phase;
- c) a Registered User who also has "J1897" Juventus Membership, shall have the right to participate three times per week during the respective Phase;
- d) a Registered User who does not win, shall have the opportunity, using a specific function on the Landing Page, to obtain another chance to participate, once during the entire Promotional Period, by clicking on the "Share" icon (hereinafter "Sharing"). Any additional attempts at Sharing after the first will therefore not

qualify the user for another chance to participate. All Sharing attempts will be traced by the management server of the Competition resident in Italy.

By virtue of the above, note therefore that:

- Registered Users that win will not have the right to participate in the Competition again;
- Registered Users, who also have “Black&White” or “J1897” Juventus Membership, must log into the Landing Page with the same access credentials (e-mail address valid as username) used when they subscribed to said Membership, to ensure that they are acknowledged the number of attempts they are entitled to. Otherwise, the management system of participations in the Competition will not be able to acknowledge said advantage to the Registered User, who therefore will only have to right to one attempt to participate for each of the weeks of the respective Phase.

In the event of a winning participation, a link to access an on-line form (hereinafter, “Prize Form”), will be made available, which must be completed within 48 hours from the time of the winning participation, by entering the information requested, needed to send the prize to the home address of the winner.

If the connection to the Website is interrupted, for any reason whatsoever, during the completion of the Prize Form, the form will be automatically made available when the Registered User re-accesses the Website, as the system stores the relative information.

Once the Prize Form has been completed and sent by the deadline, the Registered User will receive a confirmation e-mail to the address previously provided at the time of registration to the Website and the prize won will be sent to the address indicated within 180 days of the assignment date. All transport costs will be borne by Juventus.

Failure to complete the Prize Form by the above-indicated deadline will forfeit the right to the prize, which will consequently be considered as “not requested” and therefore automatically re-entered in the jackpot of the Instant Win management system, specifically programmed for this purpose.

As regards participation, please note the following:

- 1) the name and surname provided at the time of registration on the Website must correspond to the true identity of the Registered User; to this end, in the event that the latter wins, Juventus shall have the right to make the relative checks by requesting a copy of the participant’s identity document;

- 2) if, following the check of the documents mentioned in point 1) above, it is found that a participant has won more than one prize, the right to only the first prize won will be maintained, while the other one will be re-entered in the jackpot for the final draw;
- 3) given that confirmation of the correct completion of the Prize Form as well as notification to the winner of the prize from the final draw will be made by e-mail, each participant in the Competition will be responsible for the correctness of this piece of information provided during the initial registration on the Website (which in any event allows personal data to be updated, if not initially provided correctly);
- 4) the above-mentioned e-mail address must therefore refer to an operative e-mail box, owned by the Registered User (namely that can be contacted and is able to receive new messages);
- 5) the data of participants will be processed - in compliance with EU Regulation 2016/679 of 27 April 2016 and Italian Legislative Decree no. 196 of 30 June 2003 (as supplemented and amended by Italian Legislative Decree no. 101 of 10 August 2018) - for the primary purposes relating to the management of the Competition and for the processing of the same by the Sponsor, insofar as with relation to legislative and contractual obligations, the interested parties do not have to give their consent;
- 6) any failure to approve further options or specific consents to processing for promotional and marketing purposes at the time of registration to the Website will not prevent participation in the Competition;
- 7) by participating in the Competition, the participant also acknowledges that any indication, at the time of registration to the Website, of data (including therein number e-mail address) of any third party other than the same, even if referring to a non-existent party, will lead to the forfeiture of any other right relating to participation in the Competition, including therein any prize won; furthermore, if the data provided by the same refer to an existing identifiable party other than the same, at the time of indicating said data, the participant holds the Sponsor harmless as regards any claim or request for damages whatsoever made by said third party, following the receipt of unsolicited notifications.

By 15 June 2020:

1. a list of all participations gathered during the Promotional Period will be drawn up, regardless of the outcome (winning or not) of the Instant Win, to be used for the final draw to win a Personalised Shirt (hereinafter, "List A");

2. it will be verified whether, for one or more Instant Win prizes awarded, any on-line forms with the information needed to send the prize have not been completed within the deadline envisaged, therefore considering them as non-requested prizes;
3. the presence of any prizes not assigned by the Instant Win system will be verified (given the random nature of the software programmed for this category);
4. if there are one or more non-requested prizes, as set forth in point 2., and/or non-assigned prizes as set forth in point 3., a list of all Registered Users who did not win any Instant Win prize during the Promotional Period will be drawn up (hereinafter "List B").

By 15 June 2020, in the presence of an official of the Turin CCIAA (Chamber of Commerce, Trade and Industry), responsible for consumer protection and public trust, the following will be drawn from the Eligible Lists:

- from List A, 1 winner followed by 5 reserves;
- from List B, if envisaged, a number of winners equal to the number of the above-mentioned non-requested or non-assigned prizes (in this case, the prize due will be that which the Registered User had selected at the time of his participation in the Instant Win, as all of the shirts in the jackpot are worth the same amount) followed by reserves equal to the number of winners.

A software with a random winning mechanism will be used for the draw (based on Microsoft[®] Excel[®]'s "rand" method) and subject to an appropriate declaration confirming compliance with public confidence of the information system.

The winner or winners (if more than one, if the above-envisaged conditions arise) of the final draw will be advised that they have won by e-mail (to the e-mail address stated at the time of registration on the Website), with a request to respond, within 10 days, also by e-mail, indicating the address to which the prize won should be sent, and which will be sent within 180 days from the award.

The sole winner of the Personalised Shirt will be asked to indicate if he/she wishes to use their name or surname for the personalisation.

If a response is not received within said timeframe, the winner will forfeit his/her right to the prize, which will be awarded to the first reserve and so on.

WAIVER TO CLAIMS

The Sponsor waives its right to withhold taxes in favour of the winner of the Competition, pursuant to article 30 of the President of the Republic Decree n. 600/1973.

ADVERTISING

The Competition will be advertised in compliance with the provisions of these regulations, through the Internet.

FINAL NOTES

- The non-awarded prizes other than the rejected ones, will be donated to charity, to:
UGI - Unione Genitori Italiani contro il tumore dei bambini [Union of Italian Parents against Childhood tumours]
ONLUS
c/o Children's Hospital Regina Margherita - Piazza Polonia no. 94 - 10126 Turin - Tax Code 03689330011.
- The Subject who is designated to represent Juventus as regards the fulfilment of the obligations related the prize competition (under Art. 5 paragraph 3 of President of the Republic Decree 430 of 26.10.2001) is Digital Contest s.r.l. based in Turin, via Papacino 2.
- The complete rules of the Competition will be accessible from the Landing Page.
- As a guarantee of the promised prizes, a security, through a surety document, has been provided to the Ministry of Economic Development.
- Notwithstanding the fact that the system used to collect and manage participation is programmed with the adoption of safeguards that are retained sufficient to prevent any external attempt by third parties to change the software and indicate the winners, the Sponsor shall have, in any event, the right to prevent, to protect all participants, access to the Competition by parties that attempt to circumvent or violate the above-mentioned information system, as well as reserving the right to inform the competent authorities of said attempts.
- The Sponsor shall not be liable for any failed delivery to the e-mail address of a winner (Instant Win or final draw), in accordance with the procedures set forth in these Rules, if the Registered User provided a non-existent e-mail address, which has been disabled in the meantime or cannot receive new messages, or in cases in which the configuration of the electronic mailbox (customer or server side) erroneously considers the

messages spam.

- If a winner cannot be contacted, after an attempted delivery by the courier, the same will be contacted by e-mail to attempt to agree a new delivery date. If a second delivery attempt should fail, as it is then considered impossible to deliver the prize per reasons not due to the Sponsor, the same shall be considered not requested and will be given away to the designated ONLUS.