

#WEARTHEGAME

REGULATIONS ART. 11 PRESIDENTIAL DECREE 430 OF 26 OCTOBER 2001, PRIZE
COMPETITION

WHO IS SPONSORING THE COMPETITION

The company sponsoring the prize competition in question is Juventus Football Club S.p.A. with registered office in Via Druento, 175 10151 Turin, Italy – VAT No. and Tax Code 00470470014 (hereinafter "Juventus" or "Sponsor").

The party delegated by the sponsor company is:

Soluzioni di Marketing S.r.l. with registered office in Via Ariberto, 24 20123 Milan, Italy – VAT No. and Tax Code 12079020157.

WHEN CAN YOU ENTER

The duration of the competition is from 08/10/2018 to 26/05/2019 with winners announced on 19/06/2019 in the presence of a Chamber of Commerce official or notary.

The competition is divided into 11 periods lasting three weeks each (the "Periods" or the "Period") according to the following table:

Period	Start date and time	End date and time
1	08/10/2018 0.00	28/10/2018 23.59
2	29/10/2018 0.00	18/11/2018 23.59
3	19/11/2018 0.00	09/12/2018 23.59
4	10/12/2018 0.00	30/12/2018 23.59
5	31/12/2018 0.00	20/01/2019 23.59
6	21/01/2019 0.00	10/02/2019 23.59
7	11/02/2019 0.00	03/03/2019 23.59
8	04/03/2019 0.00	24/03/2019 23.59
9	25/03/2019 0.00	14/04/2019 23.59
10	15/04/2019 0.00	05/05/2019 23.59
11	06/05/2019 0.00	26/05/2019 23.59

WHO CAN ENTER

For Period 1: Anyone who is already eighteen years of age, resident or domiciled in Italy and who is registered on the website <https://juventus.com> (the "Website") is the recipient of the initiative (the "Entrant" or "Recipient").

For Period 2,3,4,5,6,7,8,9,10,11: Anyone who is already eighteen years of age, resident or domiciled in Italy or outside Italy and who is registered on the website <https://juventus.com> (the "Website") is the recipient of the initiative (the "Entrant" or "Recipient").

The following are in any case excluded from the possibility of entering the Competition:

- all those with a collaboration and/or employment relationship with the Sponsor or the Delegated Party.

WHAT IS THE PURPOSE OF THE COMPETITION

The competition aims to encourage and disseminate knowledge of the services offered by the Sponsor.

HOW TO ENTER

The competition envisages entering through an "Instant Win" type mechanism.

In order to enter the competition, the Recipient must:

- Log in to the website <https://juventus.com> with their login credentials;
- Go to the area of the website dedicated to this playing mode;
- Enter their Name and Surname;
- Click on the button that activates the procedure for awarding instant wins.

The system will record the data of the Entrant's account and activate an IT procedure to take part in the instantaneous draw and in the possible final repechage.

The prize will be awarded in a totally random manner through a random draw software application specifically designed, managed and certified, according to the provisions of Art. 9, paragraph 1, of Presidential Decree 430/2001.

In the case of immediately winning of one of the three PRIZES available for the Period, the screen will announce the win and the winner will receive instructions to validate his win at the email address of his account.

It should be noted that a Recipient can take part in the Instant Win mechanism envisaged in this competition only once for each playing Period.

AWARDING THE PRIZES

Awarding "instant wins" and possible reserve draw

By 19/06/2019, in the presence of an official of the Chamber of Commerce or a notary, the report on the official awards of instant win prizes will be drafted.

The personal data indicated by the winners upon registration on the Website will be verified by the Sponsor. In this sense, the Sponsor may request the winners to forward a copy of their identity document, according to the procedures that will be indicated in the communication of the winners to the e-mail address provided upon registration on the Website.

Should the Sponsor find that the winning Instant Wins were not in compliance with these regulations, the wins obtained in this way will be null and void.

In the event of a situation in which the number of prizes awarded is lower than the number of prizes to be won, always in the presence of an official of the Chamber of Commerce or a notary, as many reserve winners of the Instant Win prizes as the prizes not awarded (the "Reserves") will be manually and randomly drawn from a digital list containing the names of all Entrants who have participated in the Competition and not already been Winners.

The Sponsor reserves the right to carry out the same checks also with reference to the Reserves.

Reserves

A Prize will be considered as not awarded and will therefore be allocated to the final draw of the Reserves:

- if a winner does not send the validation by the envisaged deadline (see next paragraph);
- if the winner cannot be contacted;
- if the IT system does not make the award;
- if the winner is under the age of 18;

- if the data of the Recipient does not correspond to that declared upon registration;
- if the Recipient is not entitled as described in the paragraph WHO CAN ENTER;
- for any reason that makes the entry of the winning Recipient irregular.

PRIZES

For each competition Period within the scope of the Instant Win entry mode, the following prizes are available:

- 3 (three) Official Juventus Football Club shirts autographed by one of the squad players, worth € 105.00 each, excluding VAT.

TOTAL PRIZE VALUE

Qty	Prize	Unit value	Total value	Award method
33	Official Juventus Football Club shirt signed by one of the squad players	€105,00	€3465,00	Instant Win

Given the value of the prizes indicated above, the **total prize value** of the Competition is € 3465.00 excluding VAT.

ACCEPTANCE AND VALIDATION OF PRIZE WINS

Notification of having won the prizes available in the "Instant Win" mode will be sent to the winner at the e-mail address in the information system of the website dedicated to the competition associated with the account of registration of the Entrant on the Website, within 7 days of the award date.

It should be noted that the Sponsor does not accept any liability for e-mail addresses that are no longer active.

The winners, in order to receive the Prize, must download, print, complete and sign the form for acceptance of the prize that will be attached to the e-mail communicating the win.

The form completed in this manner must be sent by e-mail by the winner within 7 days of the date of sending of the e-mail communicating the win, to the e-mail address that

will be communicated in the e-mail communicating the win, together with a front/back copy of a valid identity document.

The documentation sent will be examined by the Sponsor or the Delegated Party and, if the documentation is deemed to be correct, the winner will receive the prize won at the address indicated in the form.

In the event of discrepancy between the data recorded on the Website and the documents required for the confirmation of the win, the Prize cannot be awarded.

If the required documentation is not sent within the deadline established by these regulations, or is illegible or incomprehensible, or if personal data of minors or incomplete or incorrect data is sent, the same will be considered invalid, with the consequence that the winner will lose the right to obtain the Prize.

DELIVERY OF PRIZES

All Prizes will be delivered by courier (without any charge in relation to the shipping costs) within 180 days of the date of the draw (or in any case before the date to be able to use them) and only following the positive outcome of the checks referred to in the previous chapter (Acceptance and Validation of wins).

The Sponsor and the Delegated Party do not accept any liability for any problems relating to the shipment/delivery of the Prize due to an error in the communication of personal data by the winners and/or to an error or deficiency of the carrier.

DONATION OF UNAWARDED PRIZES

Prizes due and not delivered, collected or requested by the Winners will be donated to charity: Fondazione Crescere Insieme al Sant'Anna ONLUS with registered office in Turin, Corso Spezia 60 – Tax Code: 97670750013.

HOW IS THE COMPETITION ADVERTISED

The Competition, its procedures, together with these Regulations and information related to the processing of personal data, will be made known to Recipients through the websites <https://juventus.com> and www.juventus.com.

The communication of the Competition may also take place through web and social media marketing activities (including, but not limited to, Facebook and Instagram).

The advertising messages that will communicate the competition to Recipients will be consistent with these regulations and the Sponsor reserves the right to use other

means of communication suitable to bring the contents of this prize competition to the knowledge of Recipients.

These regulations are filed c/o Juventus Football Club S.p.A., with registered office in Via Druento 175, 10151 Turin, Italy.

CLARIFICATIONS

Entering the competition is free of charge. The costs for connection to the Internet, which are borne by the Recipient of the Initiative, will not incur any additional cost due to registration on the Website and entering this Competition.

The correspondence and veracity of the data provided upon registration are essential conditions for entering the competition.

Each Recipient can enter only once for each playing Period, through a single account of registration on the Website and using real data, which must correspond with that indicated on their identity document: **any multiple registrations attributable to the same natural person (using, for example, different e-mail addresses)** will make entry in the Competition null and void . Should the Sponsor ascertain failure to comply with this condition at any time, the user and all the accounts attributable to the same will be eliminated from the possibility of receiving any prize won. This check may also take place during the validation of the Prize and in any case before its delivery.

Users who, at the discretion of the Sponsor or third parties appointed by the same to manage the Competition, enter with means and tools able to circumvent the integrity of the computer system, or otherwise judged to be suspicious, fraudulent or in violation of the normal conduct of the initiative, will be disqualified from the competition and will not be able to receive any prizes won.

The Sponsor, or the companies appointed by the same to manage the Competition, reserve the right, in the manner deemed most appropriate and in compliance with current legislation, to limit and inhibit any initiative aimed at circumventing the designed system.

All communications relating to entering the competition will be sent to the e-mail address indicated in the account of registration on the Website.

The Sponsor does not accept any liability in relation to contestants:

- whose mailbox is full;
- whose e-mail indicated on registration is incorrect or incomplete;
- for whom there is no reply from the recipient host after sending the e-mail;
- whose mailbox is disabled;
- whose e-mail indicated on registration is included in a blacklist.

The Sponsor does not accept any liability for any errors in communication of the address by the winner.

The Prizes are not transferable to third parties.

The Sponsor reserves the right to make all the necessary checks related to correct entry in the Competition. In case of ascertained irregularity in entering the Competition, the prize cannot be awarded.

The Sponsor reserves the right to undertake, possibly during the prize competition, certain additional initiatives in order to facilitate the end consumer: in particular, extensions of initiatives or additional prizes may be envisaged which may be obtained in addition to those already envisaged.

The Sponsor may change the procedures for execution of this prize competition for a justified reason, pursuant to Art. 10 of Presidential Decree 430/2001, giving prior notice to Recipients in the same form as the promise or in an equivalent form.

The Sponsor does not accept any liability for events not attributable to the same, such as but not limited to: access, impediment, malfunction or difficulty regarding technical tools, cables, electronics, software and hardware, transmission and connection, telephone line or data that may prevent the Recipient from entering this Competition

The winner cannot dispute the prize awarded, nor request the corresponding value in cash or its exchange/replacement, for any reason, without prejudice to the warranty for lack of conformity according to current legislation.

The Sponsor hereby expresses its availability to replace the Prize with a model of the same type, in the case of a faulty product.

Nevertheless, in the event that the Company is unable to deliver the Prize, it reserves the right to replace the announced Prizes with prizes of equal or greater value.

Entering the Competition implies the implicit acceptance by the entrant of these regulations in their entirety and without any reservation and authorisation for the processing of personal data, for purposes related to such entry.

OBLIGATIONS OF THE SPONSOR

The operations will take place according to current legislation pursuant to Presidential Decree 430 del 26/10/2001.

The advertising message will be in compliance with the provisions of these regulations.

The Deposit equal to 100% of the amount of the available prizes, pursuant to Art. 7 of Presidential Decree. 430/2001, was provided to the Ministry of Economic Development through a guarantee, to protect the respect of consumer rights.

All data relating to this prize competition, in compliance with the provisions of Article 1 of Presidential Decree 430/2001, will be stored on servers located in Italy.

The company that provides the IT system that manages entering the Competition and sets up the databases and the draws, has issued a self certification regarding:

- the specifications of the Competition login program;
- the location in Italy of the server that manages the Competition;
- the adoption of appropriate procedures to prevent external interventions and the overall security of the system used with reference to the need to protect the public trust;
- the technical specifications of the draw software.

RENUNCIATION OF RECOURSE

The Sponsor renounces making recourse to the winners for the 25% income tax - Art. 30 of Presidential Decree 600 of 29/09/73. Pursuant to Art. 19 of Law 449 of 27/12/1997, the non-deductibility of VAT on the purchase of the prizes consisting of taxable goods for tax purposes will apply.

HOW DATA IS PROCESSED (PRIVACY)

The processing of the personal data of users registered on the juventus.com website will be carried out in compliance with current legislation regarding the protection of personal data, according to the information on the processing of personal data provided by Juventus and published on its website juventus.com.

It should also be noted that the personal data of Entrants may be communicated to the Delegated Party and to the company that has developed and provides the software that manages entering the Competition, which will process the data solely for the purposes strictly related to the competition, in fulfilling the formalities envisaged for prize competitions. By way of example but not limited to, these purposes consist of registering for the competition, organising the procedures related to the award of the promised prizes, communication to the winners and delivery of the prize, management and maintenance of the draw software, etc.

In the context of execution of the Competition, the data of Entrants must be communicated to the person responsible for the protection of the consumer and public trust at the Chamber of Commerce competent for the area, or to a notary appointed for

the procedure of awarding and verifying the actual delivery of the prizes promised with the competition, as well as to the Ministry of Economic Development, if required in the performance of the supervisory activity by such body, as envisaged by the legislation on prize competitions.

In relation to the competition, the data will be retained for the time defined by the reference legislation and specifically: Presidential Decree 430/2001 (Regulation concerning the organic revision of the regulation of prize competitions and operations, as well as of local events pursuant to Art. 19, paragraph 4, of Law no. 449 of 27 December 1997) as well as five-year or ten-year periods for the retention of data of a statutory nature only.

NOTHING FOLLOWS THESE REGULATIONS
