



Regulation Code on the Transfer of Admission Tickets to Football Matches – 24/25 Season (Code of Conduct)

Having seen the Memorandum of Understanding issued 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 Article 27 of the FIGC Sports Justice Code;

these "Regulations on the sale of tickets for football matches" (henceforth Code of Conduct) have been adopted and the following provisions shall apply.

Art. 1 - Principles

The sports club Juventus FC SpA (hereinafter "Sports Club") and its fans respect the legal system and shape their conduct in accordance with the values of loyalty, honesty, fairness and civil coexistence. The Sports Club and its fans shun all forms of violence and discriminatory behaviour (i.e. any conduct that is directly or indirectly offensive, denigrating or insulting for reasons related to race, colour, religion, language, sex, nationality, origin, including ethnic origin, personal or social condition or pertaining to forms of ideological propaganda that are banned by law or that in any case promote discriminatory behaviour). The Sports Club and its fans also spurn all behaviour that is contrary to the principles of honesty and fairness and that incites hatred and violence.

Article 2 - Non-acceptance and aim

The "institute of approval" (hereinafter "Approval") is the right of the Sports Company to adopt the following measures against persons who are responsible for the conduct referred to in Article 3 below: (i) refusal to sell tickets providing access to the stadium for the matches organized by the Sports Club, (ii) temporary or final suspension of the effectiveness of the admission ticket issued in the name of the party responsible including the possible immediate removal from the stadium even during the match.

This Approval procedure does not just apply to any form of conduct that occurs after a match ticket, season ticket or loyalty card has been purchased, but also to any conduct that may have been engaged in prior to the purchase or subscription of the aforementioned ticket or card.

The aim is to ensure that the stadium is a safe and welcoming place for the events organized therein by the Sports Club and suitable for all types of spectators, including families with children.

Article 3 - Relevant conduct

All conduct related directly to an Event, as defined below, irrespective of the place and time when it took place, and therefore even if implemented outside the stadium, including during away matches, or in any case relating to events other than matches, is relevant for the purposes indicated in Article 2 above.

By Event we are here referring to any initiative or situation organized by the Sports Club, therefore not exclusively related to football events at all levels (also including friendly matches), but that may also include any other kind of event organized by the Sports Company, even other than football matches and even if it is not open to the public.

The Approval may be exercised by the Sports Club in relation to all conduct that conflicts with the values of sport and public dignity, as well as all those acts which by being performed establish and/or amount to and/or exhalt discriminatory and/or denigrative and/or in any case offensive conduct on racial, territorial, ethnic or religious grounds (and any form of discrimination foreseen by the legislation in force) against the fans of the opposing team, public institutions (civil, sporting or religious) and civil society in general, or any conduct that, in contrast with the principles of rectitude and correctness, incite hate and/or instigate violence, regardless of the means of expression used.

Approval may also be exercised by the Sports Club in relation to all those actions aimed at threatening, denigrating, offending, impolitely challenging persons, authorities and public or private institutions, including the Sports Club, its employees and / or representatives, the security personnel, the stewards present inside the stadium, as well as in relation to all conduct that entails administrative penalties for the Sports Club, or that is in any case likely to cause harm to its interests and / or image and / or name and / or reputation and / or decorum.

The relevant conduct in relation to which the Non-Acceptance may be exercised also includes behaviours of: (i) disseminating (in any form and manner), in the absence of express authorisation, images and/or sounds relating to matches played at the stadium or Events, as defined above, or spreading information relating to matches or Events for the purpose of betting; (ii) promoting (and/or constituting the actions of) touting, even occasional; (iii) promoting (and/or constituting the actions of) sale and/or purchase of tickets through unofficial channels (and not authorised) or via online sale platforms that fuel the phenomenon of secondary ticketing; (iv) entering the stadium, or a specific sector or area of it, without a valid ticket and/or with a ticket indicating a name that does not correspond to the holder's identity, (v) invading the pitch and/or entering (or attempting to enter) prohibited areas (those not open to the public), or adopting directly or indirectly acts that could potentially alter the normal conduct of the matches and the Event, (vi) carrying out within and/or close to the stadium commercial or promotional activities not authorised by the Football Club; (vii) using the trademarks of the Football Club in the absence of express authorisation or counterfeiting them.

The list of types of conduct indicated in this paragraph is not exhaustive: conduct or acts similar to those indicated above shall also be considered relevant for the purposes of exercising the Non-Acceptance, as well as for ascertaining the violation of the Regulation on Stadium Use, the Terms and Conditions of Season Ticket Use, the Conditions of Sale and Use of Tickets for Individual Matches and/or any other provision, norm, code or regulation applicable to those who enter the stadium to watch a match, adopted by Juventus and published from time to time on the website www.juventus.com or on the ticket itself or at the stadium.

Article 4 - Conditions

The Approval and the adoption of the resulting restrictive injunctions do not entitle the recipient of the Approval procedure to any type of repayment by the Club for failure to use the admission ticket.

The ban will not affect any benefits obtained from loyalty programmes unless the benefit relates to the event for which the Non-Acceptance was exercised and the consequent ban was imposed. In that case, the benefit may be used in the next match upon the expiry of the duration of the Non-Acceptance and the consequent ban, provided that the sporting calendar so allows; otherwise, the benefit is lost, without this giving rise to the entitlement to any refund from the Football Club.

In the event that, during the Approval period, the interested party engages in further conduct that is deemed relevant pursuant to Article 3 above, the Sports Club may impose the Approval once again and adopt an additional restrictive injunction measure, which will be added to the previous one, without the option of the two measures running concomitantly.

Irrespective of the location in which the relevant conduct is implemented in accordance with Article 3 above, the Non-Acceptance may be exercised (and the consequent ban may be adopted) by the Football Club only with reference to matches held at the stadium in use by the Football Club, with the exclusion, therefore, of away matches. This is always subject to the right of the Football Club to remove immediately from the stadium, even during the match, the person responsible for the relevant conduct in accordance with Article 3 above who is caught in the act.

Article 5 - Publicity

This Code of Conduct and its subsequent changes and integrations are published, in the version in force at the time, on the official website of the Football Club www.juventus.com (in the terms and conditions section: <https://www.juventus.com/it/termini-e-condizioni>).

Article 6 - Sources

The Football Club may identify the significant behaviours for the purposes of ascertaining the relevant conduct in accordance with Article 3 above through:

- reports from stewards, the Supporter Liaison Officer and/or other service staff employed by the Football Club;
- reports from the public authorities and/or from other clubs belonging to the professional football leagues;
- images taken by the video surveillance system, in respect of the legislation in force;
- images posted on social networks or other online tools in which the perpetrator can be identified;
- open sources, for incidents verified publicly.





Article 7 – Assessment criteria

The criteria used to assess the incidents are as follows:

- 1) The wilful intent or fault in its differing degrees (for example, clear premeditation and/or emotional impetus);
- 2) the severity of the danger or damage caused by the relevant conduct;
- 3) the nature / type of asset damaged and / or interest impaired by the relevant conduct;
- 4) any conduct of the subject carried out prior to the disputed conduct (that may for example establish the presence of an actual repetition or that gave rise to simple warnings);
- 5) the conduct of the subject subsequent to the disputed conduct (that might for example be understood as an active form of repentance or an unquestionable desire to collaborate to eliminate or mitigate any consequences deriving from such conduct, including the admission of his / her responsibilities and / or the actual amendment / repentance, also by engaging in remedial conduct as a way of showing how the perpetrator is improving their awareness of the detrimental conduct also by participating and / or contributing to assistance and awareness raising programs of charitable entities and / or associations that promote a culture of respect for human rights);
- 6) the role held by the subject (for example: instigator, promoter or mere participant).

In the event that the conduct pursuant to Article 3 above, carried out within the stadium, also constitutes violations of the Use of the Facility Regulations, it is understood that the measures referred to in this Code of Conduct will be added to the penalties foreseen for violations of the Stadium Regulations, as these measures are of a different nature.

Article 8 - Duration of the provisions

The duration of the Approval measure and the resulting restrictive injunction is proportionate to the type of relevant conduct and the seriousness of the same identified according to the criteria set out in Article 7 above.

The duration of the restrictive injunctions may range from a minimum of one or several match days or a certain number of seasons to the final exclusion from purchasing tickets. A list including but not limited to the measures that may be applied to the relevant conduct in accordance with Article 3, is indicated in the table below:

RELEVANT CONDUCT	MEASURE FORESEEN
Discrimination of any type (including social, territorial, ethnic-racial, xenophobia, age, gender, sexual orientation and identity, religion, etc.)	Approval exercised on a seasonal basis Min. 3 seasons Max. definitive exclusion
Incitement to hatred and instigation to violence (irrespective of how these are expressed)	Approval exercised on a seasonal basis Min. 3 seasons Max. definitive exclusion
Physical violence against institutions, authorities, match officials, clubs (football players/staff/employees), security staff	Approval exercised on a seasonal basis Min. 3 seasons Max. definitive exclusion
Verbal violence (offending or challenging impolitely) institutions, authorities, match officials, clubs (footballers/staff/employees), security staff	Approval exercised on a seasonal basis Min. 1 season Max. 10 seasons
Violation of Stadium Rules	Approval exercised on a match basis Min. 3 races Max. definitive exclusion
Violation of conditions of sale and use of tickets (e.g. touting, sale or purchase of tickets via unofficial channels, evasion of security checks, misrepresentation of data, access to areas different from those permitted by the ticket, lack of respect of specific procedures/rules/regulations adopted in implementation of the legislation, etc.)	Approval exercised on a match basis Min. 3 races Max. 3 seasons

The Sports Club may decide not to issue an Approval measure for particularly minor cases, and therefore no ban would be imposed, and only a letter of warning/invitation to comply with this Code of Conduct may be sent.

By way of the specific IT platform, the Club will register and publish details of the duration of the Non-Acceptance and the consequent ban on the ticketing company, entering a specific alert which will be registered, collected and processed in order to prevent the issuance of tickets in respect of the regulation on privacy in force at the time.

Article 9 - Procedures

A committee composed of at least one member for each of the following areas / functions has been set up within the Sports Company: SLO department, legal, marketing & communications, stadium revenue & commercial entertainment, facilities management.

The dispute of the relevant conduct in accordance with Article 3 above, containing the description of the same, is communicated in writing by the SLO department by recorded delivery letter with notice of receipt or by email or by another means of notification to the person responsible, identified by way of the data recorded when supplying the ticket – if the conduct occurs after the ticket has been issued – or by direct knowledge by means of public registers, or by contacting law enforcement.



In cases of particular severity and urgency, the Football Club reserves the right, so as to guarantee the immediate effectiveness of the measure with a view to avoiding any time taken to notify the dispute producing an imminent and irreparable prejudice, to make the dispute in advance by direct communication to the person involved at the time of the access control procedure, which will be followed by the transmission of the written communication by recorded delivery letter with notice of receipt.

The person involved, as identified above, may submit, within 5 (five) consecutive days – under penalty of forfeiture and commencing from receipt of the communication indicated above – by letter sent by recorded delivery letter with notice of receipt, to the registered office of the Football Club, any “justifications” and/or “reasons” for the purposes of their assessment in accordance with Article 7 above. In that context, the person involved may submit documents, and may ask to be heard.

The Club will issue its decision in respect of any such request within 30 days. In the case of silence, the request will be understood to have been rejected.

This is without prejudice to the rights granted by the legislation to the person receiving the ban, including the right to recourse to the competent Judicial Authority.

Article 10 – Minors

The Sports Club may exercise Approval and adopt restrictive injunctions also against minors, provided that they are at least fourteen years old.

Article 11 - Links with other procedures

The exercise of the Non-Acceptance and the adoption of bans will not affect any other civil/criminal proceedings, as the actions subject to the dispute in accordance with Article 3 above may have infringed other interests, and will also not affect any measures or penalties imposed by the public authorities (e.g. DASPO or a ban on attending sporting events).

The imposition of the Approval measure and the adoption of the resulting restrictive injunctions does not in any way prejudice the Sports Club's right to take action through any legal channels, against the perpetrator of the disputed conduct.

Art. 12 - Entry into force and Amendments

The provisions of this Code of Conduct apply from the start date of the 2024/2025 Sports Season (or from 1 July 2024). Until that date, the provisions of the Code for the transfer of tickets to football events - Season 23/24 remain in force, as published on the website www.juventus.com.

The Football Club may amend this Code of Conduct with immediate effect, also for persons who have already bought tickets, as a result of legislative, administrative or public safety measures in general (such as decisions issued by the National Observatory of Sporting Events). Consequently, the persons involved are responsible for verifying any change to the Code of Conduct on the Football Club's website. The changes will be shown for a reasonable period of time.