



press release

JUVENTUS AND FIAT RENEW THEIR SPONSORSHIP AGREEMENT

Turin, 31 July 2014 - Juventus Football Club S.p.A. and Fiat Group Automobiles S.p.A. extend the sponsorship agreement of the Juventus football jersey until 30 June 2021. The previous agreement was signed in April 2012 and covered the next three football seasons.

This renewal is born from the desire to continue a relationship which brings great satisfaction to both companies, which has allowed them to embark on a journey together at international level, both in terms of sports and business, with substantial economic and image-related returns for both parties.

Fiat Group Automobiles will continue to be the sole jersey sponsor of Juventus in all competitions, for an annual consideration of € 17 million, starting from the 2015/2016 football season, in addition to the supply of Fiat Group vehicles for promotional purposes and variable premiums based on the sporting results achieved by Juventus in national and international competitions. Precisely because of the exceptional nature of the results already achieved, Fiat Group Automobiles recognized an extraordinary bonus in the 2013/2014 football season amounting to € 6 million. The terms and conditions of the existing agreement will continue to apply for the 2014/2015 football season, providing for a fixed consideration of € 13 million.

Fiat and Juventus are related parties as they are both subject to control by EXOR S.p.A. The transaction in question, although it is an ordinary transaction performed at market-equivalent conditions, was subject to the procedure for the approval of significant transactions with related parties, that requires, among other things, the publication of an information document within 7 days from today's date.

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