PRE-UNDERWRITING AGREEMENT RELATING TO THE PROPOSED CAPITAL INCREASE WITH PRE-EMPTIVE RIGHTS HAS BEEN SIGNED WITH FOUR PRIMARY BANKS

Turin, July 30, 2021 – Following the previous press release published on June 30, 2021, Juventus Football Club S.p.A. ("**Juventus**" or the "**Company**") hereby announces that, in the context of the envisaged transaction aimed at strengthening the Company's equity by means of a capital increase with pre-emptive rights up to EUR 400 million (the "**Capital Increase**"), Goldman Sachs International, J.P. Morgan AG, Mediobanca - Banca di Credito Finanziario S.p.A. and UniCredit Corporate & Investment Banking will act as joint global coordinators (the "**Joint Global Coordinators**") and joint bookrunners.

On the date hereof, the Joint Global Coordinators have entered into a pre-underwriting agreement with the Company pursuant to which they have undertaken - subject to conditions in line with market practice for similar transactions - to enter into an underwriting agreement for the subscription of any newly issued shares that remain unsubscribed at the end of the auction period of the offering. In this context, and as communicated on June 30, 2021, the majority shareholder, EXOR N.V. (which currently holds 63.8% of Juventus' share capital), has committed to subscribe for the new shares issued in the context of the Capital Increase pro rata to its current interest.

The envisaged Capital Increase is expected to be completed by the end of 2021, subject to favourable market conditions, the approval of the Capital Increase by the competent corporate bodies and the issue of the necessary authorisations by the competent authorities.

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Accordingly, any person making or intending to make an offer of securities in a Relevant Member State other than a Permitted Public Offering may do so only where there is no requirement for the Company to publish a prospectus pursuant to Article 1 or Article 3 of the Prospectus Regulation, respectively, or to supplement a prospectus pursuant to Article 23 of the Prospectus Regulation, in connection with such offer.

"Prospectus Regulation" means Regulation (EU) 2017/1129 (such Regulation and amendments thereto, together with any delegated acts and implementing measures) and Regulation (EU) 2017/1129 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 (the "EUWA"). This document does not constitute a prospectus within the meaning of the Prospectus Regulation. A prospectus prepared pursuant to the Prospectus Regulation may be published in the future for the purpose of a public offering to be made only in Italy and/or the European Economic Area. Investors should not subscribe to any of the securities referred to herein except on the basis of the information contained in the relevant prospectus.

The joint global coordinators, their affiliates or any of their respective directors, officers or employees shall have no liability (whether for negligence or otherwise) arising out of, and make no representation or warranty, express or implied, as to the truth, accuracy or completeness of the information contained in this release or any other information relating to the Company, its subsidiaries or affiliates, nor for any loss arising out of the use of this release or its contents or in connection with it. No person other than the Company shall be deemed to be a client of the joint global coordinators in relation to the Capital Increase and the joint global coordinators shall not be responsible for providing any person with any safeguards or advice in relation to the Capital Increase, the contents of this release or any transaction, agreement or other matter referred to herein.

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