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PRIZE COMPETITION REGULATION

“Rewarded with InViola”

PROMOTER: ACF FIORENTINA S.R.L. A SOCIO UNICO, with registered office in Via Pian di Ripoli 5, 50012 Bagno a Ripoli (FI) - Vat no. and tax code: 05248440488)

DELEGATE: Data Loyalty Srl, with registered office in 50131 Florence, Viale dei Mille n. 70, Vat. no. 06594320480)

TERM: The prize competition called “Rewarded with InViola”, starts on 10/09/2024 and ends on 31/05/2025. After this deadline, the collected points will be reset, unless extended.

TERRITORY: the competition takes place in the territory of the Italian Republic and the Republic of San Marino.

SUBJECT OF THE PROMOTION: products sold by the official ACF Fiorentina stores and by the stores participating in the operation that will display the advertising and information material of the Competition.

During the course of the competition, other companies may join as partners. A version of the current Competition Regulation with the updated list of all Competition Partners will be available at inviola.acfflorentina.com.

NAME OF THE PRIZE COMPETITION: “Rewarded with InViola”

RECIPIENTS OF THE PROMOTION: Any natural person who has the capacity to act, is resident or domiciled in the Italian Republic and in the Republic of San Marino and is a holder of an InViola Card (Premium or Basic) may participate in the Competition. Participation in the Competition is free of charge. Individuals between the ages of 14 and 18 years old may also participate, but only with the explicit authorisation of the person exercising parental responsibility over them.

HOW IT WORKS: All participants in the promotion who, during the promotional period, make purchases at the official ACF Fiorentina stores and Partners, which are marked with a special identifying sign in the form of a window sticker, sticker or poster, will collect InViola points. In the course of the InViola prize competition, Partners may also award Points in connection with specific promotional and/or marketing activities that will be communicated from time to time. In addition, the Promoter may award points in connection with specific promotions, including non-purchase related promotions, events and gaming activities. Points may be used to obtain the prizes indicated in the table below and available in full and updated version on the website inviola.acfflorentina.com.

PROCEDURE AND DESCRIPTION OF THE COMPETITION

SUBSCRIPTION: Participation in the prize competition is free of charge. Points are collected by using the InViola Card (Premium or Basic). The InViola Premium Card, which can be subscribed physically at the Fiorentina Point (Via dei Sette Santi 28R - 50137, Florence) or online on the VivaTicket website, has ticketing functions, but can also be used to accumulate points if the holder intends to take part in the prize competition. The InViola Basic Card is obtained after registering on the website inviola.acfflorentina.com or at one of the InViola Totems inside the Viola Park.

TERMS AND CONDITIONS OF ISSUE AND USE OF THE INVIOLA CARD: All individuals, resident and/or domiciled in Italy or in the Republic of San Marino and who intend to participate in the prize competition, will be issued with an InViola Card, numbered, with a bar code to record the purchases made and the relative points collected.

The card is the property of ACF FIORENTINA S.R.L. A SOCIO UNICO. In the event of any use contrary to these regulations, ACF FIORENTINA S.R.L. A SOCIO UNICO reserves the right to discontinue use of the card without notice. The card is personal and has no expiry date, unless otherwise specified by the Promoter. The InViola Premium Card is valid for two years. On expiry, if it is not renewed, it is automatically converted into an InViola Basic Card, so that you can continue participating in the prize competition.

In the event of theft or loss of the card, the cardholder must promptly report it by writing to inviola@acfflorentina.it or in another written form to ACF FIORENTINA S.R.L. A SOCIO UNICO, Via Pian di Ripoli 5 Bagno a Ripoli (Florence). The blocking of the card will only take effect 48 hours after notification and the points will be recharged on a new card. If the points on the card were used to acquire rewards before the card was effectively blocked, they can no longer be reloaded onto the new card.

The card will be issued after the customer fills out a card application form and accepts the “Rewarded with InViola” prize competition Regulation.

The request for the issuance and activation of the InViola Card requires the acknowledgement and full acceptance of the Regulation, which can be consulted in full at the Promoter's registered office or on the website inviola.acfflorentina.com. The Promoter undertakes to use and retain the information provided in the application form in full compliance with Italian law on prize competitions and to process personal data in accordance with the provisions of the law in force.

COLLECTION OF POINTS: with the InViola Card, customers who make purchases will collect a number of points proportional to the amount spent: the way in which points are awarded varies according to the type of participating merchant, i.e. each merchant decides how many points to award for every euro spent. This weighting is available at inviola.acfflorentina.com.

During the term of the Competition, Partners may award additional promotional points in connection with specific activities, such as the purchase of certain goods and services from other Partners during a certain period of time or other promotional and/or marketing activities. In addition, the Promoter may award points in connection with specific promotions, including non-purchase related promotions, events and gaming activities. These initiatives will be promptly communicated on the website inviola.acfflorentina.com or through other communication channels.

In order to collect Points, Participants shall present the InViola Card prior to the completion of the purchase transaction or (where applicable) log in with their InViola credentials. Unless otherwise provided for, with regard to purchases, the InViola Card must be provided before payment is made and the receipt is issued. Once the receipt has been issued or payment has been made, the InViola Card number can no longer be communicated and consequently the Points cannot be credited to the Participant's Account.

In the event that the purchase of goods or services in respect of which Points have been awarded ceases (e.g. in the event that the Participant exercises the right of withdrawal or terminates the contract or otherwise returns the purchased goods for which the Points were credited) InViola and/or the relevant Partner reserve the right to revoke the Points awarded. The same right also applies in the event of abuse, fraud and/or errors in the recording of transactions.

The credit of the points will be carried out by the staff of the participating stores when payment is made at their terminals.

Your points balance will be sent to you by e-mail, if any, or can be consulted by accessing your reserved area from the site inviola.acfflorentina.com. Alternatively, it can be requested from the staff at the point of sale where the purchase is made.

Points can only be validly earned in business-to-customer transactions. The purchase of any services and/or goods at a participating business establishment that are related to the business activities of the InViola Card holder constitutes a misuse of the InViola Card and will not allow the earning of valid

points for the purpose of the rewards. Points that are found to have been improperly credited to the InViola Card, as described above, will be cancelled and therefore excluded from the calculation for the purpose of accruing the right to claim and receive any rewards from the current rewards catalogue.

EXCLUSIONS: The customer shall not be entitled to collect points for purchases of products/services already subject to other ongoing promotional activities, unless otherwise indicated by the Promoter and communicated to participants by means of appropriate notices.

USE OF POINTS: The points collected by participants in the operation may be used to claim the prizes listed below upon reaching the points thresholds indicated.

PRIZE CATALOGUE

Premium	Points
Autographed Kombat PRO Jersey	20,000
Attend the Men's First Team training	15,000
Child on Field - High Band	15,000
Overalls	10,900
Child on Field - Lower Band	10,000
Pre-match full zip sweatshirt	9,900
Home Replica Jersey	8,500
Away Replica Jersey	8,500
Replica Third Jersey	8,500
Pre-match sweatshirt	8,500
Pre-match T-Shirt	6,500
Mystery Pack - plus	6,000
Backpack	5,900
Polo	5,500
Viola Park Tour	5,000
Invitation with drink Bar - Fiorentina Female Team at Viola Park (2 persons)	5,000
Invitation with drink Bar - Fiorentina Youth Team at Viola Park (2 persons)	5,000
Home Match Shorts	4,900
Away Match Shorts	4,900
Third Match Shorts	4,900
Kombat Kit Home Baby	4,900
Bermuda representation shorts	4,900
Photographic Service "Like a Player"	4,500
Meet and Greet - Women's First Team	4,000
Baby Kit Home	3,900
Bluetooth Headsets	3,800
Bluetooth Speaker	3,500
Coverciano Museum and Technical Centre Tour	3,000
Aperitif at Viola Park for two	3,000
Steel thermal water bottle	3,000
Mystery Pack - regular	3,000
Cap with flat visor	2,900
Beanie Cap	2,900
Flag	2,200
Fleece blanket	1,800
Folding umbrella	1,600

Miniball	1,500
Jacquard scarf	1,500
Gym bag	1,200
Keyring	1,200
Silicone bracelets	1,000
Duck	1,000

Points conversion value to determine the indicative prize value EUR 0.01

At the same time as the card holder requests the prize, the points corresponding to the chosen prize will be deducted from their balance. Any remaining points will remain available to the card holder and can be used to claim further rewards, until the points are reset.

PRIZES: The request for prizes, relating to the above catalogue, may be made from the start of the prize competition until 31/05/2025. After this deadline, the collected points will be reset, unless extended.

Points can be redeemed on the condition that the InViola Card has been duly registered through the completion of a card application form and acceptance of the “Rewarded with InViola” prize competition Regulation:

Redemption of Points is subject to proper identification of the Participant and Account holder.

In the event of an upgrade, change, discontinuation of production of one of the objects, the Promoter reserves the right to replace the described prizes with prizes of equal or higher value. No liability will therefore be incurred by the Promoter if, at the time of ordering, the prizes have undergone changes, updates in form or substance compared to the promised model or are no longer marketed by the manufacturer. The customer may not demand that the prize originally depicted and described in the prize catalogue also be delivered to him in the brand, model, shape or colour if this is not available at the time of the request.

Prizes cannot be converted into cash.

The prizes delivered may differ from the pictures in the catalogue in colour or small details.

HOW TO APPLY FOR AND RECEIVE THE PRIZES: InViola Card holders who have reached the necessary points can request the desired prize by connecting to the website inviola.acffioentina.com indicating any product variants and the shipping address to which the prize must be delivered, if requested. For emotional prizes, please send an e-mail to inviola@acffioentina.it the Marketing Staff will then contact the applicant to schedule the requested activity. Other prizes will be sent to the domicile indicated by the user by ACF Fiorentina.

Delivery of the prize will take place within a maximum of 180 calendar days from the request. The request for the chosen prize cannot be cancelled or modified.

PRIZE POOL: The total prize pool, for the entire duration of the prize competition, is estimated at EUR 25,000.00.

SECURITY DEPOSIT: it is hereby acknowledged that the security deposit provided for by Article 7 of Presidential Decree no. 430 of 6 October 2001, equivalent to 20% of the total value of the prize as set out in this Regulation, i.e. for a total amount of total amount of EUR 5,000.00.

The deposit of EUR 5,000.00 shall be provided in favour of the Ministry of Enterprise and Made in Italy DGMCTCNT - Division X - Prize Events - Via Molise n.2 - 00187 Rome, by means of a bank guarantee issued by Generali Italia S.p.A. no. 732257166.

If, based on the progress of the competition, the deposit provided proves insufficient to guarantee payment of the prizes, the Promoter undertakes to supplement the deposit already provided.

FINAL PROVISIONS

Termination of participation in the Competition

Participants may terminate their participation in the Competition by renouncing their InViola Card at any time by sending a confirmation notice in the contact section of the website inviola.acffiorentina.com. In this case, participation in the Competition will cease with immediate effect from the receipt of such notice.

The Promoter may exclude a Participant from the Competition, revoking the InViola Card, with immediate effect for good cause, by giving written notice to the Participant containing the relevant reasons. Good cause includes, for example, fraudulent or abusive use of the InViolaCard or its number, or other violations of the Regulation on the “Rewarded with InViola” prize competition or of applicable laws.

Any termination of participation in the Competition results in the loss of Points collected by the Participants concerned, with no further redemption of Points possible.

Amendment to the “Rewarded with InViola” Prize Competition Regulation

The Promoter reserves the right to supplement or amend the “Rewarded with InViola” prize competition Regulation, taking care that the changes made do not affect the rights acquired by the Participants. Any amendments will be made known to the Participants through communications on the site inviola.acffiorentina.com.

The complete Regulation governing the initiative are available at the head office of the Promoter and can be consulted on request by interested parties.

A copy of the Regulation is available at inviola.acffiorentina.com.

The Promoter may suspend or terminate the Competition before the date indicated in Article 4 only for just cause, in accordance with Articles 1989 et seq. of the Italian Civil Code. Early termination and suspension (with their respective consequences) shall be communicated to the Participants at least 30 days in advance or, with regard to suspension, as far in advance as possible or, at the latest, immediately thereafter. Such notice may be made by the Promoter at inviola.acffiorentina.com, at the stores of the Partners participating in the Competition or through other communications relating to the Competition.