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INVIOLA PREMIUM CARD RULES

(the "**Rules**")

This document sets out the procedures for issuing and using the InViola Premium Card (hereinafter also referred to as the "**Card**") issued by ACF FIORENTINA S.R.L. a socio unico, whose registered office is in Bagno a Ripoli (Fi), Via Pian di Ripoli 5, Tax Code and VAT No. 05248440488 (hereinafter "**ACF Fiorentina**" or "**Company**") at the Fiorentina Point located in Via dei Sette Santi 28r, 50131 - Florence (hereinafter "**Fiorentina Point**") and on the www.acfflorentina.com website.

The Rules are supplemented by the "**InViola Card Information Notice**" available at www.acfflorentina.com.

ACF Fiorentina reserves the right to make changes to the Rules at any time, whilst ensuring that the changes made do not adversely affect the holders of the Card (hereinafter also referred to as "**Card Holders**"). Card Holders will be informed of any changes through notices posted at www.acfflorentina.com.

1. INVIOLA PREMIUM CARD

1.1 The InViola Premium Card is the document intended for ACF Fiorentina supporters that certifies the participation of the Card Holder in the official ACF Fiorentina loyalty and membership programme and consists of a numbered card, with a unique code associated with its Card Holder, which is a benefit pursuant to Article 8 of Legislative Decree no. 8 of 8 February 2007, converted, with amendments, into Law no. 41 of 4 April 2007 and subsequent amendments and additions, including to regulations, and issued in accordance with the procedures set out in the Ministerial Decree of 15 August 2009, for purchasing tickets to attend sports events organised by ACF Fiorentina or in which it participates. The InViola Premium Card is an electronic document that can only be used for the purposes indicated below in compliance with these Rules and with the General Terms and Conditions for the purchase of season tickets and regular tickets available at www.acfflorentina.com, the specific terms and conditions for the sale of admission tickets established for individual sports events

including by the security authorities and the competent sports bodies, the rules of good behaviour and/or codes of conduct and/or rules of use of the sports facilities where the events are to be held, as well as any other applicable laws or rules.

1.2 The InViola Premium Card replaces the previous "Fan Card" and will therefore have the following main features:

- a) having the opportunity to purchase season tickets;
- b) easily accessing the sport facility areas through gates equipped with electronic reading systems;
- c) purchasing tickets reserved for the away sections for away matches to be played by the ACF Fiorentina men's first team;
- d) being exempt (except for contingent assessments) from any requirements established by the Sporting Event Safety Analysis Committee and adopted by the competent public safety authorities;
- e) easily purchasing tickets for the relevant event, through identification processes that are more streamlined than those applied to other purchasers, in accordance with the terms and conditions set out in these Rules and, in particular, in Article 6. Card Holders may then purchase admission tickets, including online, by linking them to their Card, which will replace the normal paper ticket(s). Card Holders may only link 3 (three) admission tickets to the InViola Premium Card at any given time. To physically access the facility where the event for which a ticket is held is taking place, it is sufficient to show the InViola Premium Card together with the seat ticket (printed independently or provided at the ticket offices). Card Holders must always present a valid identity document when entering the facility where the event is being held;
- f) having the opportunity to participate in prize competitions, contests with prizes, point collections, discount campaigns, loyalty campaigns, etc., promoted by ACF Fiorentina;
- g) having the opportunity to participate in discount campaigns reserved for Card Holders;
- h) having the opportunity to access the ACF Fiorentina sports centre bar located in Bagno a Ripoli (FI), via Pian di Ripoli 5 (hereinafter referred to as the "**Viola Park**") in order to watch the TV broadcast of the ACF Fiorentina men's first team

matches or other events organised by ACF Fiorentina from time to time, as well as to shop at the Fiorentina Store inside the Viola Park. In this regard, without prejudice to the Company's right to establish further admission requirements on a case-by-case basis, Card Holders may enter the Viola Park one and a half hours before the time of the match event and may not stay past the end of the event unless otherwise advised, and shall not have access to other areas of the Viola Park with the exception of the Fiorentina Store. It will not be possible to consume non-purchased drinks and/or food inside the Viola Park, and the Company reserves the right in any case to deny access for security reasons and/or in compliance with applicable regulations, including those of the Code of Conduct for access to the Company's corporate facilities;

- i) having the opportunity of activating the "**InViola Pay**" service, through which it is possible to load a credit onto the card that can only be used inside the shops inside the Viola Park; the service is governed by the "**InViola Pay Rules**" made available and for which acceptance will be requested upon its activation on the Totems inside the Viola Park.

1.3 ACF Fiorentina shall not be responsible for any negative consequences, directly or indirectly, related to malfunctions of the Inviola Premium Card and the systems for its management, but nevertheless undertakes to make the best possible efforts to allow the Card Holders to recover any benefits accumulated and unused benefits.

1.4 The InViola Premium Card retains its value as a "Fan Card" for 2 (two) years unless the Card Holders requests a renewal. If no renewal request or other communication is received from the Card Holder after the period referred to above has elapsed, the "Fan Card" will retain all the options and features offered by the InViola Basic Card, which can be used through the account referred to in article 3 below, the use of which is also governed by the "**Inviola Basic Card Basic Rules**", which are always available on the *www.acfflorentina.com* website.

2. CONDITIONS TO QUALIFY AS AN INVIOLA PREMIUM CARD HOLDER

Natural persons of legal age who have the capacity to act and natural persons who are minors (the latter only with the explicit authorisation of the person exercising parental authority over them and in the manner set out in Article 4 below), may apply for the InViola

Premium Card, who are resident or domiciled in the Italian Republic, in the Vatican City State or in the Republic of San Marino and who:

- (i) are not the subject of measures pursuant to Article 6 of Law No. 401 of 13 December 1989 (prohibition of access to venues where sporting events are played), (ii) are not subject to the prevention measures referred to in Legislative Decree no. 159 of 6 September 2011 (Code of anti-mafia laws and prevention measures), and (iii) have not in any event been convicted of any offence committed at or by reason of sporting events, whether or not by a definitive judgment. An assessment of the reasons for refusing to issue the InViola Premium Card shall be carried out in accordance with the Ministerial Decree of 15 August 2009, as subsequently amended and/or supplemented, and/or as required by the competent authorities. ACF Fiorentina shall not be held liable for the results of such an assessment and for any error in any grounds for refusal found. Therefore, ACF Fiorentina shall henceforth not be held liable in the event that the InViola Premium Card or the individual tickets requested through it are not issued in compliance with the provisions of this Article.
- have not already been the holder of InViola Premium Cards that have been withdrawn/cancelled in accordance with the relevant Rules or on the instructions of the competent public safety authorities or sports authorities.

3. INVIOLA PREMIUM CARD ISSUANCE AND ACCOUNT CREATION

3.1 Issuance of InViola Premium Cards follows the process provided for by the applicable laws governing "Fan Cards" and is subject to the authorisation of the competent public security authorities.

3.2 InViola Premium Cards are issued:

- by Fiorentina Point staff and the official ACF Fiorentina ticket offices;
- by completing the admission ticket purchasing process on the VIVATICKET portal;
- through the ticketing section of the *www.acffiorentina.com* website, which is also operated by VIVATICKET.

3.3 A fee may be charged when requesting the InViola Premium Card – the maximum value of which is set at the discretion of ACF Fiorentina – and communicated at the time of the request and/or published on the *www.acffiorentina.com* website.

- 3.4 InViola Premium Cards are and remain the property of ACF Fiorentina, which may revoke them and request their return in accordance with Article 11 below.
- 3.5 The applicant is not entitled to reimbursement of this fee if the Card is withdrawn, suspended or if it is not issued (whether because the conditions for qualifying are not met, because of instructions from the competent public safety or sports authorities or for any reason attributable to the applicant).
- 3.6 For an InViola Premium Card to be issued, an applicant must:
- provide the personal data requested by filling in the "PREMIUM CARD REQUEST FORM "(hereinafter referred to as "**Form**"), stating that they have not been the subject of measures pursuant to Art. 6 of Law no. 401 of 13 December 1989, or of Legislative Decree no. 159 of 6 September 2011, nor convicted of offences committed during or as a result of sporting events, whether or not through a definitive judgment;
 - enclose with the Form an ID photo of the applicant/Card Holder that allows them to be recognised (e.g. not older than 6 (six) months, without head coverings or other items hiding or disguising the applicant's face, etc.). The ID photo will be scanned and retained for as long as the InViola Premium Card remains valid. Without an ID photo, the applicant may have their photo taken directly by ACF Fiorentina staff at the official ticket offices;
 - present a valid identity document. For applications forwarded through authorised websites (e.g. by filling in the form on the VIVATICKET portal) the applicant/Card Holder must also attach a copy of an identity document, unless they choose to collect the Card at the official ACF Fiorentina ticket office, in which case they need only provide the details of the identity documents that ACF Fiorentina staff will request to be presented when collecting the Card.
- 3.7 Applications lacking the mandatory data required or containing manifestly untrue information will not be considered, and there is no obligation to inform the applicant in this regard.
- 3.8 The application for issuance is deemed to be an offer and shall be considered accepted only at the time and place where ACF Fiorentina or a third party delegated by ACF Fiorentina for this purpose (e.g. VIVATICKET) delivers, and the applicant receives, the InViola Premium Card.

- 3.9 If the Card is not issued due to the absence of the required conditions and/or on the instructions of the competent public safety authorities or the competent sporting bodies, this will be communicated to any contact details provided by the applicant or, failing this, personally to the applicant when the Card is collected. In such a case, ACF Fiorentina shall not be required to provide further and more specific explanations and shall not be held liable for any reason and/or cause whatsoever, for any consequence, damage or prejudice suffered, whether by the applicant or by third parties. In such a case, the fee paid shall not be refunded in whole or in part.
- 3.10 An application for the issuance and activation of an InViola Premium Card constitutes acknowledgement and full acceptance of these Rules.
- 3.11 The e-mail address provided by the Card Holder when applying for the InViola Premium Card will be used to create the Card Holder's personal account and to access the Card Holder's private area accessible from *www.acffiorentina.com*. Through the account, the Card Holder can:
- change, update and check their user profile at any time,
 - register more easily for any new initiatives/events they are interested in, benefiting from the priority offered to registered users;
 - check the balance of their points accumulated in the context of prize competitions promoted by ACF Fiorentina; and
 - take advantage of further content and services made available by ACF Fiorentina.

It is necessary to have an account in order to be able to participate in prize competitions or contests.

Note: To complete registration, the Card Holder must have the authentication code provided to them by e-mail. The account activation will only become effective after the Card Holder logs in for the first time.

4. PROCESS FOR MINORS TO APPLY TO BE INVIOLA PREMIUM CARD HOLDERS

- 4.1 As regards issuing INVIOLA PREMIUM CARDS to minors, the person who legitimately exercises parental authority over them ("**Applicant**") is responsible for the process.
- 4.2 For requests forwarded via the VIVATICKET portal or the ticketing area of the *www.acffiorentina.com* website (also operated by VIVATICKET), with respect to the previous Article, it is specified that:
- the applicant is identified in connection with their registration on the VIVATICKET

platform;

- an ID photo of the minor card holder must be attached;
- the e-mail address provided by the Applicant for the minor card holder when applying for the InViola Premium Card will be used to create a personal account for the minor card holder only if the minor is over 14 (fourteen) years old;
- an Applicant who has an INVIOLA account linked to the same address used for registering on VIVATICKET will be able to view the activities related to the account in the minor's name online at *www.acfflorentina.com*;
- an e-mail confirming the operations carried out will be sent to the Applicant's e-mail address.

5. DELIVERY OF THE INVIOLA PREMIUM CARD

The InViola Premium Card will be delivered exclusively by mail, via tracked and insured courier, to the address communicated at the time of the request on the portal managed by VIVATICKET; or, for requests presented at the Fiorentina Points:

- to the Card Holder, who will be asked to present an identification document, or
- to a person holding a written power of attorney accompanied by a photocopy of the Card Holder's identification document. In such a case, the agent who collects the Card shall be required to produce an identity document, the details of which shall be recorded, and to sign a delivery document in which they commit to take proper custody of the Card until it is delivered to the Card Holder, and assuming all associated liability.

6. RENEWAL OF INVIOLA PREMIUM CARDS

The InViola Premium Card is valid for 2 (two) years and can be renewed at will. Renewal may be requested following the same procedures as for issuance (previous art. 3) and must be requested at least 30 (thirty) days before the InViola Premium Card's expiry date.

7. USE OF THE INVIOLA PREMIUM CARD

7.1 InViola Premium Cards bear the holder's name, and are strictly personal and non-transferable. Therefore, no one may hold more than one InViola Premium Card at the same time. The Card Holder must keep the Card in safe custody with the utmost care and diligence, specifically to avoid any misuse, fraudulent and/or prohibited use thereof pursuant to the Rules and applicable laws and rules.

7.2 The Card Holder acknowledges and accepts that ACF Fiorentina has the

indisputable right to exclude or suspend from the loyalty programme at any time (and, as a result, to void the functionality of the InViola Premium Card and the benefits connected thereto), and without this giving rise to any right to obtain any compensation, including *pro-rata* compensation, return of the fee paid or indemnity, for any reason and/or cause whatsoever, any persons:

- a. who, in ACF Fiorentina's opinion, or on the report of the police, security staff and/or the stewarding department, or through reports from other sources, have behaved in a manner considered relevant for the purposes of applying ACF Fiorentina's rating system, including during transfers in connection with away matches or any event – whether football-related or not – regardless of the time or place in which they took place (i.e. including, but not limited to, friendly matches, training sessions and transfers in connection with away matches);
- b. who are responsible for breaching the rules governing the use of the sports facilities where the events will take place and specifically, ACF Fiorentina's Company Facility Use Rules ;
- c. who have used or attempted to use the InViola Premium Card in an unlawful, fraudulent and/or prohibited manner as well as in breach of the Rules or of the rules and sources indicated in Article 1.1 above or otherwise applicable;
- d. in respect of whom it is ascertained that they have been subjected to the measures referred to in Article 6 of Law no. 401 of 13 December 1989, or referred to in Legislative Decree no. 159 of 6 September 2011, or that they have been reported or convicted, even if not definitively, of offences committed at or due to sporting events;
- e. who have used the InViola Premium Card as part of scalping or secondary ticketing activities;
- f. who, following checks and verifications, even after the InViola Premium Card has been issued, are found to have provided inaccurate data (e.g. incorrect date of birth or residence) in order to circumvent the control underlying the system for ascertaining that there are no grounds for refusing to issue the Card.

7.3 If the Card Holder of the InViola Premium Card wishes to transfer an admission ticket

loaded and/or included in the season tickets associated with their InViola Premium Card, they may do so only to another InViola Premium Card Holder in accordance with the procedures established by ACF Fiorentina, but this transfer option is subject to any limits imposed by ACF Fiorentina, the competent public safety authorities and the competent sporting authorities, including for individual events.

7.4 Any use of the InViola Premium Card by a person other than its Card Holder, as well as any other use that does not comply with the express provisions of the applicable rules and laws, is a legally punishable offence, which may also involve criminal proceedings. After signing up for the InViola Premium Card, each Card Holder assumes full and exclusive liability for the use of their own Card and therefore, they will be solely liable for any unlawful, improper, fraudulent and/or prohibited use thereof, as well as any consequences directly and/or indirectly connected therewith, including with respect to third parties.

7.5 By purchasing tickets for admission to sports facilities through the Card, the Card Holder will be entitled to access them via dedicated lanes and gates, though they may be subject to security checks by both stewards and law enforcement officers, and may be asked to present a valid identity document.

7.6 **Note:** The InViola Premium Card does not automatically confer the right to purchase the admission tickets requested at any given time. This option will depend on whether the tickets referred to above are actually available and/or on there being no other reasons preventing them from being issued, which may include, but are not limited to, measures, limitations and special conditions imposed by the competent public security authorities, as well as by the competent sports bodies.

7.7 **Note:** The InViola Premium Card does not in itself constitute proof of purchase of tickets/services/products unless the appropriate readers or paperwork confirm that they can be used. The Card also does not in itself entitle the Card Holder to use events/services/products other than those purchased or earned during any participation in loyalty programmes, or to use seats other than those assigned.

8. LOSS OR THEFT OF THE INVIOLA PREMIUM CARD

If the card is lost or stolen, the Card Holder must:

- give prompt notice thereof by sending an e-mail to biglietteria@acffiorentina.it followed by a written communication addressed to ACF FIORENTINA S.r.l. a socio

unico, Via Pian di Ripoli 5 - 50012 - Bagno a Ripoli (FI); and

- file a complaint in due form with the competent public safety authorities (Carabinieri, State Police, etc.), and promptly provide a copy to ACF Fiorentina. The stolen/ lost Card will be cancelled and the Card Holder may apply for a new Card to be issued through the processes set out in these Rules, to which a different number will be assigned.

9. MANIPULATION AND COUNTERFEITING OF THE INVIOLA PREMIUM CARD

- 9.1. It is prohibited to counterfeit, alter or otherwise modify the InViola Premium Card. Counterfeiting or alteration of the InViola Premium Card is a punishable criminal offence.
- 9.2. In cases of counterfeiting, alteration or manipulation, the Card will be immediately revoked and the Company may refuse to reimburse the admission tickets associated with it; the provisions of Article 11 below will also apply.

10. RIGHT OF WITHDRAWAL AND RETURN OF THE CARD

- 10.1 The withdrawal right referred to in Art. 52 and following of Legislative Decree no. 206 of 6 September 2005, as amended and supplemented (hereinafter the "**Italian Consumer Code**") is not applicable, since this involves the supply of customised goods as referred to in Art. 59(1)(c) of the Italian Consumer Code, as well as services relating to leisure activities that provide for a specific date or period of performance as referred to in Art. 59(1)(n) of the Italian Consumer Code.
- 10.2 In any case, a Card Holder may, at any time, withdraw from the contract and return their InViola Premium Card by sending a written notice to ACF Fiorentina by certified e-mail and/or registered letter with return receipt to the address Via Pian di Ripoli 5 - 50012 - Bagno a Ripoli (FI), but they remain solely responsible for paying the amount due for the purchase of the Card. The InViola Premium Card will become invalid from the date the Company receives such communication. In such a case, unused admission tickets and any fees paid at the time of the request for issuance/renewal will not be refunded.

11. REVOCATION AND SUSPENSION OF THE INVIOLA PREMIUM CARD

- 11.1 ACF Fiorentina may revoke or suspend the InViola Premium Card issued to a Card Holder:
 - in respect of whom it is ascertained that they have been subjected to the

measures referred to in Article 6 of Law no. 401 of 13 December 1989, or referred to in Legislative Decree no. 159 of 6 September 2011, or that they have been reported or convicted, even if not definitively, of offences committed at or due to sporting events;

- who is responsible for breaching the sporting facility use rules;
- following measures taken by the competent public safety authorities and/or decisions of sporting bodies;
- if the Card Holder is found to have made false statements relating to the presence of grounds for refusing to issue the Card;
- in the event that the statements relating to their personal data required in connection with the provision of services and/or benefits relating to the Card, including the purchase of admission tickets for sporting events, are found to be completely or partially false;
- if it is established that the InViola Premium Card has been used in a manner contrary to the Rules;
- in the event that the InViola Premium Card is used in a fraudulent or improper manner or in any way prejudicial to ACF FIORENTINA or in breach of the Rules or any applicable laws and rules. The right to take legal action against the Card Holder remains unaffected.

11.2 In the event that the InViola Premium Card is revoked/suspended, the unused admission tickets and any fees paid at the time of the request for issuance/renewal will not be reimbursed and ACF Fiorentina will duly inform the Card Holder of the cancellation and/or suspension of the Card, and no further or more specific explanations need be provided.

12. OBLIGATIONS OF INVIOLA PREMIUM CARD HOLDERS

12.1 The Card Holder undertakes to provide ACF Fiorentina with their personal data in a proper, exhaustive and accurate manner and to promptly notify ACF Fiorentina of any changes and/or modifications thereof.

12.2 By using the InViola Premium Card, the Card Holder accepts the terms and conditions set out in the Rules. The Card Holder shall strictly observe and comply with the Rules for the use of the Stadio Artemio Franchi sports facility in Florence and the related ACF Fiorentina Code of Conduct available at www.acffiorentina.com.

13. REPORTS OR CLARIFICATIONS

The Card Holder of an InViola Premium Card may forward any report or request for clarification to fiorentinapoint@acfflorentina.it or request information at the Fiorentina Points.

14. AMENDMENTS

The membership terms and the Rules are accepted upon signing this application. Any relevant changes shall be communicated to the Card Holder in the manner indicated by the Card Holder and/or through the Company's website www.acfflorentina.com, which can be consulted 24 hours a day, and shall be deemed accepted as of now.

15. PERSONAL DATA PROTECTION

The processing of personal data resulting from/connected with the issuance of the InViola Premium Card and InViola Card Basic and the management of their features, data subjects' requests and related services are described in the "INFORMATION NOTICE" provided to data subjects who apply for an InViola Card and participate in related prize competitions or promotional initiatives (Articles 12-13-14 of EU Reg 2016/679) , which forms an integral part of these Rules and is always available at www.acfflorentina.com.

16. GOVERNING LAW AND JURISDICTION

16.1 These Rules are governed by Italian law. This is without prejudice to the application to Card Holders whose habitual residence is not in Italy of any more favourable and mandatory provisions provided for by the law of the country in which they have their habitual residence.

16.2 The offer and purchase of the Card by electronic means are a distance contract governed by Chapter I, Title III (Art. 45 and ff.) of the Italian Consumer Code, as amended and by Legislative Decree No. 70 of 9 April 2003, as amended, which govern electronic commerce.

16.3 Without prejudice to the mandatory provisions of law and to the compulsory mediation procedures, any dispute concerning the validity, execution or interpretation of this Regulation and its effects shall be submitted to the jurisdiction of the Court of the place of residence or domicile of the Card Holder if the latter is resident or domiciled in Italy and, in any other case, the exclusive jurisdiction shall

be the Court of Florence.

- 16.4 The Card Holder may also access the alternative dispute resolution procedures relating to consumer relations referred to in Part V, Title II-bis (Art. 141 et seq.) of the Italian Consumer Code or through the European platform for online consumer dispute resolution (“ODR platform”, accessible at the following link <https://ec.europa.eu/consumers/odr/main>)).
- 16.5 This is without prejudice to the right of the Card Holder to bring the dispute arising from these Rules before the competent ordinary courts, whatever the outcome of the out-of-court settlement of disputes concerning consumer relations through recourse to the aforementioned alternative dispute resolution procedures.