



JUVENTUS AND ADIDAS EXTEND THEIR TECHNICAL PARTNERSHIP UNTIL 30 JUNE 2037

Turin, 19 June 2025 – Juventus Football Club S.p.A. ("**Juventus**") hereby announces the renewal of its technical partnership agreement with adidas until 30 June 2037.

The current *technical partnership* agreement - in force until 30 June 2027 - remains unchanged; the new agreement will be valid for ten years, starting from the 2027/2028 sporting season and ending with the 2036/2037 sporting season (included).

During this period, adidas will continue to be the technical partner of all Juventus teams for a total fixed consideration of € 408 million for the duration of the agreement. This amount does not include additional royalties in the event of certain sales volumes being exceeded or any variable components linked to sporting results; taking these elements into account, and assuming sporting performances in line with the 2024/2025-2026/2027 Strategic Plan, the total annual consideration under the new contract is estimated to be in the range of the current contract.

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