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PRESS RELEASE

Successful completion of the placement reserved to institutional investors by means of an accelerated bookbuild offering

Full subscription of Juventus capital increase with the issuance of no. 37,912,181 new shares for a total amount of Euro 97,813,426.98 to support the Strategic Plan

Turin, 21 November 2025 – Following the press release released on 20 November 2025, Juventus F.C. S.p.A. ("**Juventus**" or the "**Company**"), announces the successful completion of the placement of no. 37,912,181 ordinary shares of Juventus, equal to about 9.1% of the share capital of the Company (*post capital increase*), for a total consideration of Euro 97.8 million, by means of an accelerated bookbuild procedure reserved to Institutional Investors (as defined in the press release of 20 November 2025) (the "**Placement**").

Based on the demand gathered in the context of the accelerated bookbuild procedure, the issue price of the shares following the Placement was set at Euro 2.58 per share.

The Placement will be settled, by way of delivery of the securities and payment of the consideration, on 25 November 2025.

As a result of the completion of the Placement:

- (a) following the capital increase (as better described in the press release dated 20 November 2025) Juventus will issue no. 37,912,181 ordinary shares for a gross overall amount equal to Euro 97,813,426.98, of which Euro 1,516,487.24 as nominal value and Euro 96,296,939.74 as share premium, which will be admitted to listing and trading as of the date of issue on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A.;
- (b) the overall share capital of the Company will be equal to Euro 16,731,359.80, divided into no. 417,033,996 ordinary shares, with no par value;
- (c) further to the announcement dated 20 November 2025, new shares in the Placement have been allocated to the shareholders Exor N.V. and Tether Investments S.A. de C.V., which respectively hold approximately 65.4% and 11.5% of the share capital of Juventus (equal to approximately 78.9% and 7.0% of the voting rights), in proportion to their respective participation.

As already announced on 20 November 2025, the proceeds resulting from the capital increase will be invested by the Company in the 2024/2025 - 2026/2027 Strategic Plan (the "**Strategic Plan**"), mainly aimed at (i) strengthening the capital structure; (ii) supporting the achievement of the objectives set out in the Strategic Plan itself, including further strengthening the brand internationally and gradually reducing debt; and (iii) maintaining maximum sporting competitiveness at Italian and international level.

In connection with the Placement, UniCredit Bank GmbH, Milan Branch acted as global coordinator and *sole bookrunner* ("**UniCredit**" or the "**Global Coordinator**").

In the context of the Placement, Juventus has entered into a lock-up commitment with UniCredit with a duration of 90 days in accordance with market practice in similar transactions.

The Company will proceed with the required filings and communications in accordance with the applicable law.



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This announcement may contain certain forward-looking statements, estimates and forecasts that reflecting management's current views with respect to certain future events. Forward-looking statements, estimates and forecasts are generally identified by the use of the words "may," "will," "should," "plan," "expect," "anticipate," "estimate," "believe," "intend," "project," "goal" or "target" or the negative of these words or other variations on these words or comparable



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terminology. These forward-looking statements include but are not limited to, all statements other than statements of historical facts, including, without limitation, those regarding the Company's and its group's future financial position and results of operations, strategy, plans, objectives, goals and targets and future developments in the markets where the Company and its group participate.

Due to these uncertainties and risks, readers are cautioned not to place undue reliance on such forward-looking statements as prediction of actual results. The Company's ability to achieve its projected objectives or results depends on many factors beyond the control of *management*. Actual results may differ materially from (and be more negative than) those projected or implied in the forward-looking statements. Such forward-looking information involves risks and uncertainties that could significantly affect expected results and is based on certain key assumptions.

All forward-looking statements included herein are based on information available to the Company as of the date hereof. No undertaking or obligation to update publicly or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except as may be required by applicable law is accepted.

UniCredit Bank GmbH, Milan Branch (UniCredit) and its affiliates, directors, officers, employees, advisers or agents do not assume any responsibility of liability for or make any representation or warranty, express or implied, as to the truth, accuracy or completeness of the information contained in this announcement or any other information relating to the Company, its subsidiaries or associated companies, or for any loss arising from any use of this announcement or its contents or in connection therewith.

UniCredit acts exclusively for the Company and shall not be responsible to any other party, except the Company, for providing the protections afforded to their respective clients or for providing advice in relation to any transaction or arrangement referred to in this announcement.

Solely for the purposes of the product governance requirements contained within: (a) Directive 2014/65/EU on markets in financial instruments, as amended ("**MiFID II**"); (b) Articles 9 and 10 of Commission Delegated Directive (EU) 2017/593 supplementing MiFID II; (c) local implementing measures; and (d) in respect of firms which are subject to the requirements of the U.K. Financial Conduct Authority ("**FCA**"), the Handbook and Product Intervention and Product Governance Sourcebook and the relevant provisions of MiFID II as they form part of U.K. domestic law by virtue of the European Union (Withdrawal) Act 2018 ("**EUWA**") ("**U.K. MiFID II**"), (letters (a)-(d) together, the "**MiFID II Product Governance Requirements**"), and disclaiming all and any liability, whether arising in tort, contract, or otherwise, which any "manufacturer" (for the purposes of the MiFID II Product Governance Requirements) may otherwise have with respect thereto, the new ordinary shares (the "**New Shares**") have been subject to a product approval process, which has determined that the New Shares are: (i) compatible with an end target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, each as defined in MiFID II. In respect of firms which are subject to U.K. MiFID II, references in this section to MiFID II shall mean the relevant provisions thereof as they form part of U.K. MiFID II; and (ii) eligible for distribution through all distribution channels as permitted by the Product Governance Rules (the "**Target Market Assessment**"). Any person subsequently offering, selling, or recommending the New Shares (a "distributor") should take into consideration the manufacturer's Target Market Assessments; however, a distributor subject to the MiFID II Product Governance Requirements is responsible for undertaking its own Target Market Assessment in respect of the New Shares (by either adopting or refining the manufacturer's Target Market Assessment) and determining appropriate distribution channels.

Notwithstanding the Target Market Assessment, distributors should note that: the price of the New Shares may decline and investors could lose all or part of their investment; the New Shares offer no guaranteed income and are not capital protected; and an investment in the New Shares is compatible only with investors who do not need guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of



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evaluating the merits and risks of such an investment and who have sufficient resources to bear any losses that may result therefrom.

The Target Market Assessment is without prejudice to the requirements of any contractual, legal or regulatory selling restrictions in relation to the transaction. Furthermore, it is noted that, notwithstanding the Target Market Assessment, [UniCredit] will only procure investors who meet the criteria of "professional clients" and "eligible counterparties". For the avoidance of doubt, the Target Market Assessment does not constitute: (a) a suitability or appropriateness assessment for the purposes of MiFID II; or (b) a recommendation to any investor or group of investors to invest in, or purchase, or take any other with respect to the New Shares. Each distributor is responsible for undertaking its own target market assessment in respect of the New Shares and determining appropriate distribution channels.

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