



PURCHASE OF THE J|HOTEL PROPERTY

Turin, 20 March 2026 – Juventus Football Club S.p.A. (“**Juventus**” or the “**Company**”) announces that today REAM SGR S.p.A. (the management company of the J Village Fund) has accepted the offer submitted by Juventus for the purchase of the property owned by the J Village Fund, located in Turin, which houses the J|hotel - currently leased and managed by the subsidiary B&W Nest S.r.l. - for a consideration of Euro 23 million. This consideration was also determined on the basis of a specific valuation report by independent experts.

The consolidation of both ownership of the property and the management of the J|hotel - which over the years has seen a significant upgrading of its positioning, increased customer appreciation and improved overall performance - will enable certain costs to be optimised and revenue synergies to be enhanced, thereby creating value that can be reinvested for the benefit of the core business of Juventus.

Through this transaction, Juventus becomes the owner - like few other clubs in Europe - of all the strategic properties in which it conducts its business: Allianz Stadium (within which the Juventus Museum, the Juventus Megastore and J|medical operate), Headquarters Continassa, Juventus Training Center Continassa, Allianz Training Center Vinovo, Juventus Creator Lab and, upon completion, the J|hotel. The total market value of these property assets is currently significantly higher than their purchase or construction cost (amounting to approximately Euro 220 million in total as at 31 December 2025).

The closing of the transaction, expected by mid-May, is subject to the completion of the usual due diligence on the property and the finalisation of the agreements relevant for the transaction.

Although Juventus has adequate financial resources to cover the payment of the purchase price, the Company will consider financing part of the transaction - which, for the reasons outlined above, does not affect future investments in the core business - through new sources of financing, provided that these offer favourable terms.

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