

LEGA SERIE A SPORTS BETTING AND DATA RIGHTS

GENERAL TERMS AND CONDITIONS
OF THE LICENSE AGREEMENT

Date of release: 4 August 2023





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In these General Terms and Conditions (GT&C), all terms and expressions in capital letter shall have the meaning laid down in Appendix 1 (words importing the singular also include the plural and vice-versa, as applicable). The Appendixes are integral and substantial part of these GT&C.



1. Grant of Rights

- 1.1 Subject to the payment of the Consideration and the strict fulfilment of all other Licensee's obligations provided hereunder, Lega Serie A grants to the Licensee the Rights to be exploited only throughout the Licensed Territory, during the Term, through the Authorised Platform(s) and in the Authorised Language, in strict compliance with all terms, conditions and limits set out in the License Agreement.
- 1.2 Lega Serie A grants to the Licensee exclusively the Rights strictly listed and specifically described in the License Agreement, subject to all limitations and further conditions under the License Agreement. The Licensee acknowledges that these limitations and conditions are mandatory and cannot therefore be modified either by virtue of established practices or by way of interpretation and that any amendments must mandatorily result from a written agreement duly signed by Lega Serie A in order to be valid and enforceable against it.
- 1.3 "Exclusive", with respect to the Rights which are expressly so identified in the License Agreement means that Lega Serie A will neither directly exploit nor grant such Rights to any other party, in the relevant Licensed Territory if not otherwise provided by any applicable law or by the clauses and conditions of the License Agreement.

2. Packages

The Licensee shall be entitled to exploit the Rights listed in the applicable Package(s) as duly incorporated in the applicable Key Terms, subject to the limits set out in Appendix 2 for each of them and in the applicable Key Terms:

Package A.:

International Sports Betting Package (Audiovisual Rights, Match Data and Coach Data): all countries and territories in the world with the exception of the Italian Territory.

With respect to Audiovisual Rights: the exclusive right to transmit the live and full Signal of all Matches in any Round of the Competitions in the Licensed Territory, solely for the purposes of offering sports betting services, according to the legislation applicable in each Licensed Territory.

With respect to Match Data and Coach Data: the exclusive right to exploit the Data in the Licensed Territory solely for the purposes of offering sports betting services, according to the legislation applicable in each Licensed Territory, and the further rights provided for in Appendix 4, section 2, to be exercised in the way and within the limits described therein.

Package B.:

Sports Betting Package Italy (Match Data and Coach Data): Italian Territory only.

The exclusive right to exploit Match Data and Coach Data in the Italian Territory, solely for the purpose of offering sports betting services, according to the applicable legislation, and the further rights provided for in Appendix 4, section 2, to be exercised in the way and within the limits described therein.

Package C.:

Media Data Package (Match Data and Coach Data): all countries and territories in the world.

The exclusive or non-exclusive right, as specified in the Key Terms, to exploit Match Data and Coach Data in the Licensed Territory solely for the purposes of carrying out editorial activities in any case not related to activities in the Sports Betting sector.

Package D.:

Sports Betting Tracking Data Package (Tracking Data): all countries and territories in the world.

The right to exploit Tracking Data in the Licensed Territory on an exclusive basis solely for the purposes of offering Sports Betting services, according to the applicable legislation.

Package E.:

Media Tracking Data Package (Tracking Data): all countries and territories in the world.

The right to exploit Tracking Data in the Licensed Territory on a non-exclusive basis solely for the purposes of carrying out editorial activities in any case not related to activities in the Sports Betting sector.

Package F(a):

Sports Betting Package, consisting of the combination of Packages A. and B. in the territories covered by Packages A. and B. respectively and therefore (i) with reference to Audiovisual Rights, all countries and territories in the world with the exception of the Italian Territory; and (ii) with reference to Match Data and Coach Data, all countries and territories in the world.

Package F(b):

Sports Betting Package Plus, consisting of the combination of Packages A., B. and D. in the territories covered by Packages A., B. and D. respectively and therefore (i) with reference to Audiovisual Rights, all countries and territories in the world with the exception of the Italian Territory; and (ii) with reference to Match Data, Coach Data and Tracking Data, all countries and territories in the world.

Package F(c):

Media Data Package Plus, consisting of the combination of Packages C. and E. in all countries and territories in the world, on an exclusive or non-exclusive basis, as specified in the Key Terms, with reference to Package C. and on a non-exclusive basis with reference to package E.

3. Rights limitations

- 3.1** As specified in clause 1.2, any rights not expressly mentioned as part of the License Agreement are excluded from the Rights and may be exploited without restrictions either by Lega Serie A itself, by the Clubs and/or by third parties, including other licensees of Lega Serie A, in all territories of the world.
- 3.2** Without limiting the generality of the foregoing, the Licensee in particular acknowledges and accepts, also on its Sub-licensee(s)' behalf, that the following rights are expressly and exclusively reserved by Lega Serie A, are therefore excluded from the licensed Rights and may not be exploited by the Licensee and/or its Sub-licensee(s), unless otherwise and expressly provided in the License Agreement.

(i) Data, Tracking Data and editorial products

Lega Serie A reserves the right to directly exploit and/or commercialise on an exclusive basis, through specific and separate licenses, Data, Tracking Data and editorial products derived therefrom to the licensees of live audiovisual rights in the entire world. For the avoidance of doubt, Lega Serie A reserves the right to directly exploit and/or commercialise on a non-exclusive basis, through specific and separate licenses, editorial products containing Data (which can also include Tracking Data) to any third parties in the entire world.

(ii) Interactive Services

The Licensee shall not be permitted, directly or indirectly, to offer and deliver Interactive Services. Any derogation to the above shall be reserved to Lega Serie A's discretion and shall be, in any case, subject to previous separate written agreement with Lega Serie A on the legal and financial conditions thereof and only so long as the Licensee continues to meet all the required guidelines for offering Interactive Services as set by Lega Serie A, and as Lega Serie A may amend, at its sole discretion, from time to time.

The prohibition described above relates to all Interactive Services on a first or second video screen carrying the Signal and any other content or programming licensed by Lega Serie A to the Licensee.

(iii) Other rights

For the avoidance of doubt, the Licensee shall not be permitted to exploit, directly or indirectly, any rights within aircrafts and ships; on the metaverse; for theatrical or public exhibitions; for the purpose of creating and/or commercializing non-



fungible tokens or similar cryptocurrency or blockchain-based digital assets; to create commercial videos; for the purpose of distributing home-video products; to create libraries and databases, including for scouting purposes; for radio transmissions; to reproduce or imitate (wholly or partly) in virtual and/or graphical moving image form (including by way of animation by means of, e.g., avatar players etc.) the Matches and the scene comprised therein.

(iv) Reserved Rights

The Reserved Rights set out in Appendix 3 are expressly reserved to Lega Serie A and to the Clubs. The Licensee acknowledges and accepts that the Reserved Rights as set out in Appendix 3 are in any case a limitation to Licensee's exclusivity of the licensed Rights, without the Licensee being entitled to any claims against Lega Serie A and/or the Clubs.

- 3.3** The Licensee acknowledges and agrees that any Rights connected to the Archive Footage are specifically excluded from any license under the License Agreement.
- 3.4** The Licensee, also on its Sub-licensee(s)' behalf, acknowledges that Lega Serie A shall be permitted (and may be obliged) to grant to third parties the exercise in the Licensed Territory of applicable news access rights to transmit Match footage, in the standard maximum duration of 3 minutes per Match, as part of a bona fide sports bulletin to be included in a news programme to news broadcasters and/or news gathering and dissemination organisations and/or to any other requesting operators. Such a right shall be subject to the applicable laws and regulations of the Licensed Territory and the standard duration of Match footage might be extended, but not reduced, if required by such laws and regulations.

4. Exploitation of Rights

- 4.1** In performing the License Agreement, the Licensee shall act under its own liability, without direct or indirect liability whatsoever of Lega Serie A and the Clubs, their successors in title and assignees in any respect, without prejudice to the reasonable indications that Lega Serie A may provide to the Licensee in accordance with clause 4.2 (iii) of these GT&C or any other indication for the proper exploitation of the Rights according to the License Agreement.
- 4.2** The Licensee undertakes, also on its Sub-licensee(s)' behalf, to act, in the exploitation of the Rights and in any other activity within the scope of the License Agreement, in strict compliance with the applicable national and international legal framework, and in particular with:
- i. the GT&C, the applicable Key Terms, any applicable national and international laws and regulations, including in particular the Italian decree governing the centralised sales of sports audiovisual rights, i.e., legislative decree of 9 January 2008, no. 9 and subsequent modifications currently in force, Italian copyright laws, any judicial or administrative decision and any other binding and applicable administrative and sports regulations, including the Media and Sports Code of 25 July 2007 and its possible integrations and amendments, the regulations containing provisions relating to the relationship between football clubs and media services, all provisions aimed at penalizing un-sportsmanlike conducts connected with the betting business, as well as any other regulations and decisions of whatsoever nature that may have been issued or will be issued by any national (Lega Serie A, FIGC, CONI) and international (UEFA and FIFA) sports bodies;
 - ii. the Media Production Regulations, the Regulations on Interviews and Venue Access, the Editorial Guidelines, the guidelines on streaming security requirements, as published on Lega Serie A's website, and any other regulations or communication, also to be issued in the future, by Lega Serie A which find application to the purposes of the License Agreement;
 - iii. the reasonable instructions that Lega Serie A, as the organiser of the Competitions, has the right to provide in order to protect the image and standing of the Competitions, also in compliance with the indications of other sports and public authorities, in order to protect and preserve sports facilities and the regular organization of the Competitions and in order to respect the rights of other assignees, Clubs, players, supporters and any other interested party, as well as consumers' interests.



- 4.3** Any exploitation of the Rights by way of any technological means and distribution systems brought into commercial use or developed for use after the date of execution of the License Agreement and which is not merely a technological development of a specific technology in commercial use as of the date of execution of the License Agreement shall only be authorised by Lega Serie A upon execution of a separate written agreement and may be subject to the payment of an additional consideration.
- 4.4** The Licensee and/or its Sub-licensee(s) shall transmit the Signal, if so provided in the licensed Package, and carry out any other activity related to the Rights according to the highest market standards and using suitably skilled personnel.
- 4.5** The Licensee, also on its Sub-licensee(s)' behalf, is expressly forbidden from:
- i. integrating, altering or manipulating in any way the Signal (even in the event that it includes Virtual Advertising) as supplied by Lega Serie A (e.g. by making cuts or concealing logos included in the Signal);
 - ii. committing any act that may jeopardise the exploitation of any rights that have been acquired by other licensees and/or sub-licensees and by any third parties or that may be commercialised by Lega Serie A and/or the Clubs at any time; and
 - iii. jeopardising the image, standing and identity of Lega Serie A, of the Clubs, of other sport entities, the value of football as a product and of Italian football in any way, duly taking into account and complying with directives from national and international sports bodies.
- 4.6** The Licensee shall make its best efforts to promote Lega Serie A and the Competitions and shall maximise their value in the Licensed Territory.

5. Reporting

- 5.1** The Licensee, also on behalf of its Sub-licensee(s), shall make available to Lega Serie A all information regarding the exploitation of the Rights in the Licensed Territory, e.g. the sales strategy, the packaging of the Rights in order to serve the widest portion of the market, the segmentation and/or bundling of Audiovisual Rights and Data.
- 5.2** On a monthly basis during the Football Season, the Licensee, also on behalf of its Sub-licensee(s), shall provide Lega Serie A with a detailed summary containing at least the following key data: top 10 (ten) markets contributing to the total gross gaming revenues and related percentages, Authorised Users' habits, for example with reference to pre-Match and in-Match betting, market share of the Competitions compared to other main Leagues and football events as well as other major sports properties.
- 5.3** Lega Serie A may use the information and data referred to in this clause 5 in order to:
- conduct internal processing, research and information;
 - make communications to the Clubs; and
 - support its own and the Clubs' commercial initiatives such as sponsors' scouting and future rights offers to the market.

The Licensee acknowledges and accepts that Lega Serie A may also make use of the information and data provided for by this clause 5 for judicial purposes, including anti-piracy and integrity initiatives, employing appropriate protection measures with regard to confidential information against third parties' access.

6. Sub-licensing

- 6.1** Only if specifically and expressly provided and authorised in the applicable Key Terms, the Licensee shall be permitted to enter into a Sub-license Agreement with a third party concerning the exploitation, in whole or in part, of the Rights granted under the License Agreement. Any Sub-license Agreement shall be executed only under the following mandatory conditions:

- (a) the relevant terms and conditions of any Sub-license Agreement shall be the same as the relevant terms and conditions contained in the License Agreement;
- (b) any Sub-licensee shall expressly abide by all obligations, rights limitations and duties provided by the License Agreement, that shall apply in respect of the relevant Sub-licensee;
- (c) in respect of Rights that the Licensee wishes to grant to third parties engaged in the provision of sports betting services, as governed by the legislation applicable in each Licensed Territory, such third parties must be entity(ies) operating in the Sports Betting market, fully and duly authorised by the competent authorities in the specific Licensed Territory;
- (d) the Sub-license Agreement shall provide for proper provisions allowing termination by the Licensee, on its own initiative or upon Lega Serie A's request, or by Lega Serie A in case of Licensee's inactivity, of such Sub-license Agreement in case of breach by the Sub-licensee, in full or in part, of even one of the provisions in clauses 3, 4, 6, 12, 13, 15, 21 and Appendix 3 and to undertake any different and further initiative to protect the Rights. Each Sub-license Agreement shall also provide for its automatic termination if the License Agreement between Lega Serie A and the Licensee is terminated for any reason whatsoever, specifying that such termination may concern the sole sublicensed territory as provided under clause 18.6 without prejudice, in case of termination of the License Agreement, to the right of Lega Serie A to substitute the Licensee in the Sub-license Agreement, by taking over, at its absolute discretion, the rights and obligations towards the Sub-licensee and by receiving the full consideration due by the latter;
- (e) the Licensee shall be liable, jointly and severally with any Sub-licensee, for the acts and omissions of any Sub-licensee and shall procure that the Sub-licensee expressly assumes in writing all obligations and duties under the License Agreement and at any time fully complies with all terms, conditions and obligations of the License Agreement; the Licensee accepts and ensures that (i) the Sub-licensee agrees that Lega may enforce any term and condition of the Sub-license Agreement directly against the Sub-licensee and (ii) Lega may take over the Sub-license Agreement according to preceding letter d). The Sub-license Agreement shall therefore include clauses that implement and enforce such terms and conditions;
- (f) the Licensee shall remain in any case fully liable for its obligations under the License Agreement;
- (g) the Sub-licensee is a person or organisation able to fully perform the applicable obligations and duties as set out in the License Agreement; and
- (h) any further sub-licensing by a Sub-licensee is not permitted.

6.2 The Licensee is aware that Lega Serie A is entitled to directly exploit and/or license or otherwise make available to third parties both in the Licensed Territory and outside the Licensed Territory any rights not expressly mentioned as part of the License Agreement and represents and warrants that its own transmissions and the transmissions of its Sub-licensee(s) shall remain bound to the limitations and conditions set out in the License Agreement and therefore shall not violate the rights possibly directly exploited and/or licensed and/or made available by Lega Serie A. The Licensee shall include in any Sub-license Agreement all necessary provisions and shall take all measures to prevent or settle possible conflicts among its Sub-licensees and between its Sub-licensees, on one side, and other licensees of Lega Serie A, on the other side. The Licensee shall in any case remain fully responsible for all damages and claims of any kind whatsoever deriving therefrom.

6.3 The Licensee must inform Lega Serie A in writing of any party(ies) with which it has planned to enter into a Sub-license Agreement, prior to undertaking with them any definitive commitment. Such communication shall include:

- the following minimum information related to the main conditions of the proposed Sub-license Agreement: territory, rights, Package(s), Authorised Platforms, term and, in case of Data and/or Tracking Data license to a media operator, its distribution and transmission obligations;
- the following minimum information related to the proposed Sub-licensee: governance, ownership and registered address; market share; territory(ies) for which it holds a betting licence; other football and sports properties in Sub-licensee's availability,

along with any other information that Lega Serie A may deem appropriate in order to assess the Sub-license Agreement.

After 20 (twenty) days from receipt of such communication without any reply by Lega Serie A, the approval shall be deemed as granted. Such approval does not constitute any kind of responsibility of Lega Serie A and of the Clubs.

- 6.4** Notwithstanding the above, upon Lega Serie A's request, at any time during the Term, the Licensee must promptly provide Lega Serie A with a copy of any Sub-license Agreement. Lega Serie A reserves the right to request any further information that it may deem necessary in relation to the sub-license of the Rights.
- 6.5** For the avoidance of doubt, in these GT&C, including their Appendixes, any and all references to Sub-licensee(s) shall not automatically imply that the Licensee is authorised to sub-license any Rights. Such references shall instead be applicable only if the Licensee is expressly authorised, by the applicable Key Terms, to sub-license, in full or in part, the Rights granted under the License Agreement, always according to the terms and conditions set out in this clause 6.

7. Consideration and payment schedule

7.1 The Licensee shall pay to Lega Serie A and/or to its associated Clubs, on the basis of the instructions given by Lega Serie A from time to time, the License Fee as established under the applicable Key Terms in advanced instalments in accordance with the following schedule:

- (i) for the first Season of the Term: an amount equal to 15% (fifteen per cent) of the total License Fee for such Season as security deposit ("Advance Payment") by no later than 14 (fourteen) working days following the execution of the License Agreement. The remaining amount shall be paid as follows:
- 40% (forty percent) on or before 1 July 2024;
 - 30% (thirty percent) on or before 1 November 2024; and
 - 30% (thirty percent) on or before 1 March 2025;
- (ii) for the other Seasons of the Term:
- 40% (forty percent) on or before 1 July of the relevant year of the Term;
 - 30% (thirty percent) on or before 1 November of the relevant year of the Term; and
 - 30% (thirty percent) on or before 1 March of the relevant year of the Term.

7.2 The Licensee and/or, if so requested by the Licensee, its Sub-licensee(s) shall pay the Technical Costs to Lega Serie A, related to the supply of the Signal and/or Data by the appointed service provider of Lega Serie A at designated access points, in accordance with the provisions of Appendix 4. Said Technical Costs:

- (i) are equal to 4% (four percent) of the License Fee due for Packages A., F(a), F(b);
- (ii) are equal to 0.5% (zero point five percent) of the License Fee due for Packages B., C., F(c); and
- (iii) shall be negotiated in good faith between the parties for Packages D., E., and with specific reference to Tracking Data for Packages F(b). and F(c), in addition to the percentage specified in the preceding parr. (i) and (ii).

The Technical Costs shall be borne by the Licensee in addition to the License Fee and paid according to the same payment terms provided for by clause 7.1. In case of payment default by the Sub-licensee(s), the Licensee shall make the payment, upon Lega Serie A's request.

Any additional technical services shall be subject to separate negotiations between Lega Serie A and the Licensee and charged in accordance with a specific rate card.

8. Payment conditions

- 8.1** Payments of the Consideration are deemed effective and shall release the Licensee from its payment obligation solely and exclusively if made by bank transfer, by the due date, and (i) credited to the bank account of “Lega Nazionale Professionisti Serie A” indicated in the Key Terms or such other bank account communicated in writing by Lega Serie A to the Licensee; or, if so requested each time by Lega Serie A, (ii) credited to the bank accounts of the Clubs. Compensation of credits of the Licensee towards Lega Serie A and/or the Clubs shall not be permitted for the purpose of the payment of the Consideration.
- 8.2** Any delay whatsoever, even of a single day, in the payment of any Consideration in respect to the due date shall result, without any need for notice, in the accrual of interests in favour of Lega Serie A to be calculated pursuant to article 5 of the Legislative Decree 231/2002 as amended by article 1, paragraph 1, let. e) of the Legislative Decree 192/2012. The entitlement of Lega Serie A to accrued interests under this clause shall be without prejudice to its right of termination for default in payment set out elsewhere in the License Agreement, and to any other remedies it may have at law.
- 8.3** Payment of the Consideration cannot be suspended or delayed for any reason whatsoever by the Licensee or its Sub-licensees, even in case of controversy or judicial proceedings. Should the Licensee suspend its payments for any reason whatsoever, Lega Serie A will be entitled to immediately suspend the fulfilment of the License Agreement, including the provision of the Signal and/or Data and/or Tracking Data, as applicable, in addition to any other rights and remedies it may have under applicable law.
- 8.4** The Consideration cannot be reduced in any way whatsoever or otherwise modified in cases where the Licensee or, where permitted, any of its Sub-licensees cannot exercise any of the Rights for any reason other than the material breach by Lega Serie A of its main contractual obligations, due to its wilful misconduct or gross negligence, and provided that such wrongful non-fulfilment entirely prevents the Licensee or its Sub-licensee(s) from exercising the entire Rights provided in the License Agreement.

9. Taxes

- 9.1** The Consideration does not include potential VAT due in whatever country. Lega Serie A will issue an invoice adhering to the requirements for VAT purposes in order to enable the Licensee, in accordance with applicable tax laws in his country, partial or full refund and/or deduction as input VAT to the maximum amount possible according to applicable law, subject to the Licensee having instructed Lega Serie A about all such requirements which might be needed in order to benefit from partial or full refund and/or deduction as input VAT in whatever country.
- 9.2** The Consideration is net of any further fiscal charges and shall be paid free and clear without deduction based on any currency control restrictions, import duties or any sales, use or other taxes, especially all kind of withholding taxes, independent from whom is deemed to be the debtor of the tax according to applicable law. Should Lega Serie A be deemed to have limited tax liability in Licensee’s country of residence in accordance with applicable tax laws in such country and should such tax liability be assured by a withholding tax to be paid by the Licensee, the Consideration shall be considered as amount after such withholding tax deduction and shall be grossed up to such amount which finally leads to a payment to Lega Serie A as if no such withholdings would apply. The Licensee is obliged to submit proof of the payment of the respective withholding tax to Lega Serie A. Lega Serie A will take all reasonable best endeavours in order to enable the Licensee to, in first priority, partially or fully reduce potential withholding taxes directly at source to the maximum amount possible and/or, in second priority, to enable the Licensee to partially or fully refund such withholding tax based on the potential double tax treaties. To this extent, upon Licensee’s request, Lega Serie A will provide its own fiscal residency certificate to file or support the Licensee with the filing of a request for withholding tax reduction at source and/or withholding tax refund, should such documentation be necessary or helpful. The Licensee is obliged to timely instruct Lega Serie A about all requirements which might be needed in order to benefit from double tax treaty benefits. In any event, the Licensee shall promptly provide Lega Serie A with any relevant original tax receipts.
- 9.3** Should the Licensee fail to pay any taxes or charges due and such failure results in additional tax and/or penalties imposed upon Lega Serie A and/or the Clubs, the Licensee shall pay Lega Serie A and/or the Clubs the additional taxes or penalties



assessed. To the extent any such taxes or charges are paid by Lega Serie A and/or the Clubs, the Licensee shall reimburse Lega Serie A and/or the Clubs on demand, and upon Licensee's failure to reimburse Lega Serie A and/or the Clubs, Lega Serie A and/or the Clubs shall be entitled to all remedies provided for herein with respect to the collection of any unpaid fee or other payment required hereunder, as well as all other remedies provided by law.

10. Financial Security

The prospective Licensee shall provide, upon Lega Serie A's request at the time of and as a condition for the execution of the License Agreement and the continuous enjoyment of the Rights, satisfactory evidence of its financial standing within 14 working days of any such request. This may include, by way of example, the provision of a first-demand guarantee by a bank or by a third party and/or the payment of an amount equal to the first two (or other upcoming) instalments of the License Fee. Failure to comply with the requirements of this clause entitles Lega Serie A to decide, at its unfettered discretion, not to execute or to terminate the License Agreement, if already executed, with immediate effect, without any liability of Lega Serie A whatsoever. In addition, Lega Serie A may request to the Licensee, at any time during the Term, and the Licensee agrees to provide Lega Serie A with, guarantees on a rolling basis, as, by way of example, each payment of an outstanding amount being accompanied by a bank guarantee of the subsequent 2 (two) instalments of the License Fee.

11. Signal

11.1 The Signal is produced and distributed in accordance with the provisions of Appendix 4.

11.2 With reference to the Signal and to all the images possibly distributed by Lega Serie A, the Licensee, also on its Sub-licensee(s)' behalf, expressly acknowledges and accepts that, save as otherwise determined by Lega Serie A, in relation to the respective Match:

- a 30-second signature tune - or, alternatively, two signature tunes of 15 seconds each - containing the Competition logo and possibly sponsored by Lega Serie A's Title and/or International/Regional Presenting Sponsor represented with its/their written or figurative trademark, images and other related material, shall be aired at the beginning and at the end of each half of every Match of the Competitions. Lega Serie A reserves the right to modify such signature tune during each Football Season also defining different versions of such signature tune which will be delivered to the Licensee duly in advance with respect to the transmission date. Lega Serie A further reserves the right to have multiple Title and/or Presenting Sponsors depending on geographic areas or specific countries (Regional Presenting Sponsors);
- the Competition logo shall be shown at regular intervals during the Match transmission, also through a "turn page" optical effect preceding and following the transmission of a replay or other images (so-called "wipe") together with the written or figurative trademark of the International/Regional Presenting Sponsor;
- the Competition logo shall be maintained at the beginning, during and at the end of the transmissions of the Signal of the Matches;
- the Competition logo shall be inserted in result graphics and in charts concerning the Matches of the Competitions;
- the Competition logo shall be inserted when distributing Data and Tracking Data, including editorial products derived therefrom;
- the Competition logo referred to in the preceding points may include the written or figurative trademark of the Title Sponsor determined by Lega Serie A at its discretion and may also include, at Lega Serie A's sole discretion and with reference to certain territories, the written or figurative trademark of the International/Regional Presenting Sponsor;
- the informative official graphics inserted in the Signal shall include the written or figurative trademark of the Data Sponsor and Official Timekeeper Sponsor as well as the Technology Partners determined by Lega Serie A at its

discretion. In any case, Lega Serie A has the right to have multiple Data Sponsors depending on geographic areas or specific Countries.

Lega Serie A reserves the right to add to the Signal of each Match the Competition logo in transparent format, superimposed at an angle, (a so-called “watermark”) and, generally, to make changes and modify the content of this clause.

12. Sponsorship, advertising, use of marks

12.1 The Licensee and/or its Sub-licensee(s) shall be entitled to exploit transmission sponsorship and advertising opportunities for the periods during, immediately before and immediately after the transmission of the Signal, subject to any applicable local laws and regulations. However, it is explicitly agreed between the parties that:

- (i) the above advertising shall not involve the use of the image of football players, officials or management of any Club or of brands, trademarks, emblems and other signs of Lega Serie A and of the Clubs;
- (ii) no alteration to the Signal (whether visual, audio or other) can be made that may give the viewers the impression that such alteration is part of the original Signal (namely, Virtual Advertising);
- (iii) no sponsorship by entities whose products or services are in competition with the products or services of the Official Sponsors of the Competitions or of Lega Serie A in the Licensed Territory such as the Title Sponsor, International/Regional Presenting Sponsor, the Timekeeper Sponsor, the Data Sponsor, the Official Ball Supplier, the Official Award partners and the Technology partners shall be allowed. To this end, the Licensee shall contact Lega Serie A, by 30 June of each year for the following Season, in order to be communicated the complete list of unavailable product categories and to ensure that there is no overlap with those of its potential sponsors;
- (iv) no advertising which promotes products or services in a manner that expresses or implies an association with the Competitions or with the Clubs and/or with their players is allowed;
- (v) no initiatives of product placement can be carried out without Lega Serie A’s prior approval;
- (vi) no misleading or deceptive advertising or unfair practices of other nature may be inserted in the Signal.

The Licensee and/or its Sub-licensee(s) is(are) entirely liable for any cost, burden or liability arising in respect of the promotional and advertising activities allowed according to the previous paragraphs and in regard to the compliance with any applicable laws or regulations relating to such activities.

12.2 The Licensee and/or its Sub-licensee(s) acknowledge(s) and accept(s), without the Licensee or its Sub-licensee(s) being entitled to any claims against Lega Serie A and/or the Clubs, that Lega Serie A and the Clubs and their successors in title may autonomously carry out, in the context of the Matches, within the limits of the applicable regulations, any initiative for the purposes of advertising exploitation, including product placement and Virtual Advertising, which might be included in the Signal and/or in any other content possibly provided to the Licensee.

12.3 The Licensee and/or its Sub-licensee(s) shall be authorised by Lega Serie A, in compliance with the conditions indicated in the License Agreement, to use in the manner and for the purposes authorised or approved by Lega Serie A the company name, figurative logo or other official distinctive signs of Lega Serie A and the Clubs, only in a strictly descriptive function and therefore only when strictly necessary for the Licensee’s (or Sub-licensee(s)’) promotional and marketing activities concerning possible offers of products, services and/or applications compliant with applicable laws, in any case subject to prior written approval of Lega Serie A and/or the Clubs, as applicable. Any use for other purposes is strictly forbidden. The aforementioned uses, which are the only permitted ones, do not result in the acquisition of any rights by the Licensee. All promotional material created pursuant to this clause must be submitted by the Licensee to Lega Serie A for its and/or the Clubs’ prior approval, at least fifteen (15) Italian business days prior to its first publication or communication, along with information regarding the actual usage and distribution of such promotional materials. Further guidelines and instructions for the aforementioned use of the marks, logos, emblems, graphics solutions, hymn/signature tune of Lega Serie A and of the Clubs, as well as other similar types of intellectual property, are set out in dedicated guidelines for the use of logos and marks to be issued by Lega



Serie A and/or by the Clubs. Lega Serie A or the individual Clubs (as the case may be) shall remain the legal and exclusive owners of all marks, logos and other intellectual property rights.

- 12.4** The Licensee, also on behalf of its Sub-licensee(s), acknowledges, agrees and warrants that its advertising and promotional activities shall not be referred to the transmission of the Matches, but they can only refer to Sports Betting.

13. Territorial Protection and Anti-Piracy

- 13.1** The Licensee, also on behalf of its Sub-licensee(s), warrants and undertakes to put in place all security measures necessary to protect the exploitation of the Rights and to prevent any unauthorised reception, exploitation or viewing of the Signal both inside and outside the Licensed Territory and acknowledges and warrants that no retransmissions whatsoever will be permitted outside of the Licensed Territory and in particular within the Italian Territory. This includes, for instance, mechanisms such as encryption, geo-blocking, DRM systems (digital rights management), the regular monitoring and review of residences of Authorized Users (where appropriate), the employment of digital rights management technologies to prevent prohibited uses or treatments of the Signal (such as file sharing or unlawful copying), to the full extent permitted by laws applicable in the Licensed Territory.

Without limiting the generality of the above, the Licensee, always on behalf of its Sub-licensee(s), is obliged to ensure, by means of the most advanced technical systems and the most evolved technological and transmission tools, both present and future, in line with the applicable legislation (hereinafter known as “Technical Measures”), that its transmissions are not in any form or for any reason receivable or otherwise usable by any unauthorised individuals or entities whatsoever in the Licensed Territory. At the same time, Licensee, also on behalf of its Sub-licensee(s), ensures, by means of the Technical Measures, that its transmissions are not in any form or for any reason receivable or otherwise usable outside the Licensed Territory. To this end, the Licensee undertakes to implement measures necessary or requested by Lega Serie A to prevent the Signal from going beyond the Licensed Territory. By virtue thereof, for instance, in case of transmissions via Internet Platform and/or IPTV Platform, the Licensee must ensure that the same are limited to the Licensed Territory using the Technical Measures necessary to guarantee the protection of the images, such as, by way of example, DRM (digital rights management) and geo-blocking systems, and that they are carried out exclusively in streaming mode (data flow), with no possibility of downloading (storage of the images on users' media) and preventing users from sharing the images in file sharing mode or other sharing system. Similarly, in case of transmissions via Mobile Platform, the Licensee must ensure that the same are limited to the Licensed Territory using the Technical Measures necessary to guarantee the protection of the images.

- 13.2** Under no circumstances shall the Licensee and/or its Sub-licensee(s) be permitted to market, promote, advertise or produce any trailer, advertisement or promotion that expressly or impliedly represents that all or any of Licensee's and/or Sub-Licensee's transmissions of the Signal (or any of the services or channels utilised for their transmission) is available or capable of reception and/or viewing anywhere outside the Licensed Territory, nor shall it authorise or permit any such actions.

- 13.3** The Licensee, also on its Sub-licensee(s)' behalf, warrants and undertakes to carry out and continuously execute such anti-piracy and rights protection measures during the Term in order to protect the Rights through:

- Technical Measures and Protection Systems for the protection of the Signal; by way of example, adding a watermark to the Signal through which unique characteristics are attributed to the distributed product, that can be traced back to the content user; the usage of finger printing techniques that make the Signal immediately and unambiguously identifiable; the implementation of the layout of the images in order to ensure the applicability of Machine Learning tools aimed at recognising the original images and content of Lega Serie A; the setup of systems to prevent the recording of the Signal by means of specific screen recording software;
- judicial and/or administrative activities to be carried out since the first ascertained violation in order to obtain injunctions, even precautionary, aimed at blocking viewing of the images and identifying individuals diffusing pirated audiovisual signals, providing Lega Serie A with all information regarding such activities;
- campaigns coordinated with Lega Serie A aimed at informing the public opinion of the unlawfulness and of the

consequences arising out of piracy;

- cooperation with Lega Serie A to identify illegal websites and betting applications and their users, so as to regularly monitor them.

The Licensee and/or its Sub-licensee(s) undertake(s) and accept(s) that absolute territorial protection cannot be guaranteed and that, therefore, the enjoyment of the Rights on an exclusive basis may be partially limited. For instance, the Licensee and/or its Sub-licensee(s) acknowledge(s) and accept(s), without the Licensee or its Sub-licensee(s) being entitled to any claims against Lega Serie A and/or the Clubs, that transmissions made and intended for reception by mobile devices within any territory other than the Licensed Territory may be accessible by users of such mobile devices in the Licensed Territory due to international roaming arrangements between network operators. In such circumstances, no liability may be attributed to Lega Serie A, the Clubs and their successors in title and assignees.

- 13.4** With specific reference to the European Union market and to the other EEA Member States, protection of the Licensee and/or of its Sub-licensee(s) shall be consistent and in compliance with the principles laid down by the Judgment of the Court of Justice of 4 October 2011 (Joined Cases C-403/08 and C-429/08) and with the further principles that should be subsequently established. In reference to such judgment, as well as in reference to other similar binding judgment of any judicial bodies of any Licensed Territory whatsoever or to other applicable laws, the risk of any adverse effects on the value and exploitation of the Rights is entirely and exclusively on the Licensee and its Sub-licensee(s), in particular with reference to situations where the Licensee claims the Consideration provided under the License Agreement to be based on the assumption of an absolute territorial protection arising from the terms and conditions hereunder. Neither the Licensee nor the Sub-licensees may be entitled to any claim, legal action or right of compensation relating to any adverse consequences thereof, or be entitled to reductions or refunds of the offered fees.
- 13.5** In any event, in respect of the Internet Platform, Mobile Platform and IPTV Platform, any transmission of a Match which is not restricted and available solely to the Authorised Users of the Licensed Territory authorised to view it exclusively for products, services and/or applications targeted to the Sports Betting market is strictly forbidden.
- 13.6** The Licensee of Rights comprised within Packages A., B., D., F(a). and F(b). warrants and undertakes, also on behalf of its Sub-licensee(s) for whose acts it will be liable, to put in place the necessary security measures to ensure that bets placed by users in any Licensed Territory in which there is a regulatory ban are not accepted as valid bets and to ensure that Sports Betting products, services and/or applications are not made available in territories in which there is a regulatory ban. At the same time, the Licensee(s) of Rights comprised within Packages A., B., D., F(a). and F(b)., in the common interest shared with Lega Serie A, also undertake(s) to put in place all necessary measures to protect the Competitions from the threat that their integrity may be jeopardised by match-fixing aimed at assuring winning bets, to promptly report to the competent authorities in the Licensed Territory and to Lega Serie A and to investigate any abnormal flow of bets. The Licensee of Rights comprised within Packages A., B., D., F(a). and F(b). is also obliged not to feed illegal betting in any way and is obliged to report to the competent authorities in the Licensed Territory and to Lega Serie A any operators offering to the final consumer illegal sports betting products, services and/or applications, taking all possible actions to stop them without delay.

14. Lega Serie A's rights with regard to the scheduling of the Matches and the format of the Competitions

The choice of dates, times, Slots and Rounds of all Matches, as well as of the format of the Competitions, belongs solely and unquestionably to Lega Serie A.

The Licensee expressly acknowledges and accepts, also on its Sub licensee(s)' behalf, that Lega Serie A reserves the right, when constrained by the requirements of any sport or public national or international bodies or Authorities and/or at its own unfettered discretion:

- (a) to amend the scheduled dates, times, Slots and Rounds of Matches and so, inter alia, when constrained by the requirements set out by regulations of Lega Serie A or of other national or international sport bodies or the commitments of the Italian

national team and/or of the Clubs, or when requested to do so by, for example, the relevant public authorities, or in cases of conflict with national holidays such as Easter or Christmas or for sports reasons;

- (b) to make changes to the rules governing the participation in the Competitions (such as, by way of example and without limitation, the number of participating teams and, in respect to the Serie A Championship, the number of teams relegated from/promoted to the Serie A Championship to/from the Italian Serie B Championship, or, in respect of the Supercoppa Italiana, the implementation of a 1-Match format) and/or to the Competitions' systems (such as, by way of example and without limitation, the format of the Competitions) and, consequently, to the total number of Matches to be played.

Under no circumstances the exercise of any of the rights above by Lega Serie A, jointly or severally, shall constitute grounds or title whatsoever for claims by the Licensee (or its Sub-licensees or any other third party) of any nature or kind whatsoever against whomsoever, including but not limited to Lega Serie A, FIGC or the Clubs, or for requests by the Licensee (or its Sub-licensees or any other third party) to modify the contents, including any Consideration, of the License Agreement or of a Sub-license Agreement.

Lega Serie A reserves the right to change the name of the Competitions during the Term.

15. Licensee's representations and warranties

- 15.1** The Licensee, also on behalf of its Sub-licensee(s), declares that it will defend, indemnify and hold Lega Serie A, the Clubs and their successors in title harmless from and against any and all liabilities, obligations, claims, demands, losses, damages, costs, penalties, indemnities, actions, fines and expenses (including reasonable legal expenses) of whatever kind or nature, arising out of or relating to a breach or non-fulfilment of any of the provisions of the License Agreement, caused by or attributable to the Licensee and/or any of its Sub-licensee(s).
- 15.2** Without limiting the generality of clause 14 above, the Licensee, also on behalf of its Sub-licensee(s), acknowledges and accepts that the period where the Matches take place, the systems and formats of the Competitions may be subject to changes in relation to legislative or regulatory provisions, even of extraordinary nature, issued by the competent Governmental or Sport Authorities. Such changes (including, without limitation to the above and as an example, the suspension of the Competitions for health reasons or their being played behind closed doors or at times or with modalities of distribution of Rounds and Matches different from the ordinary) shall not constitute grounds or title whatsoever for any modifications of the contents or reductions of the Consideration.
- 15.3** The Licensee, also on behalf of its Sub-licensee(s), acknowledges and accepts that in no case shall Lega Serie A, the Clubs, their successors in title and assignees be held responsible for the activities pursued by the Licensee and/or its Sub-licensee(s), in respect of the License Agreement. The Licensee therefore accepts and agrees that it will indemnify and hold Lega Serie A, the Clubs, their successors in title and assignees harmless from and against any and all third party's, including Sub-licensee(s)', liabilities, obligations, claims, demands, losses, damages, costs, penalties, indemnities, actions, fines and expenses (including reasonable legal expenses) arising towards them from or in connection with Licensee's and/or Sublicensee(s)' activities.
- 15.4** The Licensee represents and warrants to be in possession of any authorisations and/or titles possibly required by national and international laws and regulations to exploit the Rights and to provide sports betting services in the Licensed Territory.
- 15.5** In addition to what provided under clause 4.2, the Licensee, also on behalf of its Sub-licensee(s), represents and warrants that it will at all times during the Term of the License Agreement comply with all applicable anti-bribery and anti-corruption laws or laws pertaining to trade and financial sanctions, including those adopted by the United Nations, the European Union and the United States, or any other applicable sanction laws) and that it will not use the funds to be provided under the License Agreement for any activity which is prohibited under the United Nations, the European Union, the United States or any other applicable sanction laws or make available any funds received under the License Agreement to any person, entity or body which is designated by the United Nations, the European Union, the United States or in any other applicable sanction laws as the target of an asset freeze.

16. Lega Serie A's representations and warranties

- 16.1** In compliance with the applicable law and within the limits of these GT&C and without prejudice to the Rights limitations set out, in particular, in clause 1 and 3 and in Appendix 3, Lega Serie A:
- (i) shall grant to the Licensee the full availability of the Rights;
 - (ii) shall not grant to any third party within the Licensed Territory any Rights that have already been granted to the Licensee on an exclusive basis.
- 16.2** Neither Lega Serie A nor the Clubs shall be responsible, under any circumstances whatsoever, for any costs, losses or expenses incurred by any interested person or organization in the preparation for the execution of the License Agreement.

17. Execution and binding effect of the License Agreement

The License Agreement shall come into force on the moment of receipt by the Licensee of the Key Terms and GT&C, already duly executed by the Licensee, executed by Lega Serie A. From such moment, the License Agreement shall be fully effective and binding between Lega Serie A and the Licensee, based upon the content of the relevant Key Terms as well as of all terms and provisions contained in these GT&C and their Appendixes. The parties are obliged to fulfil their obligations and perform their respective duties and are entitled to exercise their rights and to enjoy their benefits, subject always to the applicable restrictions, limitations and exclusions set out in the License Agreement.

18. Term and Termination

- 18.1** Upon expiry of the Term or where the License Agreement is earlier terminated for any reason whatsoever, each and all Rights granted to the Licensee shall revert to Lega Serie A. As a consequence of the above, any exploitation of the Rights by the Licensee and/or by its Sub-Licensee(s) after the expiration of the Term is forbidden.
- 18.2** Lega Serie A has the right to terminate the License Agreement at any time by written notice in case of breach by the Licensee, in full or in part, of even one of any provision under clauses 3, 4, 6, 8, 9, 10, 12, 13, 15, 19 and 21 or in case of three subsequent breaches of the Licensee's contractual obligations set forth in clause 5.
- 18.3** Lega Serie A has also the right to terminate the License Agreement at any time by written notice, in case of non-performance by the Licensee of any material provision under the License Agreement other than the ones under clause 18.2 above, in particular including, by way of example: (i) possible conflicts among its Sub-licensees and between its Sub-licensees, on one side, and other licensees of Lega Serie A, on the other side; and (ii) non-payment of any sum due under the License Agreement, including those sums due in first place by a Sub-licensee, where the Licensee has failed to remedy a breach within five (5) Italian business days from receipt of a notice detailing the contested breach.
- 18.4** Furthermore, Lega Serie A has also the right to terminate the License Agreement at any time should the Licensee enter into insolvency or liquidation proceedings during the Term.
- 18.5** In case of termination by Lega Serie A as per the preceding paragraphs, the Licensee shall pay, as contract penalty, an amount equal to the lost income for Lega Serie A, without prejudice to any greater damage which might be due, where "lost income" means the difference between (i) the total Consideration due by the Licensee on the basis of the License Agreement for its whole Term and (ii) the sums that the Licensee has already paid to Lega Serie A and/or that Lega Serie A will obtain from a third party after the License Agreement has been terminated and the Rights have been re-assigned to such third party. Lega Serie A shall act in good faith in the negotiation with any such re-assignee when determining the consideration due by the latter.
- 18.6** Without limiting the generality of the foregoing, Lega Serie A has the right to terminate the License Agreement in relation to those territories in which the Licensee and/or the Sub-licensee(s) has(have) violated any of the provisions of clauses 3, 4, 6,

12, 13, 15, 21 and Appendix 3 of these GT&C, if such breach is not cured within five (5) Italian business days after written notice thereof from Lega Serie A to the Licensee. In this case, all other provisions of the License Agreement shall remain in force, and the Consideration due by the Licensee shall not be reduced and shall remain entirely due to Lega Serie A.

- 18.7** The Licensee acknowledges that the penalties, as determined above, are an adequate and proportionate contractual penalty and do not constitute remedy for damages suffered by Lega Serie A, as they do not affect its right to claim full damage restoration. Therefore, the Licensee agrees that Lega Serie A shall be entitled to seek injunctive relief (as provided for, inter alia, by article 700 of Italian Civil Procedure Code) preventing the violation, harm or dissemination of and to the Signal and Rights or any other of its properties in violation of the terms hereof. Said injunctive relief shall be in addition to any other remedies available here-under and under the law. The Licensee agrees not to raise objections to prevent, delay or suspend the payment of any penalty due, which Lega Serie A may at its discretion compensate with any credit that the Licensee may have for any reason against Lega Serie A.

19. Confidentiality

- 19.1** The License Agreement and relevant draft working documents are confidential documents and as such the Licensee and/or its Sub-licensee(s) must not make any announcement, or comment upon, or issue any publicity or press release or otherwise provide any information to any third party (other than to its professional advisors) concerning the License Agreement or any ongoing negotiation, including without limitation any financial details contained in the License Agreement.
- 19.2** Any information of a confidential nature included in the License Agreement shall be kept confidential by both parties and shall not be released or provided to any third party other than either party's professional advisors, to the extent necessary to their work in the commercialization of the Rights, and the Clubs.
- 19.3** Any public announcement or press release regarding the existence and the terms and conditions of the License Agreement and of any Sub-license Agreement is strictly prohibited, unless and until both Lega Serie A and the Licensee agree upon such announcement or press release and its relevant timeline.

20. Voidness or Voidability of License Agreement provisions

In case of any of the provisions contained in the License Agreement being definitively found void or voidable by a competent Court, the parties undertake to negotiate in good faith the substitution of the void or voidable clause with the aim of reaching, if possible, an outcome similar to the one intended by the void or voidable clause. The Licensee shall not be entitled to any fee reduction in such circumstances, or in case the Licensee unreasonably refuses the substitute clause(s) or if the void or voidable provision(s) do(es) not limit the Licensee to perform the License Agreement.

21. Intellectual Property

- 21.1** The Rights related to the Matches, their images, recordings and transmissions, all copyright and all other intellectual property rights related to the Competitions and any materials provided by Lega Serie A to the Licensee shall be and shall remain the property of Lega Serie A or, according to the law, of the Clubs, and nothing in the License Agreement should be construed as a transfer or assignment to the Licensee of any intellectual property rights which are the property of Lega Serie A or, according to the law, of the Clubs. In this regard, the Licensee on its own and on its Sub-licensees' behalf, hereby expressly waives any rights in and any claims whatsoever on the images and footage of the Matches and acknowledges that, except for the rights (and limitations) explicitly set out in the License Agreement, the Licensee is not and will not be entitled to any copyright in such images and footage, which may be commercialised solely by Lega Serie A and by the Clubs within the limits of their respective competences. Any copyright existing or arising in relation to Licensee's transmission which is not already owned by Lega Serie A or, according to the law, by the Clubs, will be assigned, by way of present assignment of future copyright, to Lega Serie A or, according to the law, to the Clubs, under the License Agreement.



- 21.2** At Lega Serie A's request, the Licensee must provide to Lega Serie A or to persons indicated by Lega Serie A all the recordings carried out under the License Agreement, at no cost or charge to Lega Serie A.

22. Assignability of the License Agreement by Lega Serie A

The Licensee, also on behalf of its Sub-licensee(s), authorises Lega Serie A to assign the License Agreement to any other association or body recognised by the Italian football system or company owned/participated by Lega Serie A itself in the event that such body or association should take control of or acquire the Rights commercialisation at any time and for any reason, provided that such entities guarantee to the Licensee the continuation of their relationship upon the same terms and conditions of the License Agreement. The Licensee accepts and authorises Lega Serie A to assign the License Agreement to any company controlled by, including jointly with third parties, controlling, or under common control of, Lega Serie A. Any such assignment shall be implemented by the provision of written notice to the Licensee by Lega Serie A, duly undersigned by the assignee, confirming the obligation of the latter in respect of the terms and the conditions of the License Agreement. Such assignment shall discharge Lega Serie A from its obligations towards the Licensee under the License Agreement.

The Licensee shall not be entitled to assign, in whole or in part, the License Agreement to any third party.

23. Governing Law and jurisdiction

The License Agreement and any related documentation or negotiations shall be governed by and construed in accordance with the laws of Italy. Any and all disputes or claims arising in relation to the License Agreement shall be submitted to the exclusive jurisdiction of the courts of Milan, Italy.

APPENDIX 1 - DEFINITIONS

Archive Footage: means the footage of a Match after midnight of the eighth day from the day in which such Match was played. The right to transmit, communicate and make available such Archive Footage is excluded from the Rights under the License Agreement;

Audiovisual Rights: means the rights to transmit, communicate and make the Signal available solely for the purposes of offering betting services, where applicable depending on the composition of the licensed Package(s), in accordance with the terms and conditions of the License Agreement;

Authorised Platforms: means the Internet Platform, the Mobile Platform and the IPTV Platform, through which the Licensee is entitled to exploit the Rights;

Authorised Language: means the English language, the only allowed language for the exploitation of the Rights;

Authorised User: means a customer of a commercial entity licensed to offer products and/or services enabling legal betting activities, who has completed the registration process having accepted all the terms and conditions, who has been authorised to access the streaming of the Matches only upon registration by means of a log-in procedure, and who, having opened an operational account, has been enabled by the commercial entity to place regular bets using the platform, pursuant to and in accordance with clause 4.2.

C.E.T.: means Central European Time as it applies in Italy, including any adjustments made for daylight saving;

Club: means each sports organisation taking part in the Serie A Championship and/or Coppa Italia and/or Supercoppa Italiana in each, and only in each, Football Season in which such sports organisation takes part even only in one of the above-mentioned Competitions;

Club(s)' Official Digital Channels: means the Club(s)' official digital services and/or products, currently existing or to be created in the future, identified by their own official marks, to date: website, web tv and/or mobile application, referred to the Club(s)' sport and/or institutional and/or corporate activities;

Coach Data: means the metadata originating from a software system which elaborates the raw positional data (x & y) of ball and players providing the relevant indicators, processed by the Coach data system in real time during the course of the Matches starting from tracking data related to the Matches of the Serie A Championship, Coppa Italia and Supercoppa Italiana, and having the minimum content detailed in Appendix 5. For the avoidance of doubt, Lega Serie A will supply pure data, without any editorial product;

Competition(s): means the Serie A Championship, Coppa Italia and Supercoppa Italiana;

Consideration: means any consideration due by the Licensee to Lega Serie A under the License Agreement, including both License Fee and Technical Costs;

Coppa Italia: means the competition called Coppa Italia organised by Lega Serie A. It is currently a knockout competition played by 40 Clubs, 20 from the Serie A Championship, 16 from the Serie B Championship and 4 to be determined through a preliminary round among newly promoted clubs from the Serie C Championship to the Serie B Championship and clubs from the Serie C Championship. The "seeded teams", i.e. the top eight Clubs in the ranking according to the applicable regulations, enter the competition only from the round of sixteen. Currently, each head-to-head fixture is played in a single round, with the sole exception of the semi-finals which are played in home and away matches. In principle, the final will be played on neutral ground. Coppa Italia generally runs from July/August to May/June of each Football Season. Matches are scheduled on dates which differ from the dates during which the Serie A, the Serie B and the national teams' matches take place. Coppa Italia Matches are carried out in midweek rounds or, exceptionally, on weekends, with the possibility to spread the Matches of the same Round across different dates. Without prejudice to changes that may possibly be decided by Lega Serie A, the structure of Coppa Italia as of the date of these GT&C can be summarised in more detail as follows:

Round	Teams	Matches
Preliminary Round	8 (4 Serie B, 4 Serie C)	4 (knockout)
1 st knockout Round	32 (12 Serie A, 16 Serie B, 4 winners of preliminary Round)	16 (knockout)
2 nd knockout Round	16 (winners of 1 st knockout Round)	8 (knockout)
Round of Sixteen	16 (8 winners of 2 nd knockout Round + 8 Serie A "seeded teams")	8 (knockout)



Quarter-finals	8 (winners of Round of Sixteen)	4 (knockout)
Semi-finals	4 (winners of Quarter-finals)	2 (home) + 2 (away)
Final	2 (winners of Semi-finals)	1 (single Match)

The Signal, Data and Tracking Data will be available starting from the 2nd knockout Round and therefore they will not be available in connection with the Preliminary Round and the 1st knockout Round.

The full regulation governing Coppa Italia is published by official notice on Lega Serie A's website;

Correlated Images: means the images filmed inside the stadium and in the respective reserved areas before and after the Match, including the images of the sports events and of the Interviews, as well as the interviews to fans and the images of the stands also during the Match;

Data: means the Match Data and the Coach Data;

Editorial Guidelines: means the regulations defined by Lega Serie A and published on its official website, which establish the editorial production criteria related to the audiovisual production of the Matches and the exploitation of the relevant footage;

Football Season or Season: means the period determined by the applicable sports regulations, usually running from 1 July until 30 June of the subsequent calendar year;

Free Transmission: means an unencrypted system of communication to the public of any content that is accessible by all viewers free of charge;

GT&C: means the present document, the Appendixes of which form integral and substantial part of it, setting out the general terms and conditions governing the License Agreement executed between Lega Serie A and the Licensee for the Rights;

Highlights: means footage of the most significant actions of a Match, lasting a maximum of 3 (three) minutes unless indicated otherwise by Lega Serie A, which may include, inter alia, freeze-frames, slow-motion frames, instant replays and any other frames or animated match actions;

Interactive Services: means any calls to action on a screen, including, without limitation: (i) overlays; (ii) buttons; (iii) QR codes; (iv) popups; and (v) squeeze-backs, which offer to the viewer the ability to do any of the following activities not directly related to the placing of bets: calls to "Play" and view ads; (vi) participation in, and display of, multi-user chats; (vii) participation in, and display of, watch parties; and (viii) purchase of products and services on a first or second video screen associated with Competition content.

For the purposes of this definition, "Play" includes, without limitation, (a) free-to-play games, (b) daily fantasy games, (c) predictions, (d) polls, (e) feedback and opinions, and (f) ratings.

For the purposes of this definition, "Purchase of Products and Services" includes, without limitation, the categories of (A) food, (B) apparel, (C) merchandise, (D) ticketing and (E) web services;

Internet Platform: means the system for the transmission of audiovisual images through the public internet (open IP network) for reception on personal computers, mobile devices or TV sets with or without the need for receiving equipment or software other than those generally available and technologically established;

Interviews: means the interviews to football players, coaches, directors and other officials of the Clubs, to be made in the spaces designated by and in accordance with the provisions of the Regulations on Interviews and Venue Access;

IPTV Platform: means the system for the transmission of audiovisual images through broadband connection on closed IP networks, for reception on TV sets, by way of example through set-top boxes or decoders connected with the distribution system managed by the broadcaster (usually, but not necessarily, based on a subscription model) or distribution through app;

Italian Territory: means the territory including Italy, San Marino Republic and the Vatican City, as well as ships and planes flying the Italian flag wherever they are located, ships and planes flying a national flag other than the Italian flag when they operate within the Italian Territory, trains circulating within the Italian Territory and Italian military bases located outside of these areas;

Key Terms: means the document setting out the detailed description of the Rights and of the economic conditions agreed between Lega Serie A and the Licensee;



Lega Serie A or Lega: means Lega Nazionale Professionisti Serie A, a private association whose place of business is at Via I. Rosellini 4, Milan. Lega Serie A groups together Clubs affiliated with the Federazione Italiana Giuoco Calcio ("FIGC") and participating in the Serie A Championship. Lega Serie A is the organiser of the Competitions and is the entity empowered by the law to commercialise the rights to the Competitions;

Lega Serie A's Official Digital Channels: means Lega Serie A's official digital services and/or products, currently existing or to be created in the future, identified by its own official marks, to date: website, web tv, mobile application, radio, web radio and a video player distributed on third-party platforms and on connected TV, referred to the activity of Lega Serie A and/or of its associated Clubs;

License Agreement: means the agreement entered into between Lega Serie A and the Licensee for the license of the Audiovisual Rights in the Licensed Territory. The License Agreement is constituted jointly by these GT&C and the relevant Key Terms. The GT&C and the relevant Key Terms, including the Appendixes, shall be read in conjunction and construed as one binding document;

License Fee: means the consideration due by the Licensee to Lega Serie A for the Grant of Rights as established under the applicable Key Terms;

Licensed Territory: means the country(ies) or the geographical area(s) in which the Licensee is entitled to exploit the Rights included in the relevant Package(s), as indicated in the single Package(s) and according to the License Agreement;

Licensee: means the party that enters into the License Agreement with Lega Serie A;

Match: means any match of the Competitions from kick off to final whistle;

Match Data: means the data referred to Matches of the Competitions, Clubs and players such as metadata, data flows and statistics processed centrally by Lega Serie A and having the minimum content detailed in Appendix 5. For the avoidance of doubt, Lega Serie A will supply pure data, without any editorial product;

Media Production Regulations: means the regulations defined by Lega Serie A and published on its official website, as possibly amended each Football Season or, subject to prior notice, during the course of a Football Season, which establish the rules and procedures of the audiovisual production of Matches and other production, organisation and technical matters related to the Competitions;

Mobile Platform: means the system for the transmission of audiovisual images in unicast (PtoP) modality through GSM, GPRS/EDGE, UMTS/HSDPA or LTE standards (and their specific evolutions) for reception on devices connected with mobile communication networks;

Official Digital Accounts: means any official section/account of Lega Serie A and/or Clubs identified by their respective official marks on any, current or to be invented, digital platforms including but not limited to: i) any online interactive digital platforms owned by third parties (e.g. Facebook, Instagram, Twitter, Tik Tok and Snapchat) allowing users to create, publish, share, exchange and/or display information, communications and content (including audiovisual content) in virtual communities and networks, ii) any other similar digital platforms owned by third parties, including any platforms sharing user-generated content, any video-sharing platforms (e.g. YouTube) and any live streaming video platforms (e.g. Dugout, Facebook, Periscope);

Official Sponsors or Sponsors: means the sponsors of the Competitions that acquire "official" status, currently the Title Sponsor, the International and/or Regional Presenting Sponsor, the Timekeeper Sponsor, the Data Sponsor, the Official Ball Supplier, the Technology partners and the Official Award partners (Man of the Match, Player of the Month, Coach of the Month);

Official Thematic Channel: means the set of original audiovisual programs lasting not less than 8 (eight) hours per week, mainly referred to a Club's or Lega Serie A's sport and/or institutional and/or corporate activities, identified by respective own marks, distributed on any distribution platforms, even of third parties, and transmitted on any means of communication by way of Free Transmission or Pay Transmission;

Package(s): means the package(s) listed in clause 2 and described in detail in Appendix 2;

Pay Transmission: means a system of communication to the public of any content which is made available to a viewer upon payment of a fee or a charge, including upon individual demand (such as, by way of example, pay television, pay-per view and video-on-demand systems and their future evolutions);

Regulations on Interviews and Venue Access: means the regulations defined by Lega Serie A and published on its official website, as possibly amended each Football Season, which establish the rules and procedures for Interviews and access to Competition venues, along with any other editorial rights granted to the Audiovisual Rights licensees;

Reserved Rights: means the rights that are reserved to Lega Serie A and/or the Clubs, as specified in Appendix 3;

Rights: means the Audiovisual Rights and/or any other rights, including Match Data, Coach Data and Tracking Data rights, where applicable depending on the composition of the Packages, granted by Lega Serie A to the Licensee in accordance with the terms and conditions of the License Agreement;

Round: means (i) a round of Matches of the Serie A Championship, identified as such in the schedule published by Lega Serie A; or (ii) any round of Coppa Italia and Supercoppa Italiana, according to the schedule issued by Lega Serie A;

Serie A Championship: means the competition called Serie A Championship organised by Lega Serie A. It is the premier football division in Italy. At present, it consists of a double round-robin tournament played by 20 Clubs and made of overall 380 Matches per Season. Each Club plays any other Club once at home and once away. The Serie A Championship usually runs from August until May of the following year, save for a different duration to allow a possible play-off phase. The three bottom Clubs are relegated to Serie B, with the three top Clubs of Serie B being promoted to the Serie A Championship of the following Season. The full regulation governing the Serie A Championship is published by official notice on Lega Serie A's website;

Signal: means the international audiovisual feed produced by Lega Serie A containing the images and sound captured by cameras filming the Matches, as well as possible pre- and post-Match content at Lega Serie A's discretion, and incorporating the marks and/or logos of the Title sponsor, the International/Regional Presenting sponsors, the Timekeeper sponsor, the Data sponsor and the Technology partners of Lega Serie A as well as a possibly-sponsored signature tune;

Slot: means the kick off time of the Matches predetermined by Lega Serie A;

Sports Betting: means the activity, authorised pursuant to the applicable provisions of law, of wagering a sum of money on the random outcome of a Match or other future and uncertain event related to a Match or another branch of sport;

Sub-licensee: means any third-party entity to which the Licensee grants its Rights, in whole or in part, through a Sub-license Agreement;

Sub-license Agreement: means an agreement between the Licensee and any Sub-licensee, which is subject to the terms and conditions provided for in the License Agreement;

Supercoppa Italiana: means the competition called Supercoppa Italiana organised by Lega Serie A. Without prejudice to changes that may possibly be decided by Lega Serie A, it is structured as a knock-out competition between 4 Clubs playing 3 Matches (2 Semi-finals and 1 Final) over 3 days. The 4 participating Clubs are the previous Season's winners and runners-up of the Serie A Championship and Coppa Italia (or, in case the Serie A Championship winner and/or runner-up correspond(s) to the Coppa Italia finalists, the third and, if need be, fourth ranked Club(s) in the Serie A Championship). The Matches may be played in a foreign country or, at Lega Serie A's discretion, at a neutral venue in Italy. The full regulation governing Supercoppa Italiana is published by official notice on Lega Serie A's website;

Technical Costs: means the fee due by the Licensee to Lega Serie A for the provision of the Signal and Data as described in clause 7.2 of these GT&C;

Term: means the duration of the License Agreement as specified in the applicable Key Terms;

Tracking Data: means the data, originating from the optical tracking system composed by a set of cameras installed at each stadium which uses advanced image processing and machine learning techniques to instantly and accurately track the ball and each player in 29 skeletal points across the full pitch area, processed centrally by Lega Serie A in ultra-low latency and having the sample content detailed in Appendix 6. For the avoidance of doubt, Lega Serie A will supply pure data, without any editorial product;



Virtual Advertising: means advertising (i.e. insertions of brands, logos, company names, slogans, 3D animations etc. for commercial purposes) digitally inserted in the Signal and intended to give the impression to end users that such advertising is placed physically at the stadium.

APPENDIX 2 - PACKAGES

PACKAGE A. International Sports Betting Package (Audiovisual Rights and Data)

1) Territory

This Package includes all countries and territories of the world with the exception of the Italian Territory.

2) Matches

The Matches of the Competitions (Serie A Championship, Coppa Italia and Supercoppa Italiana) in each Football Season of the Term are included in this Package.

3) Rights

3.1) Audiovisual Rights: the right to transmit and/or make available solely the live Signal of the Matches of the Competitions as part of lawful products, services and/or applications in the Sports Betting sector as follows:

- (i) solely through the Internet Platform, the IPTV Platform and/or the Mobile Platform;
- (ii) for exercise and/or offer solely through betting shops and/or within websites and/or applications providing Sports Betting services, accessible to Authorised Users through devices (e.g. personal computers, tablets, mobile phone devices) connected to the-above mentioned Platforms; and
- (iii) solely in the Licensed Territory,

with the following restrictions:

- a) with regard to betting shops: the Signal may be displayed to the public on screens and other devices only and solely within the premises of the betting shops, corners or other premises where betting on the Matches is permitted under applicable law (and in no event shall the images of the Matches be visible from outside such premises or made available to unauthorised individuals or entities);
- b) with regard to applications accessible through personal computers and tablets: the viewing of the Signal is permitted provided that the user is an Authorised User and that such viewing is subject to (i) restrictions on the resolution of the images that may be transmitted (in streaming mode with the data stream not exceeding 600KBPS) and (ii) restrictions on the size of the images (not exceeding 1/3 [one third] of the screen size).
- c) with regard to applications accessible through mobile phone devices: the viewing of the Signal is permitted provided that the user is an Authorised User and that such viewing is subject to (i) restrictions on the resolution of the images that may be transmitted (in streaming mode with the data stream not exceeding 600KBPS) and (ii) restrictions on the size of the images (not exceeding 1/2 [half] of the screen size).

The Licensee, also on behalf of its Sub-licensee(s), acknowledges, agrees and warrants:

- (i) that the Licensee and/or its Sub-licensee(s) are authorised to use the Data only in connection with the Sports Betting service for which they hold the necessary authorisations and, in any case, only in full compliance with all applicable laws and regulations;
- (ii) that the viewing of the Signal must in all cases be denied to television equipment. Therefore, the use of smart TV applications or any other technology capable of displaying images on television screens is prohibited;
- (iii) in order to ensure compliance with the restrictions imposed on the on-screen display of the Signal, to block, through the use of appropriate software, the enlarged display of the same images by the Authorised Users (e.g. "double size" or "full screen");



- (iv) that the transmission of the Matches shall be limited to the Licensed Territory according to clause 13 of the GT&C, to ensure the protection of the images, such as DRM and geoblocking, with no possibility of downloading (i.e. storing the images on media by the Authorised Users) and to exclude any possibility for the Authorised Users to share the images by file sharing or other sharing system;
- (v) the Licensee's promotional activities shall not focus on the transmission of the Matches, but they can only refer to Sports Betting.

3.2) Data: the right to use the Data relating to the Matches of the Competitions, as detailed in Appendix 5, collected by Lega Serie A directly or through third parties authorised by Lega Serie A, solely for the purpose of providing Sports Betting services, according to the legislation applicable in the Licensed Territory. The Licensee is also entitled to enrich/supplement the Match Data received from Lega Serie A by accessing the Matches, for the sole purpose of supplementing the Match Data to better meet the requirements of the Sports Betting market operators, within the limits of and in accordance with the requirements set out in Appendix 4.

The Licensee, also on behalf of its Sub-licensee(s), acknowledges, agrees and warrants that:

- (i) the Licensee and/or its Sub-licensee(s) are authorised to use the Data only in connection with the Sports Betting service for which they hold the necessary authorisations and, in any case, only in full compliance with all applicable laws and regulations;
- (ii) the Licensee and/or its Sub-licensee(s) are expressly prohibited from using the Data for any purpose other than in strict connection with Sports Betting services related to the Matches of the Competitions;
- (iii) the Data may not be duplicated or made available to any third party.

4) Exclusivity

The Rights covered by this Package are granted on an exclusive basis, within the limits set out in clause 1.3 of the GT&C, without prejudice to the rights reserved to Lega Serie A and/or to the Clubs and referred to in clauses 3.2, 3.3 and 3.4 and in Appendix 3 of the GT&C.

5) Sub-license

Only if specifically and expressly provided and authorised in the applicable Key Terms, the Licensee shall be permitted to enter into Sub-license Agreements with third parties concerning the exploitation, in whole or in part, of the Rights included in this Package, in accordance with the terms and conditions set out in clause 6 of the GT&C.

6) Technical Costs for the supply of Signal and Data are those set out in clause 7.2 of the GT&C.

Any rights not specified herein are excluded from this Package.



PACKAGE B. **Sports Betting Package Italy** **(Data)**

1) Territory

This Package includes the Italian Territory only.

2) Matches

The Matches of the Competitions (Serie A Championship, Coppa Italia and Supercoppa Italiana) in each Football Season of the Term are included in this Package.

3) Rights

3.1) Data: the right to use the Data relating to the Matches of the Competitions, as detailed in Appendix 5, collected by Lega Serie A directly or through third parties authorised by Lega Serie A, solely for the purpose of providing Sports Betting services, according to the legislation applicable in the Italian Territory. The Licensee is also entitled to enrich/supplement the Match Data received from Lega Serie A by accessing the Matches, for the sole purpose of supplementing the Match Data to better meet the requirements of the Sports Betting market operators, within the limits of and in accordance with the requirements set out in Appendix 4.

The Licensee, also on behalf of its Sub-licensee(s), acknowledges, agrees and warrants that:

- (i) the Licensee and/or its Sub-licensee(s) are authorised to use the Data only in connection with the Sports Betting service for which they hold the necessary authorisations and, in any case, only in full compliance with all applicable laws and regulations;
- (ii) the Licensee and/or its Sub-licensee(s) are expressly prohibited from using the Data for any purpose other than in strict connection with Sports Betting services related to the Matches of the Competitions;
- (iii) the Data may not be duplicated or made available to any third party.

4) Exclusivity

The Rights covered by this Package are granted on an exclusive basis, within the limits set out in clause 1.3 of the GT&C, without prejudice to the rights reserved to Lega Serie A and/or to the Clubs and referred to in clauses 3.2, 3.3 and 3.4 and in Appendix 3 of the GT&C.

5) Sub-license

Only if specifically and expressly provided and authorised in the applicable Key Terms, the Licensee shall be permitted to enter into Sub-license Agreements with third parties concerning the exploitation, in whole or in part, of the Rights included in this Package, in accordance with the terms and conditions set out in clause 6 of the GT&C.

6) Technical costs for the supply of Data are those set out in clause 7.2 of the GT&C.

Any rights not specified herein are excluded from this Package.

PACKAGE C.

Media Data Package

(Data)

1) Territory

This Package includes all countries and territories of the world.

2) Matches

The Matches of the Competitions (Serie A Championship, Coppa Italia and Supercoppa Italiana) in each Football Season of the Term are included in this Package.

3) Rights

3.1) Data: the right to use the Data relating to the Matches of the Competitions, as detailed in Appendix 5, collected by Lega Serie A directly or through third parties authorised by Lega Serie A, solely for the purpose of carrying out editorial activities, including, by way of example, the preparation of news, articles, in-depth studies, reports and analyses of the Matches.

The Licensee, also on behalf of its Sub-licensee(s) acknowledges, agrees and warrants that:

- (i) the Licensee and/or its Sub-licensee(s) are expressly prohibited from using the Data for any purpose connected with Sports Betting activities or any purposes other than the ones expressly and strictly specified above;
- (ii) the Data may not be duplicated or made available to any third party.

4) Exclusivity

The Rights covered by this Package are granted on an exclusive or non-exclusive basis, as specified in the Key Terms. Even in case of exclusivity, the Rights covered by this Package are granted within the limits set out in clause 1.3 of the GT&C, without prejudice to the rights reserved to Lega Serie A and/or to the Clubs and referred to in clauses 3.2, 3.3 and 3.4 and in Appendix 3 of the GT&C and without prejudice to the rights awarded or to be awarded to domestic and international licensees of live audiovisual rights, as specified in clause 3.2 (i) of the GT&C.

5) Sub-license

Only if specifically and expressly provided and authorised in the applicable Key Terms, the Licensee shall be permitted to enter into Sub-license Agreements with third parties concerning the exploitation, in whole or in part, of the Rights included in this Package, in accordance with the terms and conditions set out in clause 6 of the GT&C.

6) Technical costs for the supply of Data are those set out in clause 7.2 of the GT&C.

Any rights not specified herein are excluded from this Package.

PACKAGE D.
Sports Betting Tracking Data Package
(Tracking Data)

1) Territory

This Package includes all countries and territories of the world.

2) Matches

The Matches of the Competitions (Serie A Championship, Coppa Italia and Supercoppa Italiana) in each Football Season of the Term are included in this Package.

3) Rights

3.1) Tracking Data: the right to use the Tracking Data relating to the Matches of the Competitions, as detailed in Appendix 6, collected by Lega Serie A directly or through third parties authorised by Lega Serie A, solely for the purpose of providing Sports Betting services, according to the legislation applicable in each Licensed Territory.

The Licensee, also on behalf of its Sub-licensee(s), acknowledges, agrees and warrants that:

- (i) the Licensee and/or its Sub-licensee(s) are authorised to use the Tracking Data only in connection with the Sports Betting service for which they hold the necessary authorisations and, in any case, only in full compliance with all applicable laws and regulations;
- (ii) the Licensee and/or its Sub-licensee(s) are expressly prohibited from using the Tracking Data for any purpose other than in strict connection with Sports Betting services related to the Matches of the Competitions;
- (iii) the Tracking Data may not be duplicated or made available to any third party.

4) Exclusivity

The Rights covered by this Package are granted on an exclusive basis, within the limits set out in clause 1.3 of the GT&C, without prejudice to the rights reserved to Lega Serie A and/or to the Clubs and referred to in clauses 3.2, 3.3 and 3.4 and in Appendix 3 of the GT&C.

5) Sub-license

Only if specifically and expressly provided and authorised in the applicable Key Terms, the Licensee shall be permitted to enter into Sub-license Agreements with third parties concerning the exploitation, in whole or in part, of the Rights included in this Package, in accordance with the terms and conditions set out in clause 6 of the GT&C.

6) Technical costs for the supply of Tracking Data shall be negotiated in good faith between the parties, based on the sets of Tracking Data that will be actually requested by the Licensee and the associated delivery method.

Any rights not specified herein are excluded from this Package.

PACKAGE E.

Media Tracking Data Package (Tracking Data)

1) Territory

This Package includes all countries and territories of the world.

2) Matches

The Matches of the Competitions (Serie A Championship, Coppa Italia and Supercoppa Italiana) in each Football Season of the Term are included in this Package.

3) Rights

3.1) Tracking Data: the right to use the Tracking Data relating to the Matches of the Competitions, as detailed in Appendix 6, collected by Lega Serie A directly or through third parties authorised by Lega Serie A, solely for the purpose of carrying out editorial activities, including, by way of example, the preparation of news, articles, in-depth studies, reports and analyses of the Matches.

The Licensee, also on behalf of its Sub-licensee(s), acknowledges, agrees and warrants that:

- (i) the Licensee and/or its Sub-licensee(s) are expressly prohibited from using the Tracking Data for any purpose connected with Sports Betting activities or any purposes other than the ones expressly and strictly specified above;
- (ii) the Tracking Data may not be duplicated or made available to any third party.

4) Exclusivity

The Rights covered by this Package are granted on a non-exclusive basis.

5) Sub-license

Only if specifically and expressly provided and authorised in the applicable Key Terms, the Licensee shall be permitted to enter into Sub-license Agreements with third parties concerning the exploitation, in whole or in part, of the Rights included in this Package, in accordance with the terms and conditions set out in clause 6 of the GT&C.

6) Technical costs for the supply of Tracking Data shall be negotiated in good faith between the parties, based on the sets of Tracking Data that will be actually requested by the Licensee and the associated delivery method.

Any rights not specified herein are excluded from this Package.



PACKAGE F(a).
Sports Betting Package
(Packages A. + B.)

This Package is the combination of Packages A. and B., and, as a result, incorporates the Rights and content described in each of them.

PACKAGE F(b).
Sports Betting Package Plus
(Packages A. + B. + D.)

This Package is the combination of Packages A., B. and D., and, as a result, incorporates the Rights and content described in each of them.

PACKAGE F(c).
Media Data Package Plus
(Packages C. + E.)

This Package is the combination of Packages C. and E., and, as a result, incorporates the Rights and content described in each of them.

APPENDIX 3 - RESERVED RIGHTS

SECTION 1. ARCHIVE FOOTAGE

The Clubs own, in accordance with the Italian decree governing the centralized sales of sport audiovisual rights, the exclusive right to the Archive Footage of their Matches and may consequently exploit each Match on an exclusive basis starting from midnight of the eighth day following its conclusion.

Any rights to the Archive Footage are excluded from the License Agreement.

SECTION 2. RIGHTS RESERVED TO LEGA SERIE A AND THE CLUBS FOR THEIR OWN PLATFORMS AND CHANNELS

Lega Serie A and the Clubs are entitled to exploit the following Reserved Rights, also in combination with Match Data, Coach Data and Tracking Data.

A. LEGA SERIE A'S AND CLUB'S OFFICIAL DIGITAL CHANNELS AND OFFICIAL DIGITAL ACCOUNTS OTHER THAN YOUTUBE:

Lega Serie A and the Clubs are entitled to exploit:

1. Before the Match:

- a) Audiovisual footage from inside the stadium, including the competition area and the reserved areas, on the Official Digital Accounts, by way of Free Transmission on a live and/or near-live and/or delayed basis, filmed until 5 (five) minutes prior to Match kick-off.

2. During the Match:

- a) Correlated Images (excluding Interviews) by way of Free Transmission on a near-live basis, limited to players' celebrations on the pitch and to the reactions of the public on the stands, of a maximum duration of 10 (ten) seconds per clip and up to a maximum of 3 (three) clips per Match for each Official Digital Account;
- b) Before and after the Match as well as during the Match, audiovisual content filmed with mobile devices (e.g. smartphones, action cams) not comparable to TV broadcast shooting (hereinafter "Short Content") of a maximum duration of 10 (ten) minutes per Match consisting of Correlated Images of the stands to be transmitted on a near-live basis on the Official Digital Accounts and on Lega Serie A's and the Clubs' Official Digital Channels, produced by Lega and/or the Clubs also through third-party individuals contracted/commissioned by the same (by way of example creators/tiktokers/influencers/communities), who may also share such content on their own social media accounts through modalities that will be defined by Lega Serie A in the digital guidelines to be published no later than 3 (three) months before the start of the Football Season and provided that such content is not specifically targeted to the Licensed Territory.

3. After the Match:

- a) Short Content of a maximum total duration of 20 (twenty) seconds per Match, on the Official Digital Accounts and on Lega Serie A's and the Clubs' Official Digital Channels, from four (4) hours after the end of the applicable Match, produced by Lega and/or the Clubs also through third-party individuals contracted/commissioned by the same (by way of example creators/tiktokers/influencers/communities), who may also share such content on their own social media accounts through modalities that will be defined by Lega Serie A in the digital guidelines to be published no later than 3 (three) months before the start of the Football Season and provided that such content is not specifically targeted to the Licensed Territory;

- b) Highlights and Correlated Images of a maximum duration of 3 (three) minutes per Match by way of Free Transmission on Lega Serie A's and the Clubs' Official Digital Channels from 1 (one) hour after the end of the applicable Match or from 11:30 pm C.E.T. in relation to Matches starting after 3 pm C.E.T. The aforementioned duration is extended to a maximum duration of 5 (five) minutes per Match for transmission from 12 (twelve) hours after the end of the applicable Match;
- c) Interviews by way of Free Transmission on the Official Digital Accounts of a maximum duration of 1 (one) minute per each content item and up to a maximum of three (3) content items per Match for each Official Digital Account, from 2 (two) hours after the end of the applicable Match;
- d) Highlights and Correlated Images by way of Free Transmission on the Official Digital Accounts of a maximum duration of 1 (one) minute per each content item and up to a maximum of 3 (three) content items per Match for each Official Digital Account from 8:00 am C.E.T. of the day after the Match.

B. YOUTUBE:

Lega Serie A and the Clubs are entitled to exploit:

1. After the Match:

- a) Highlights and Correlated Images by way of Free Transmission of a maximum duration of two (2) minutes per Match from 1 (one) hour after the end of the applicable Match. The aforementioned duration is extended to a maximum duration of 5 (five) minutes per Match for transmissions from twelve (12) hours after the end of the applicable Match;
- b) Interviews by way of Free Transmission of a maximum of 1 (one) minute per each content item and up to a maximum of 3 (three) content items per Match from two (2) hours after the end of the applicable Match.

C. OFFICIAL THEMATIC CHANNELS:

1. Lega Serie A and the Clubs are entitled to exploit on their own **Official Thematic Channel** by means of **Pay Transmission** only and exclusively as an integral part of the programming of the entire Official Thematic Channel:

- a) before and after the Match as well as during half-time, Correlated Images and Interviews carried out in respect of the priorities outlined in the Regulations on Interviews and Venue Access, to be transmitted on a live, near-live and/or delayed basis. Before the Match, this is permitted in the slot from minus 90 minutes to minus 10 minutes before kick-off with the possibility to have a journalist on the pitch for stand-ups. Lega Serie A may authorise the broadcast of the aforementioned Correlated Images and Interviews up to less than 5 minutes from kick-off in case of special initiatives on the pitch (for example prize-giving, announcements, artistic performances);
- b) during the Match, full live transmission of the audio commentary;
- c) after the Match:
 - Highlights of a maximum duration of 3 (three) minutes per Match starting from 30 (thirty) minutes after the end of the Match;
 - a Match recap of a maximum duration of 10 (ten) minutes per Match half from 90 (ninety) minutes after the end of the Match;
 - the delayed transmission of the Match from 24 (twenty-four) hours after the end of the Match.

2. The Clubs are entitled to exploit on their own **Official Thematic Channel** by means of **Free Transmission** only and exclusively as an integral part of the programming of the entire Official Thematic Channel:

- a) before and after the Match, Correlated Images on a live, near-live and/or delayed basis. Before the Match this transmission is permitted in the slot from minus 90 minutes to minus 10 minutes before kick-off;
- b) after the Match:

- Highlights of a maximum duration of 3 (three) minutes per Match starting from 11:30 pm CET on the day of the Match;
- a Match recap of a maximum duration of 10 (ten) minutes per Match half from 24 hours after the end of the Match.

3. **Lega Serie A and the Clubs** are entitled to exploit on their own **Official Digital Accounts** by means of **Pay Transmission** only and exclusively as an integral part of the programming of the entire Official Thematic Channel:

- a) Correlated Images and Interviews carried out in respect of the priorities outlined in the Regulations on Interviews and Venue Access, to be transmitted on a live, near-live and/or delayed basis. Before the Match, this is permitted in the slot from minus 90 minutes to minus 10 minutes before kick-off with the possibility to have a journalist on the pitch for stand-ups. Lega Serie A may authorise the broadcast of the aforementioned Correlated Images and Interviews up to less than 5 minutes from kick-off in case of special initiatives on the pitch (for example prize-giving, announcements, artistic performances);
- b) Highlights and Correlated Images of a maximum duration of 3 (three) minutes per Match starting from 3 hours after the end of the Match.

4. **Lega Serie A and the Clubs** are entitled to exploit on their own **Official Digital Channels** only and exclusively as an integral part of the programming of the Official Thematic Channel:

- a) by means of **Pay Transmission**:
 - Highlights and Correlated Images of a maximum duration of 4 (four) minutes per Match starting from 30 minutes after the end of the Match;
 - the delayed transmission of the Match from 24 hours after the end of the Match;
- b) by means of **Pay Transmission and/or Free Transmission**:
 - a Match recap of a maximum duration of 10 (ten) minutes per Match half from 24 hours after the end of the Match;

5. **Lega Serie A and the Clubs** are entitled to exploit on their own **YouTube platform** only and exclusively as part of the programming of the Official Thematic Channel:

- a) by means of **Pay Transmission**:
 - the Match on a delayed basis from 24 hours after the end of the Match;
- b) by means of **Pay Transmission and/or Free Transmission**:
 - a Match recap of a maximum duration of 10 (ten) minutes per Match half from 24 hours after the end of the Match.

D. LEGA SERIE A RADIO CHANNEL:

Lega Serie A is entitled to exploit on its own **Radio Channel**, exclusively as an integral part of the programming of the entire channel, Highlights and Correlated Images in Radio-television mode of a maximum duration of 3 (three) minutes per Match, starting from 1 hour after the end of the Match. This duration is extended to a maximum of 15 (fifteen) minutes per Match starting from 8.00 am CET of the day following the Match.

SECTION 3. RIGHTS RESERVED TO LEGA SERIE A FOR OWN COMMERCIAL ACTIVITIES

Lega Serie A also reserves the right:



- a) to create an official magazine featuring each Serie A Championship, Coppa Italia and Supercoppa Italiana Round, containing images of Matches of a maximum duration of 4 (four) minutes per Match, which may be transmitted not earlier than 24 hours after the end of the applicable Match;
- b) to licence to any third parties (e.g. television broadcasters, websites, apps and sponsors) in the Licensed Territory highlights of a maximum duration of 3 (three) minutes per Match, to be used in the context of programs, magazines and/or as standalone clips for transmission on any channel and platform whatsoever;
- c) to licence to any third parties (e.g. television broadcasters, websites, apps and sponsors) in the Licensed Territory up to 5 near-live clips per Match of a maximum duration of 10 seconds each;
- d) to authorise the sponsor(s) of the “Man of the Match” award to use audiovisual footage of the related awarding ceremony held after the end of each Match for transmission on its(their) own digital platforms on a delayed basis;
- e) to commercialise, independently from the License Agreement, the audiovisual rights related to the presentation of the Competitions’ schedules, the award ceremonies and/or other similar events.

Lega Serie A is entitled to market the Reserved Rights specified in this Section 3 also in combination with Match Data, Coach Data and Tracking Data.

APPENDIX 4 - SIGNAL AND ADMISSION TO STADIUMS

SECTION 1. THE SIGNAL

All the Serie A Matches, the Coppa Italia Matches starting from the first knockout Round and all the Supercoppa Italiana Matches are produced in Ultra HD technology, from which a Signal in HD1080p50 is derived, to be supplied to the Licensee upon the terms and conditions specified in the GT&C.

The production characteristics of each Match, including minimum technical standards as well as quality and editorial criteria, will be detailed in the Media Production Regulations and Editorial Guidelines.

Lega Serie A guarantees that the Signal from the Matches of the Competitions will be available to the Licensee and its Sub-licensee(s), if sub-license is authorised in the applicable Key Terms, as specified in clause 6.5 of the GT&C, through delivery to the OB facilities at the site of the Match. The Licensee shall provide Lega Serie A, with adequate notice, with the list of all its Sub-licensee(s) that are authorised to receive the Signal. Upon request of the Licensee and/or of its Sub-licensee(s), the Signal can be made available via IP links (uploading at 10 Mbps) through the technical distribution service designated by Lega Serie A, with international sound and English commentary.

The Signal made available to the Licensee will include the overlay of the official graphics determined by Lega Serie A which the Licensee undertakes to transmit (by way of example, VAR, GLT and statistics). Should such graphics assets be supplied separately, the Licensee shall be committed to insert them according to the instructions provided by Lega Serie A.

SECTION 2. ACCESS TO STADIUMS

With reference to Packages A., B., F(a). and F(b)., the person(s) indicated by the Licensee and authorised by Lega Serie A, at its absolute discretion, to access a specific Match in compliance with the procedures and terms set out in detail in the Regulations on Interviews and Venue Access, will be entitled to:

<p>access the Match, with the sole purpose of supplementing the Match Data to better meet the requirements of Sports Betting operators. The Licensee will be obliged to comply with the accreditation rules, including in relation to timing. The person(s) indicated by the Licensee and whose admission will be authorised by Lega Serie A may access the Match but shall under no circumstances be authorised to collect, record or transmit any audiovisual (or other) data other than as authorised in this License Agreement.</p>	<p>Right granted to the requesting Licensee(s), with a maximum of two persons per Match, at the discretion of Lega Serie A.</p>
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With reference to Match Data (Packages A., B., F(a). and F(b).), the Licensee must from time to time during the Football Season, at least 15 (fifteen) days before the Match, request from Lega Serie A a specific authorisation for admission to the stadiums where Matches are played, for the purposes set out above, acknowledging as of now that such authorisation will be given by Lega Serie A at its sole discretion, depending on the number of accreditations that may be granted for the Matches, which Lega Serie A will determine from time to time on the basis of logistical availability.

The admission to the stadium shall be regulated in accordance with the procedures set out in this Appendix 4 and as further detailed in the Regulations on Interviews and Venue Access and, in addition, shall be subject to the payment of any applicable fees in relation to technical services, as may be listed in the rate card set out in the aforesaid Regulations. Any personnel of the Licensee or of its Sub-licensee(s) granted access in accordance with the above must also comply with any instructions issued by Lega Serie A and/or the respective Club's representatives.

APPENDIX 5 - MATCH DATA AND COACH DATA

This Appendix 5 shows the minimum content of the Match Data and the Coach Data for each Competition, without prejudice to Lega Serie A's right to supplement the data set provided herein.

A) Historical player data:

Master Data	Age
	Height
	Weight
	Position
Competitions & Appearances	Number of matches played
	Number of matches played in season
	Number of matches played from the first minute in season
	Number of minutes played in season
	Number of substitutions in season
	Number of substitute appearances in season
Goals	Number of goals scored
	Number of goals conceded
Shots	Number of shots on goal in season
	Number of shots off goal in season (distinguishing between shots on goal and shots on posts or crossbars)
Assists	Number of assists provided in season
Fouls	Number of fouls committed in season
	Number of fouls suffered in season
Balls lost / recovered	Number of balls lost in season
	Number of balls recovered in season
Penalties	Number of penalties taken in season
	Number of penalties scored in season
	Number of missed penalties in season
	Number of penalties saved in season
Offsides	Number of offsides in season
Cards	Number of yellow cards received in season
	Number of red cards received in season
Career	Date of debut
	Debut match
	Debut season
	Number of seasons at the club
	Club of origin

National team	Number of appearances in the national team
	Number of goals scored in the national team
	Number of goals conceded in the national team

B) Historical team data:

Goals	Number of goals scored in season
	Number of goals conceded in season
	Average goals scored per match
	Average goals conceded per match
Shots	Number of shots on goal in season
	Number of shots off goal in season (distinguishing between shots on goal and shots on posts or crossbars)
	Average number of shots on goal per match
	Average number of shots off goal in season (distinguishing between shots on goal and shots on posts or crossbars)
Fouls	Number of fouls committed in season
	Number of fouls suffered in season
	Average number of fouls committed per match
	Average number of fouls suffered per match
Balls lost / recovered	Number of balls lost in season
	Number of balls recovered in season
	Average number of balls lost per match
	Average number of balls recovered per match
Offsides	Number of offsides in season
	Average number of offsides per match
Cards	Number of yellow cards received in season
	Number of red cards received in season
	Average number of yellow cards received per match
	Average number of red cards received per match
Full ranking including	Number of points
	Number of matches played (divided by home/away matches)
	Number of matches won (divided by home/away matches)
	Number of matches drawn (divided by home/away matches)
	Number of matches lost (divided by home/away matches)
	Number of goals scored
	Number of goals conceded

C) Referee data:

Appearances	Number of appearances (in season / career)
Fouls	Number of fouls whistled in season
Penalties	Number of penalties whistled (in season / career)
Cards	Number of yellow cards shown (in season / career)
	Number of red cards shown (in season / career)
Statistics with Club	Number of home team victories in refereed matches (in season / career)
	Number of draws in refereed matches (in season / career)
	Number of away team victories in refereed matches (in season / career)

D) Match data:

Starting formations	Team deployments
Ball possession	Number of minutes of ball possession
	Percentage of ball possession
	Lost ball possessions, broken down into those caused by a mistake and those caused by an action of the opponent (<i>data available for players too</i>)
	Ball possessions recovered (<i>data available for players too</i>)
Corner kicks	Number of corner kicks taken (from right / left)
Goals, with details of:	Starting position in the field
	Field shooting point
Shots on goal	Number of shots on goal - broken down into game actions, free kick actions, directly from free kicks and corners - with details of the starting position on the field (<i>data available for players too</i>) and of the shooting point on the field (<i>data available for players too</i>)
Posts & crossbars	Number of posts and crossbars – broken down into game actions, free kick actions, direct from free kick and corner kick, with details of the starting position on the field (<i>data available for players too</i>) and the shooting point on the field (<i>data available for players too</i>)
Shots off goal	Number of shots off goal - broken down into game actions, free kick actions, direct from free kick and corner kick, with details of the starting position on the field (<i>data available for players too</i>) and the shooting point on the field (<i>data available for players too</i>)
Assists	Number of assists (<i>data available for players too</i>)
Fouls	Number of fouls committed (<i>data available for players too</i>)
	Number of fouls suffered (<i>data available for players too</i>)
Offsides	Number of offsides (<i>data available for players too</i>)
Substitutions	Number and names of substitutes
Cards	Number of yellow cards (<i>data available for players too</i>)
	Number of red cards (<i>data available for players too</i>)
Game dynamics	Number of attacking actions from the middle / sides of the field
	Number of goal scoring actions
	Number of manoeuvred actions

	Number of long ball throws
	Number of counter-attacks
	Number of actions taken following ball possession recovery
	Number of individual actions
	Number of wrong passes
	Number of crosses taken from the field
	Number of missed crosses from the field
	Number of offsides attempted from the defensive line
	Number of offsides taken from the defensive line
	Number of saves made by the goalkeeper
	Number of decisive saves by the goalkeeper
	Number of missed saves by the goalkeeper
	Number of exits made by the goalkeeper
	Number of missed exits of the goalkeeper
	Number of serious mistakes by the goalkeeper
Performance analysis	Ranking of the 6 best players for: shots on goal, assists, ball possession recovered/lost, fouls committed/suffered
	List of the 4 players per team with highest number of kilometres covered, broken down into three categories: walking, running and sprinting
	List of the 4 best performing players per team in relation to average speed in the sprinting phase
Pass analysis	Number of passes and success rate with reference to: short passes (<10m), medium passes (10 - 25m), long passes (> 25m)
Heatmap	Heatmap of each team
Field position analysis	Average position of the players on the field (first half / whole match)
	Team's centre of gravity (first half / whole match)
	Average team length (first half / whole match)
	Average team width (first half / whole match)
Data Report for MVP	Kilometres covered, broken down into three categories: walking, running and sprinting
	Average speed in running phase
	Average speed in sprinting phase
	Heatmap
Match Statistics	Penalty saves made
	Player fouled within the penalty box (excludes any penalties won for handball)
	Red Card
	Total goalkeeper saves
	Second yellow card given
	Shot that goes wide of or over the goal or hits the post/bar
	Total number of clearances
Total offside	

	An aggregate of all attempted (successful or unsuccessful) passes excluding throw-ins, keeper throws and crosses
	Total shots at goal (excludes own goals)
	Number of times player substituted off
	Number of times player substituted on
	Total number of tackles
	Total number of throw-ins
	Number of fouls on the player
	Total corners forced by the team
	Total tackles won by the team (winning possession or putting the ball out of play)
	First yellow card awarded to the team
Match Statistics	Goalkeeper faced a penalty kick
	Red card rescinded by the referee
	A pass that is successful and ends in a player's own half of the pitch (excludes throw-ins and keeper throws)
	Accurate corner distributions into the box
	Accurate crosses (via corners open play and set pieces)
	Accurate crosses (including freekicks but excluding corners)
	An accurate pass that ends in the attacking half of the pitch (including crosses but excluding throw-ins and keeper throws)
	Accurate goal kicks (from goalkeeper)
	Accurate throws from the goalkeeper in open play
	Long ball played forward without an obvious target but successfully finds a team-mate
	A successful pass by a striker who has received the ball with their back to goal and then plays the ball back towards team-mates
	Accurate passes further than 35 yards (excluding throw-ins, crosses keeper, throws)
	Accurate passes that leave a player one-on-one with the goalkeeper
	All accurate throw-ins
Unsuccessful aerial duels	
Match Statistics	Successful aerial duels
	Shot from the centre of the box
	Shot from the left of the box
	Shot from the right of the box
	An attempt that missed that was close but high
	An attempt that missed that was close but high left
	An attempt that missed that was close but high right
	An attempt that missed that was close but left
	An attempt that missed that was close but right
	Total shots from outside the box in the centre (less than 35 yards out)
	Attempt from outside the box to the left side of the goal
	Attempt from outside the box to the right side of the goal
	An attempt from deep outside the box to the left side of the goal
	An attempt from deep outside the box to the right side of the goal
	Shot that came after a corner was taken
	Shot resulting from a counter-attack
	Goal from a direct free kick
	A direct free kick that misses its target (the goal)
A direct free kick that hits the goalpost (no goal)	

Match Statistics	A direct free kick saved by the goalkeeper (i.e. not blocked by an outfield player on the line)
	Total shots from direct free kicks
	A goal in the top centre of the goal
	A goal in the top left of the goal
	A goal in the top right of the goal
	A goal in the bottom centre of the goal
	A goal in the bottom left of the goal
	A goal in the bottom right of the goal
	A headed goal
	A headed attempt off target
	A headed attempt that hits the woodwork
	A headed attempt that is saved by the goalkeeper (i.e. not blocked by an outfield player on the line)
	Total headed attempts
	Shot attempt from inside the box that is blocked (excludes any shots saved/cleared off the line in a defensive act)
	Goal from a shot inside the box
	Shot from inside the box that goes wide of or over the goal
Shot from inside the box that hits the post or bar	
Match Statistics	Shot from inside the box that are saved by the goalkeeper (i.e. not blocked by an out-field player on the line)
	Own goal from inside the box
	Own goal from outside the box
	Goal from a left-footed shot
	Left-footed shot that was saved by the goalkeeper (i.e. not blocked by an outfield player on the line)
	Total left-footed shots
	Attempt from long range to the centre of the goal
	Attempt from long range to the left of the goal
	Attempt from long range to the right of the goal
	Attempt that misses - over the crossbar
	Attempt that misses - over the crossbar and left
	Attempt that misses - over the crossbar and right
	Attempt that misses - to the left
	Attempt that misses - to the right
	Shot from outside the box that is blocked before reaching the goal (excludes any shots saved/cleared off the line in a defensive act)
	Goal from a shot outside the box
Shot from outside the box that goes wide of or over the goal	
Shot from outside the box that hits the post or bar	
Match Statistics	Shot from outside the box that was saved by the goalkeeper (eg not blocked by an outfield player on the line)
	Goal scored with other body part
	A shot attempt where the attacker was in a one-on-one situation against the goalkeeper
	A shot attempt that came in open play or in a fast break
	Penalty goal
	A penalty shot that goes wide of the goal or over the crossbar
A penalty that hits the woodwork	

	A penalty that was saved by the goalkeeper
	A shot that hits the crossbar
	A shot that hits the left post
	A shot that hits the right post
	Right-footed goals
	Right-footed shots that were saved by the goalkeeper (i.e. not blocked by an outfield player on the line)
	Total right-footed shots
	A shot that came directly after a set-piece (corner free kick or throw-in)
	A shot that is saved in the top centre part of the goal (i.e. not blocked by an outfield player on the line)
	A shot that is saved in the top left of the goal (i.e. not blocked by an outfield player on the line)
Match Statistics	A shot that is saved in the top right of the goal (i.e. not blocked by an outfield player on the line)
	A shot that is saved in the bottom centre part of the goal (i.e. not blocked by an outfield player on the line)
	A shot that is saved in the low left part of the goal (i.e. not blocked by an outfield player on the line)
	A shot that is saved in the low right part of the goal (i.e. not blocked by an outfield player on the line)
	An attempted shot from inside the box
	An attempted shot from outside the box
	An attempt conceded from a shot from inside the box
	An attempt conceded from a shot from outside the box
	Free kick for passing back to goalkeeper
	A player takes possession of a loose ball
	Challenge that did not make contact
	Clearance/blocked shot off the line
	Any major talking point or error made by the referee
	Goalkeeper tries to catch a cross but misses the ball
	A cross caught by the goalkeeper when delivered from within 18 yards of the by-line
	A cross caught by the goalkeeper when delivered from further than 18 yards from the by-line
Foul for play which could cause serious injury to an opponent	
Match Statistics	A shot that is saved in the top right of the goal (i.e. not blocked by an outfield player on the line)
	A shot that is saved in the bottom centre part of the goal (i.e. not blocked by an outfield player on the line)
	Player is dispossessed on the ball by an opponent – no dribble involved
	Goalkeeper dives and catches the shot
	Goalkeeper dives and parries/deflects the ball to a safe area
	Duel over the possession of the ball where a player loses the ball – doesn't include 'over-run' situations where the attacking player takes on an opponent but the ball runs away from them out of play or to an opponent
	Duel over the possession of the ball where a player wins the ball
	A successful defensive clearance – where a player under pressure kicks the ball clear of the defensive zone or/and out of play
	A successful defensive clearance via a header
	A mistake which leads to the opposition scoring
	A mistake which leads to an opposition shot

	A pass where the ball moves from outside the final third into the final third
	The total number of goals scored in the first half of the match (total, both teams combined)
	The position within the formation.
	A foul that occurs in the final third of the pitch
Match Statistics	Goalkeeper successfully takes possession by diving down to collect a loose ball that a striker is chasing
	Qualifier for an assist to confirm that the assisting player had a direct intention to set up a goal attempt
	Goal conceded from a shot inside the box
	Goal conceded from a shot outside the box
	Goalkeeper catches a cross
	Goals scored from regular play or on a fast break
	Free kick given for handball
	Clearance via a header
	Pass from a header (this statistic always implies a successful headed pass)
	Interception made within the penalty area
	Goalkeeper picks the ball up - usually under pressure
	Goalkeeper throw-outs
	A player makes a defensive action/tackle and is the last person between the opponent and the goal
	All pass events (i.e. includes throw in, crosses & gk throws) that start in a player/team's own half and end in the opposition half
	Successful pass events (i.e. includes throw in, crosses & gk throws) that start in a player/team's own half and end in the opposition half
Match Statistics	Player assists another player who takes a shot but misses the goal
	Player assists another player who takes a shot that is on target (includes goals)
	Shot on target (i.e. applies for a shot that was not blocked and did not hit woodwork but may have been saved off the line by a player on the defending team)
	Defender Blocks a shot
	Pass to the left wing (attacking half)
	Pass to the right wing (attacking half)
	Shot that hits the post or bar
	Goalkeeper punches the ball clear from a high ball
	Shot saved from shot inside the box
	Shot saved from shot outside the box
	Foul conceded by goalkeeper holding the ball beyond the 6-second rule
	Shot blocked from an attempt inside the six-yard box
	Goalkeeper saves a shot by standing and catching
	Goalkeeper saves a shot by standing and deflecting/parrying
	Total number of attacking passes by the player
Player assists a shot (including goals). Also known as 'chances created' or key passes	
Total number of passes that end in the player's own half – excluding throw-ins and keeper throws	
Match Statistics	A dribble past a player is attempted (contests always involve two players)
	Total corners that reached the box – includes long balls if the corner kick is passed greater than 35 yards
	Total number of crosses (via corners open play and set pieces)
	Total number of crosses that are not from corners

	Total number of fast breaks that occurred
	Total number of passes that end in the opposition half (includes crosses).
	Total number of high claims by goalkeeper
	Number of long balls launched forward into an area of the pitch rather than to a specific team-mate
	Total passes by a striker who has received the ball with their back to goal and then plays the ball back towards team-mates
	All passes (i.e. excludes throw ins, crosses & gk throws) that are >=32 m in length
	Number of players substituted on
	Total number of through-balls. This is a type of pass where the ball is played through to a team-mate bisecting the opposition defensive line and leaving a player one-on-one with the goalkeeper (excluding throw-ins, keeper throws, and crosses)
	Total sum of a player's on-the-ball events
	Total touches inside the penalty area of the opposition
	Previously collected as a standalone stat, now it's the same as unsuccessful touch
	Total dribbles where a team player beats an opponent – no over-runs
Match Statistics	Total number of passes (successful or unsuccessful) which are “flicked” on to a running team-mate - usually a header
	Total number of passes which are “flicked” on and successfully find a team-mate
	Total number of passes (successful or unsuccessful) which are lofted into the air and not along the ground – does not include crosses
	Total number of successful passes played in the air and not along the ground – does not include crosses
	Total number of opposition crosses blocked by the team
	A defender shields the ball with their body from an opponent as the ball rolls out of play
	Throw-in taken incorrectly
	Total number of opposition crosses blocked by the team resulting in possession being won
	An attacking player reaches the byline and passes the ball in a backwards direction (successful or unsuccessful)
	An attacking player reaches the byline and successfully passes the ball in a backwards direction to a teammate
	Goalkeeper attempts to come off his line and win possession of the ball
	Goalkeeper comes off his line wins the ball and wins possession for their team
	A goal assist from an open play situation
	A goal assist from a corner free kick or throw-in where the assist itself may be several passes after the set play in question
	A shot assist from an open play situation
	A shot assist from a corner freekick or throw-in where the assist itself may be several passes after the set play in question
Match Statistics	A player attempts a dribble but hits the ball too far ahead and loses it
	A defending player intercepts a pass between opposition players
	A pass which led to a clear-cut scoring opportunity, such as a one-on-one situation or a shot from just a few yards out
	A clear-cut scoring opportunity which was not converted/scored
	A goal scored from a clear-cut chance
	A player only touched the ball and lost possession – bad control
	A pass forward (excludes throw-ins, keeper throws, goal kicks and crosses)
	A pass backward (excludes throw-ins, keeper throws, goal kicks and crosses)

	A pass to a player on the left-hand side of the pitch in the opposition half (excludes throw-ins, keeper throws, and crosses)
	A pass to a player on the right-hand side of the pitch in the opposition half (excludes throw-ins, keeper throws, and crosses)
	Total number of successful passes where the ball ends in the final third of the pitch (excludes throw-ins, keeper throws, and crosses)
	Total number of passes (successful or unsuccessful) where ball ends in the final third of the pitch (excludes throw-ins, keeper throws and crosses)
	Combination of all diving saves and catches including saves where the ball ends up still in danger in the possession of an attacking player
	Total number of times possession was regained in the defensive third of the field
	Total number of times possession was regained in the midfield third of the field
	Total number of times possession was regained in the attacking third of the field
	Total losses of possession
Match Statistics	Total losses of possession
	Goals scored from a fast break situation
	Shots made following a fast break situation
	A pass where the ball moves from outside to inside the penalty area
	Total number of occasions the ball hit the woodwork in any situation (includes blocked onto or saved but not goals)
	Assist directly from a corner or free kick
	A ball played into the box directly from a free kick (successful or unsuccessful)
	A ball played into the box directly from a free kick that successfully found a team-mate
	Any type of pass in open play (successful or unsuccessful)
	Any type of pass to a team mate in open play
	A foul event with "attempted tackles" qualifier assigned
	A player blocks a pass at close range
	An attacking player who plays a pass/cross/shot through an attempted block
	An attacking player who plays a pass/cross/shot through an attempted block
	A heavily-deflected pass
	A shot blocked by a defender and scored on the rebound
	A shot saved by the goalkeeper but scored on rebound
	A shot that hits the woodwork and is scored on rebound
Match Statistics	A foul won that leads to a direct free kick scored
	A player forces a handball which results in a free kick scored
	A player shoots or passes forcing a defender to put the ball in their own goal
	An assist assigned to a player who wins a penalty which is taken and scored by a team-mate
	Total shots conceded by the team while the player was on the field
	Total goals conceded by the team while the player was on the field
	A pass to create an opportunity for another player to assist a goal
	The player scoring the winning goal is the goal that makes the difference

E) Coach Data:

All the indicators listed below are calculated in real time (with a latency of less than 1s) during the match, without human intervention, from the raw tracking data. The indicators are made available at different time frequencies or on subsets of actions (e.g.: given in the last 10 minutes, given only in the possession phase).

(i) Spatial data / indicators (calculated every second and available with different logical and temporal aggregations):

Related to team*	Centre of gravity	Average of all players' positions
	Length	Distance between the last defending player and the player positioned furthest forward
	Width	Distance between the outermost players
	Pitch control	Percentage of space on the field
	Distance between wards	Average distances between 2 wards in both possession and non-possession. The identification of wards is calculated dynamically based on the team's layout, regardless of fixed forms
Related to player	Pitch area covered	Show the area of the pitch covered and the player's zone of control, i.e. the parts of the field where he can get to the ball before his opponents/team-mates.
	Pitch area in control	

(ii) Temporal data / indicators (calculated every second and available with different logical and temporal aggregations):

Related to team*	Time spent running (and/or passing) the ball	Time / percentage of actual time the ball is run (or passed) by the team
	Time spent manoeuvring / counter-attacking / confusing	Time / percentage of actual time spent manoeuvring / counter-attacking / confusing
	Time spent with high pressure on the ball carrier	Time / percentage of actual time spent in putting high pressure on the opposing ball carrier
	Time spent with pressure on opponents	
	Time spent in numerical superiority	
Related to player	Time spent running (and/or passing) the ball	Time / percentage of actual time the ball is run (or passed) by the player
	Time spent under pressure	Time / percentage of actual time the player suffers pressure from the opponents
	Time spent pressing the opposing ball carrier	Time / percentage of actual time the player puts pressure on the opposing ball carrier
	Time spent at high running intensity	Time / percentage of actual time the player runs at high intensity

(iii) Technical-and-tactical data/indicators (calculated every second and available with different logical and time aggregations):

Related to team*	Dangerousness	A team's ability to create potential goal-scoring actions (calculated for all attacking actions, regardless of whether the action ends with a shot on goal). It means the dangerousness of each moment of the game considering the position of the players of one's own team, of the opponents and of the ball. The dangerousness of each action is the maximum value reached during the same
	Ball speed	Ball speed in m/s (only calculated in active-game circumstances)
	Modules of play	Time distribution of both possession and non-possession modules of play
	Immediate Through Ball	Identifies how many and which wards on your team were skipped with a pass from an opponent player
	Pace of play	Average speed of players and ball speed (calculated only in possession actions)
Related to	Pressure received	Measure of how much pressure the ball carrier has from the opposing team

player	Pressure put	Measure of how hard each individual player is pressing the nearest opponent (man-marking)
	Passing availability	Measure of the extent to which a player breaks away from his opponents to receive a pass from his team-mate (percentage value between 0 and 100)
	Vertical Index	Number of opposing players passed by a vertical pass (calculated only if the pass is successful). Measure of how deep a player tends to play
	Pass risk	Measure of the risk of a pass made being intercepted (percentage value between 0 and 100) (Calculated only if the pass is successful) Measure of the player's propensity to risk the play
	Through Ball	Identifies how many and which wards of the opposing team were skipped with a pass
	Scan	Indicates the number of times a player does a scan, that is, when a player directs his gaze away from the ball to get information about the game situation in another area of the field
	Pass quality	Quantifies the risk of a pass (i.e., the probability that it will be intercepted) versus the gain obtained

(iv) Physical data / indicators (calculated every second and broken down among manoeuvring / counter-attacking / confusing):

Related to team* / player	Distance covered in walking (<7 km/h) / running (7 - 25 km/h) / sprinting (> 25 km/h)(calculated in relation to both active time and total time); their sum gives the total distance during active time and total overall distance)
	Distance covered in attacking/defensive phases (of play)
	Sprints towards opponents / one's own goal

* All team indicators do not take the goalkeeper's position into account

All indicators and alerts will be available through a proprietary API platform.

In addition to the above, indicators generate real-time alerts on the performance of each player and team, i.e. predictive or prescriptive alerts, based on the identification of any anomalous trends or correlations among KPIs.

APPENDIX 6 - TRACKING DATA

This Appendix 6 shows the minimum content of the Tracking Data, without prejudice to Lega Serie A's right to supplement the data set provided herein.

Lega Serie A can develop more and diverse indicators in agreement with right holders.

A) Physical Data

Minutes Played	Time on the field, represents the player's minute playing time in the game
Total Distance (m)	Distance covered
Distance in Sprint V>25	Distance covered in a sprint i.e., at a speed greater than 25 km/h
Distance in HSR V20-25 km/h (m)	Distance covered at a speed between 20 and 25 km/h
Distance in Run V15-20 km/h (m)	Distance Covered at a speed between 15 and 20 km/h
Distance in Jog V6-15 km/h (m)	Distance Covered at a speed between 6 and 15 km/h
Distance in Walk V1-6 km/h (m)	Distance Covered at a speed between 1 and 6 km/h
Standing Distance V0-1	Distance Covered at a speed of less than 1 km/h
Number of Sprint V>25 km/h	Number of sprints made at a speed greater than 25 km/h
Number of Activity in HI	Number of activities performed at high intensity i.e., at a speed greater than 15 km/h
Distance in HI V>15 km/h (m)	Distance covered at high intensity i.e., at a speed greater than 15 km/h
Activity in HI	Number of activities carried out at high intensity (speed greater than 15 km/h)
Recovery Time Full Match (sec)	Time in seconds the player performed recovery activities (in the whole game)
Recovery Time First Half (sec)	Time in seconds the player performed recovery activities (first half)
Recovery Time Second Half (sec)	Time in seconds the player performed recovery activities (second half)
Distance in Sprint V>25 (1° e 2° Half)	Distance covered in a sprint i.e., at a speed greater than 25 km/h (1st and 2nd half)
Distance in HSR V20-25 (1° e 2° Half)	Distance covered in a sprint i.e., at a speed between 20 and 25 km/h (1st and 2nd half)
Distance in Run V15-20 (1° e 2° Half)	Distance covered in a sprint i.e., at a speed between 15 and 20 km/h (1st and 2nd half)
Distance in Jog V6-15 (1° e 2° Half)	Distance covered in a sprint i.e., at a speed between 6 and 15 km/h (1st and 2nd half)
Distance in Walk V1-6 (1° e 2° Half)	Distance covered in a sprint i.e., at a speed between 1 and 6 km/h (1st and 2nd half)
Ranking	Ranking of the 6 best players for: shots on goal, assists, ball possession recovered/lost, fouls committed/suffered
Ranking	List of the 4 players per team with highest number of kilometres covered, broken down into three categories: walking, running and sprinting
Ranking	List of the 4 best performing players per team in relation to average speed in the sprinting phase

B) Match Indicators:

Touches	Total number of touches
Touches	Pressured touches

Touches	Pressured carries under opposite pressure
Touches	Touches per carry
Touches	One-touch carries
Touches	Average touch position up the pitch
Touches	Average touch position across the pitch
Touches	Average touch position across the pitch, irrespective of side
Touches	Touches with left foot
Touches	Touches with right foot
Touches	Foot used for majority of touches
Touches	Footedness: Tendency to use one or both feet for touches
Touches	Inverted: If a player's dominant foot is different to their side of the pitch
Touches	Average Angle: Average orientation (towards the attacking goal) of touches
Touches	Forward Facing: Number of touches where the player was facing towards the attacking end of the pitch
Touches	Backward Facing: Number of touches where the player was facing towards the defensive end of the pitch
Touches	Average absolute width (m)
Touches	Backward facing
Touches	Dominant foot
Touches	Dominant Foot Percent
Touches	Average height
Shots	Left Foot: Shots hit with left foot
Shots	Right Foot: Shots hit with right foot
Shots	Other: Shots hit with other body part
Shots	Average distance to goal of shots
Shots	Average pressure applied by defenders on shots
Shots	Average speed of kicked shots backlift
Shots	Average distance of kicked shots backlift
Shots	Average speed of shot after connection
Shots	Average speed of shots hit with foot after connection
Shots	Average speed of shots hit with other body part after connection
Shots	Total skeletal xG
Shots	Shooter body positioning: xG difference due to shooter's body positioning
Shots	Shot Execution: xG difference due to quality of shot
Shots	GK (opponent) performance: Difference between post-shot xG and goals scored
Shots	Average chance quality
Shots	Average shot speed

Shots	Shot execution
Pressures	Number of ball pressures
Pressures	Average pressure
Pressures	Opponent carries: Number of carries by opposing team
Pressures	Opponent touches: touches by opposing team
Pressures	Percent of carries pressed: Percent of opposing team's carries that featured at least one pressure
Pressures	Percent of touches pressed: Percent of opposing team's touches that were pressed
Jumps	Total jumps
Jumps	Average apex height
Jumps	Average hang time
Jumps	Max apex height
Jumps	Aerial duels
Jumps	Header Attempts: Number of jumps attempting to head the ball
Jumps	Average apex spring: Average spring of jumps
Jumps	Max apex spring: Highest spring of jumps
Jumps	Average distance: Average distance travelled while jumping
Jumps	Average header timing: Average timing (how close to the apex that contact was made) of jumps
Jumps	Aerial duel won: Total number of aerial duels won
Jumps	Percent of aerial duels won
Jumps	Average max height difference between player and opponent in duel