

REGULATION ART. 11 Presidential Decree OCTOBER 26, 2001, 430
"NEW PLAYER UNLOCKED" PRIZE COMPETITION

1. Promoter

The promoting company is MILAN ENTERTAINMENT SRL based in via Aldo Rossi, 8 - 20149 - Milan. VAT number 10219030151.

2. Associated subject

Associated company is AC Milan Spa with headquarters in Via Aldo Rossi 8 - 20149 - Milan. VAT number and C.F. 01073200154.

3. Delegated Company

Delegated company is Datalytics s.r.l. based in Via Aurelia 547 - 00165 - Rome - Tax Code: 12928481006.

4. Recipients

The recipients of the competition are all those who connect to the newplayerunlocked.acmilan.com site during the promotional period and follow the procedure for participating in the competition. Employees and collaborators of the Promoting Company, of the subsidiaries, associates and parent companies and of the Delegated Subject are excluded from participation.

Those who have a relationship of collaboration and / or dependence with the promoting company, with subsidiaries, associates and parent companies and with the Delegated Subject are excluded from participation.

5. Duration of the competition

From 12 July to 5 September 2021.

This initiative is divided into weeks of participation:

- 1st week: from 12 July to 18 July 2021;
- 2nd week: from 19 to 25 July 2021;
- 3rd week: from 26 July to 01 August 2021;
- 4th week: from 02 to 8 August 2021;
- 5th week: from 9 to 15 August 2021.
- 6th week: from 16 to 22 August 2021.
- 7th week: from 23 to 29 August 2021.
- 8th week: from 30 August to 5 September 2021.

The registration of the winners is expected by **October 17, 2021.**

6. Promotional products - Objective of the competition

The promoted brand is A.C. Milan and this competition is carried out with the aim of increasing the visibility of the promoted brand.

7. How to participate

INSTANT WIN

To take part in this initiative, the recipients of the competition must:

- Connect to the newplayerunlocked.acmilan.com website (from web or mobile);
- Log in to the Mymilan area after registering (<https://www.acmilan.com/it/fan/mymilan>);
 - o In case of unavailability of Mymilan, recipients must fill in a form with the following fields: email - name - surname - sex - date of birth - municipality of birth - region / country of birth - municipality of domicile - region / country of one's domicile mobile phone

- Express your consent (optional) for the processing of your data for direct and profiled marketing purposes
- Accept the regulation and privacy policy;
- Confirm participation.

Once the registration is confirmed, the user will be redirected to the page containing a game such as "flip the card" where the user can immediately find out if he has won one of the weekly or daily prizes up for grabs.

At the same time as the outcome of his bet, in the event of a win, the winner will receive an e-mail to the e-mail address provided during registration.

WARNING! - Based on your personal IT security settings and those defined by the "internet providers" (eg Libero, Alice, Fastweb, Yahoo, Gmail etc.) some e-mail communications, although free of suspicious information or sensitive data and constantly guaranteed with special Antivirus and AntiSpam filters, they could be recognized as SPAM or Junk mail.

When winning, therefore, if you do not receive a confirmation e-mail, it is recommended to perform a quick consultation of the SPAM / Junk mail folder.

8. Methods of awarding prizes

INSTANT WIN

Among all the participations received, the system will assign, with immediate and random winning methods:

- **1 Winner per day (total 56 winners)** who will win a GIFT CARD € 50.00; (daily rewards)
- **2 winners for each week** of validity of the competition (**total 16 winners**) who will win a Authentic Home jersey with UCL badge. (weekly awards)

In the case of prizes not awarded in a day or in a week, the same will be offered again in the following days and weeks. It should be noted that in the event of winning one of the daily prizes, the user will not be able to win a weekly prize. Similarly, in the event of winning one of the weekly prizes, the user will not be able to win one of the daily prizes

The files containing the data of all the winners, relating to the immediate and random winning method, will be delivered to the person responsible for the protection of public faith competent for the territory (Article 9 of Presidential Decree 26 October 2001, n. 430), by the date Indicated above.

POSSIBLE EXTRACTION OF RECOVERY

In the event that any prizes relating to the Instant Win phase remain unassigned, or it is not possible to validate one or more winnings, the drawing of as many names as there will be unassigned or not validated prizes will be made among all non-winning participants. Each user will not be able to win more than one prize during the event.

N.B. If it deems it necessary in order to be able to deliver the prizes, the Promoting Company reserves the right to ask the winners a copy of their identity card or valid document and, in this case, if the data entered for registration on the online form does correspond to the document presented, it will not be possible to assign the prize.

The winner cannot contest the prize awarded, nor request the corresponding value in money or exchange / replacement for any reason. However, in the event that the Promoter is unable to deliver the prize won, it reserves the right to replace the prizes announced with prizes of equal or greater value (circ. 28/3/2002 point 9.6) The winners cannot request any indemnity following any damage resulting from the acceptance and / or use of the prize.

7.1 Limits to Participation

Each user can participate in the Instant Win phase once a week for a total of 8 times throughout the event.

9. Prizes up for grabs

PRIZE	Quantity	Unit value excluding vat	Total value excluding vat
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		(where due)	(where due)
GIFT CARD € 50,00	56	€ 50,00	€ 2.800,00
HOME AUTHENTIC JERSEY 21/22	16	€ 124,59	€ 1.993,44
TOTALE			€ 4.793,44

The total prize pool will be € 4,793.44 (excluding VAT where due).

The values of the prizes must be understood as the value of the public sales list at the date of drafting of this regulation.

9.1 Nature of the prize

AUTHENTIC HOME JERSEY 21/22

Ac Milan Home Authentic Jerseys 2021/22 with personalization of Name / Number and with badge "Champions League Pack"

GIFT CARD € 50.00

Gift cards will be available on the website <https://store.acmilan.com>.

Gift Cards will not give right to change, cannot be converted into money under any circumstances and must be used within 12 months of receipt.

The Gift Cards will be issued in the form of a unique identification code and sent to the winners by e-mail, to the same e-mail address indicated by them for participation in the competition.

With the receipt by e-mail of the prize, the winner will acquire full ownership and availability, assuming, for the effect, any responsibility, none excluded, including, therefore, that for the custody, loss, theft, the destruction and / or use, even unauthorized, in any way connected to the possession and / or use of the unique identification code, with consequent release from any responsibility for the sponsoring company and the delegated company.

10. Notification and delivery of prizes

INSTANT WIN

The winners of the Instant Win will be notified by a message on the screen at the time of winning and will receive the notification of winning by e-mail to the e-mail address indicated during registration.

The winners must confirm their acceptance of the prize **within 10 days** of sending the notification of winnings, following the instructions in the email itself. In case of winning of a minor, the acceptance of the prize must be issued by the parent or legal guardian, who will assume all responsibility for the future use of the prize.

POSSIBLE EXTRACTION OF RECOVERY

The winners of any recovery draw will be notified via email to the address indicated during registration. The winners of the recovery draw must provide acceptance of the prize **within 10 days** of receiving the winning notification by following the instructions given in the entire email itself. In the event that they do not give acceptance of the prize within the terms indicated above, they will be considered unavailable and, as regards their prize, they will proceed with the devolution to the non-profit organization. In case of winning of a minor, the acceptance of the prize must be issued by the parent or legal guardian, who will assume all responsibility for the future use of the prize.

DELIVERY: GIFT CARD

The gift cards will be delivered by sending an e-mail to the address communicated by the participant during registration.

The conditions indicated below also apply to both the notification of winning and the receipt of the prize by e-mail:

WARNING! - Based on your personal IT security settings and those defined by the "internet providers" (eg Libero, Alice, Fastweb, Yahoo, Gmail etc.) some e-mail communications, although without suspicious information or sensitive data and constantly guaranteed with special Antivirus and AntiSpam filters, they could be recognized as SPAM or Junk E-mail.

The Promoting Company assumes no responsibility in the event that one of the following conditions occurs:

- a winner's mailbox is full or disabled;
- the email indicated by the Participant is non-existent, incorrect or incomplete;
- the e-mail notification of the win / instructions to collect the prize ends up in the junk mailbox.

In addition, the Participant is solely responsible for managing his / her email box with particular reference:

- having read the e-mail with instructions for requesting and accepting the Prize;
- the collection of the prize sent by e-mail to the address indicated;
- the adoption of security measures that prevent other unauthorized persons from log in to your mailbox.

DELIVERY: AUTHENTIC HOME JERSEY 21/22

In case of non-use of the prize received for reasons not attributable to the Promoter, the prize will be deemed awarded. The winner will have nothing more to claim.

The non-acceptance by the winner and the reserve will invalidate the right to the prize and proceed with the devolution to the non-profit organization.

The prizes given to the winners cannot be traded or advertised.

The prizes will be delivered by post or courier directly to the winner's address within 180 days of the conclusion of the event in accordance with the Presidential Decree No. 430/2001 - Article 1, paragraph 3., as well as the European Regulation on the protection of personal data EU 679/2016 ("GDPR").

Since the delivery of the Prize takes place through transporters / shippers (couriers, express couriers or mail), no responsibility is attributable to the promoter or to the Delegated Agency in case of delivery of the prize, whose external packaging has obviously been tampered with, broken and / or ruined. In the event that this happens, it will be appropriate to ascertain it at the time of delivery and not after the signature of the delivery note of the prize itself. Therefore, the winner, or whoever was responsible for collecting the prize, before signing the delivery note, is invited to carefully check that the prize package does not show evident signs of tampering, breakage or anything else, such as to suggest that the Prize has been damaged in whole or in part and / or subtracted totally or partially. In case of legitimate doubt, the winner has the right to reject the Prize with written reasons, or to withdraw the Prize subject to verification. This reserve must be clearly indicated on the delivery note.

The Promoting company assumes no responsibility in case of non-delivery of the prizes due to the indication of incorrect addresses or personal data by the participants or for postal errors.

In the event of shipments abroad, the promoting company will not assume responsibility for any taxes or customs duties or any other costs resulting from the receipt of the prize, which will be borne by the winner. The Promoting Company assumes no responsibility in cases of non-delivery of the prizes due to customs impediments beyond the control of the Promoter, which prevent the delivery of the prize.

11. Free participation

Participation in the prize competition is free, except for any ordinary postal, telephone or internet connection expenses necessary for participation.

12. Advertising of the Competition and the Regulations

The Promoter company will communicate the prize competition through its own communication channels (website, social media, TV channel) as well as through advertising banners and radio spots.

The advertising message will comply with what is stated in these regulations. The complete regulation will be made available to participants on the website newplayerunlocked.acmilan.com

13. Territorial scope

The competition is subject to the regulations in force in the Italian territory regarding prize events (D.P.R. 430/2001). In accordance with the indications in the FAQ n. 6 of the Ministry of Economic Development, participation in the initiative may also take place from the rest of the world, without prejudice to any prohibitions imposed by local regulations (it is the responsibility of each participant to act in compliance with the legislation of his country). Participations from EU territory are also allowed on the basis of the principles laid down by EU Directive 2000/31 / EC.

14. Guarantees and fulfilments

The collection of names on the web for participation in the competition and the mechanism for automatically and randomly identifying the winners will take place via IT software for which a special substitutive declaration of a notary deed on the correct functioning of the same is drawn up.

In compliance with the requirements of Presidential Decree 430/2001 art. 7, appropriate security is provided to guarantee the entire prize pool.

This prize competition takes place in compliance with the D.P.R. 430 of 26 October 2001 and according to the instructions indicated in Circular 28 March 1 / AMTC of the Ministry of Economic Development.

Participation in this prize event implies unconditional and total acceptance by the participant of the rules and clauses contained in these regulations without limitation, including the indicated value of the prizes to be won.

In the event of obvious and detectable fraud attempts and false and incorrect declarations, the Promoter reserves the right to immediately cancel the user

If, the sponsoring company or third parties appointed by the same, should identify users who participate with means and tools capable of evading uncertainty, or in any case judged in a suspicious, fraudulent, or in violation of the normal course of the initiative, or through the use of temporary emails, these will be excluded from participation and will not be able to enjoy any prize won.

Therefore, the sponsoring company, or third parties appointed by the same, reserve the right to proceed, towards all participants and in the terms deemed most appropriate (which include, if deemed necessary, the request for an identity document) and in compliance of the laws in force.

The participants' data will be collected in compliance with EU 679/2016 ("GDPR").

14.1 Server allocation

The competition database will be placed on a server located in Italy, based in Italy.

15. Electronic and telematic tools

The Promoter declines all responsibility for any problem of access, impediment, malfunction or difficulty concerning the technical tools, the computer, the telephone line, the cables, the electronics, the software and the hardware, the transmission and the connection, the connection internet, accessibility to online gaming and the mobile and landline telephone network that may prevent a user from participating in the competition.

It also declines any responsibility for problems caused by the configuration of the user's computer / device that could affect the performance of the user during the game.

16. Recourse

The Promoting company does not intend to exercise the right of recourse of the withholding tax provided for by art. 30 of the Presidential Decree n ° 600 of 29/09/73, and takes on the relative tax burden.

17. Beneficiary non-profit organization

Unsolicited or unassigned prizes, unlike those refused, will be donated to the Milan Onlus Foundation - Via Aldo Rossi 8, 20149 Milan - CF: 97340600150

18. Treatment of personal data

Information to be provided pursuant to art. 13, European Regulation 679/2016 (so-called "GDPR")

The spontaneously released personal data will be processed, with mainly electronic methods and also with statistical analysis tools, by MILAN ENTERTAINMENT SRL for the completion of all the phases connected to the prize competition called "NEW PLAYER UNLOCKED". In addition, they will be processed to comply with administrative and other rules that are mandatory under the law in force in our country or by virtue of EU decisions and kept for the time imposed by these disciplines.

The required data are mandatory for the aforementioned purposes and failure to provide them will not allow to carry out the management activities of the prize event and fulfill any related legal requirements. Personal data will be available to the person responsible for consumer protection and the public faith responsible for the area as necessary for the purposes of the competition.

Furthermore, subject to explicit consent, the data may be processed by the owner for marketing and profiling purposes and for all further information, see the information dedicated to the prize competition.

The data processor is: Datalytics s.r.l.