



press release

JEEP SPONSORSHIP AGREEMENT BETWEEN FIAT AND JUVENTUS

Turin, 6 April 2012 – Juventus Football Club S.p.A. and Fiat S.p.A. have signed a Memorandum of Understanding for the sponsorship of Juventus' jersey for the next three football seasons.

From 1 July 2012 Fiat S.p.A. will be the sole jersey sponsor of Juventus, for all competitions, for a total fixed consideration of € 35 million and the supply of group vehicles. For the upcoming 2012/2013 football season, the Jeep brand will appear on Juventus' jerseys.

The agreement also allows for Fiat S.p.A. to exploit the Juventus image, including placement of its logos on the technical clothing of all Juventus teams and a variety of potential partnerships in other areas.

The definitive agreement, which will be valid until 30 June 2015, shall be signed in the next few weeks.

Jeep is a globally-recognize brand that distributes its vehicles in more than 120 countries. Since the introduction of the first model in 1941, more than 15 million Jeeps have been produced and distributed worldwide.

Fiat S.p.A. and Juventus Football Club S.p.A. are both controlled by EXOR S.p.A. and, as such, are related parties. Although it is considered an ordinary transaction at market conditions, the agreement has been identified by Juventus as a *significant transaction*. Therefore, it is subject to the procedure for transactions with related parties adopted by Juventus that also requires a disclosure document to be published within 7 days after the Board of Directors approval of the definitive agreement.

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