



Milan, March 18, 2025

Re: Request for proposal – Digital platform services (Website & App and Fan Engagement & Loyalty) for football seasons from 2025/2026 to 2028/2029

Dear Sirs,

Lega Nazionale Professionisti Serie A, with registered office in Milan, via Ippolito Rosellini 4, ("**Lega Serie A**"), as part of the competitive procedure aimed at identifying a commercial partner for the provision of the Services (as defined below), by this invitation (hereby the "**Invitation**") calls industry operators to submit a binding proposal (hereinafter the "**Bid**") as described below.

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1. Purpose of the Invitation

1.1. Introduction

Through this Invitation, Lega Serie A invites You to submit a Bid for the provision of digital platform services - Website & App and Fan Engagement & Loyalty - detailed in Article 1.2. below (hereinafter the "**Services**"), concerning all Lega Serie A Competitions (Serie A Championship, Coppa Italia and Supercoppa Italiana) for football seasons 2025/2026, 2026/2027, 2027/2028 and 2028/2029 and to the benefit of all the 20 Serie A Clubs.

The receiver of this Invitation who intends to submit a Bid (hereinafter the "**Bidder**") must ensure the full provision of the Services under the conditions specified herein and in accordance with the highest professional standards.

1.2. Services

The Bid must include the provision of the Services, which must comply with:

- **Annex A**, which outlines the Services minimum technical specifications necessary for participation in this procedure (Cluster 1: Website & App - Cluster 2: Fan Engagement & Loyalty), as well as the guidelines established by Lega Serie A;
- **Annex B**, which outlines technical details of Data Hub APIs;
- **Annex C**, which outlines technical details of SSO APIs.





The Services shall be carried out for the duration of 4 football seasons (2025/2026, 2026/2027, 2027/2028 and 2028/2029), whereas “football season” means the period, according to sporting regulations, that normally runs between 1 July and 30 June of the following calendar year.

The Bid is expected to be submitted for all the above Services, by one and only Bidder, with subcontracting allowed only for the specific services of Fan Engagement & Loyalty, upon previous and written approval and authorization by Lega Serie A.

Services are to be rendered definitively as of December 15, 2025 at the latest, following a build and test phase to be run from the date of assignment until such date (start of the “live” service).

1.3. Compensation

The Bidder must indicate the total costs related to the Services, relevant to both techniques and personnel, including the breakdown by service cluster (for each football season).

All amounts must be expressed in Euros and are understood to be net of VAT and/or any other similar sales tax (e.g., withholding tax), if applicable.

The Bid must include all types of costs or expenses related to logistics, transfers, authorizations, and/or licenses necessary for the execution of the Services, and the compensation indicated in the Bid shall be deemed all-inclusive and fully satisfactory for all activities covered by the Bid throughout the duration of the Contract for Services (as defined below).

2. Legal nature of this invitation

This invitation does not constitute a proposal in accordance with Article 1326 of the Italian Civil Code, nor an offer to the public in accordance with Article 1336 of the Italian Civil Code.

Lega Serie A reserves the right to cancel or amend, at its own discretion, this invitation at any time, without anything for any reason and under any circumstances, not even in terms of legitimate expectations, being due to the interested parties.

This invitation and the receipt of Bids do not entail any obligation for Lega Serie A to enter into agreements with any Bidders, as Lega Serie A remains free to proceed at its own discretion, without assuming responsibilities that are pre-contractual or of any other type.

3. Form and content of the Bid

The Bid must be submitted in writing and must include the following information:

- (a) The Bidder’s corporate data;
- (b) Email and telephone contact details of the Bidder’s contact person/s;





- (c) A complete description of the Services and their execution methods, consistent with the provisions of this Invitation, as well as the technical specifications attached hereto as Annex A;
- (d) **Annex D** (“List of Requirements”), duly filled out; for every single point of it, the Bidder must write if the Bid is compliant, not compliant or partially compliant and provide a feedback on any statement, if needed.
- (e) Compensation for the offered Services, both opex (annual recurring) and capex (set up one-off) costs, as well as payment terms;
- (f) A statement regarding the Bidder’s intention to use subcontractors, specifying the subcontracted Services and their percentage relative to the total Services;
- (g) The express declaration of the Bidder to “accept all the conditions set out in the Request for proposal for Digital Services, for the football seasons from 2025/2026 to 2028/2029, dated 18 March 2025, including Annex A, B and C and the conditions of the Contract for Services (as defined therein)”;
- (h) The express declaration to “accept the general terms and conditions of the LEGA SERIE A’ published on the official website at the following link:

https://img.legaseriea.it/vimages/16fdc328cf40a09f/condizioni_generali_contratto_2018-04-23.pdf

The Bidder must attach to the Bid the following:

- the excerpt of the Bidder from Companies House;
- the financial statements of the last three fiscal years of the Bidder;
- the DURC (compliance certificate for labor contributions) of the Bidder.

4. Procedure

The Bid must be undersigned by the legal representative of the Bidder or by an authorized representative. In the latter case, the documentation proving such authorization must be attached to the Bid.

Bids may be submitted by electronic means only through the platform <http://legaseriea.acquistitelematici.it>.

In order to submit the Bid, it is first necessary to register on the above mentioned platform, following the required procedures, and then upload the Bid - together with any further documentation, **from March 18, 2025 6:00 p.m. C.E.T. until and no later than 2:00 p.m. C.E.T. on April 17, 2025**. Upon receipt of the delivery of the documents, the platform will automatically forward to the company’s e-mail address an acknowledgment of receipt, with the list of the uploaded documents and respective data



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(date of submission). The documents uploaded and delivered to the platform will be immediately encrypted through asymmetric cryptography, so as to guarantee their absolute confidentiality.

The private encryption key will be stored by the Notary Public and will be inaccessible to Lega Serie A and to its representatives.

During the envelope-opening phase, which will take place on **April 17, 2025**, the encryption key to access the platform will be inserted, all in the presence of the Notary and the Chief Executive Officer of Lega Serie A (or, in the event of impediment, the Chairman or a designated executive). For further details on this operating method, please refer to the instruction manual published on the platform and available at the following address: <http://legaseriea.acquistitelematici.it>.

Lega Serie A will not consider Bids submitted beyond the aforementioned deadline or by other means or in formats that differ from those specified above.

Lega Serie A shall evaluate the received Proposals qualitatively and quantitatively, at its sole discretion. For the avoidance of doubt, Lega Serie A is under no obligation to accept a Bid solely on the basis that it contains the lowest cost.

If Lega Serie A finds at least one Bid acceptable, it will initiate private negotiations with one or more Bidders to define the terms of the potential service contract (hereinafter the "**Contract for Services**"). The draft of the Contract for Services will be prepared by Lega Serie A based on the conditions outlined in Article 5 below.

Lega Serie A retains full discretion over the contractual terms following negotiations, without any obligation to finalize the Contract for Services.

Lega Serie A and the Clubs, as well as their employees, managers, members, agents and consultants, shall not be liable for any costs incurred by any Bidder in preparing the Bid or participating in this process. All such costs shall be borne exclusively by each Bidder.

5. Content of the Contract for Services

The Contract for Services will include, among others, the following provisions:

- A prohibition on transferring the contract or subcontracting without the explicit authorization of Lega Serie A.
- Requirements for the supplier to provide complete documentation related to labor relations, safety and certifications.
- The supplier's commitment to comply with Lega Serie A guidelines.
- The discretionary right of Lega Serie A to request the Optional Services set out in Annex A (and the



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related obligation of the supplier to provide them).

- Guarantees on the quality of the Services and compliance with the relative Annexes and with applicable laws, including labor laws.
- Penalties for defective performance.
- An obligation for the supplier to maintain the following insurance coverage:
 - Third-party liability insurance covering damages to persons or property;
 - Professional liability insurance covering damages due to professional negligence.
- Lega Serie A's right to terminate the Contract for Services even without justified reason at any time without owing compensation.

6. Confidentiality

Please be advised that the information provided is strictly confidential and is intended exclusively to allow you to evaluate a Bid. It should not be distributed or used for any other purposes without prior written consent from Lega Serie A.

This obligation of confidentiality shall be expressly extended to the corporate bodies, managers, officers, employees, and attorneys-in-fact representing the interested party, as well as any external consultants appointed in connection with the activities related to the presentation of a Bid.

7. Miscellanea

Lega Serie A may request to Bidders clarifications and/or additional information and/or full details on any content of the Bid and its annexes.

Responses to such requests must be provided within the deadline and in the manner specified by Lega Serie A.

For inquiries or further information, interested parties may contact:

- For technical and operational matters: luisella.fusco@legaseriea.it and mirko.mastropietro@legaseriea.it;
- For digital and content questions: luisella.fusco@legaseriea.it and pierdamiano.tomagra@legaseriea.it;
- For financial and procedural matters: enrico.casiraghi@legaseriea.it



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8. Governing law and jurisdiction

This Invitation, the related procedure, the Contract for Services, and any disputes arising from or related to them (including non-contractual disputes) shall be governed exclusively by Italian law and shall likewise be subject exclusively to Italian jurisdiction.

For any dispute that may arise, the Court of Milan shall have exclusive jurisdiction.

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We look forward to receiving your Bid.

Sincerely,

Lega Nazionale Professionisti Serie A

