

INVITATION TO SUBMIT BIDS SECOND ROUND OF BIDDING FOLLOWING PRIVATE NEGOTIATIONS

INTERNATIONAL MEDIA RIGHTS

SPORT SEASONS

2021/22, 2022/23, 2023/24

Date of issue: 5 March 2021

Deadline for submission of Bids:

11.00 a.m. C.E.T. 10 March 2021

This document contains an English courtesy translation of the Invitation to submit Bids – Second round of bidding after private negotiations, issued by Lega Nazionale Professionisti Serie A. The Italian text remains the primary text. Should any discrepancy arise, it shall be resolved referring solely to the Italian text.



SERIE A



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NOTICE TO BIDDERS

In compliance with the Invitation to tender for International Media Rights Sports Seasons 2021/2022, 2022/2023 and 2023/2024 (the "ITT"), published on 23 November 2020 and at the conclusion of the Private Negotiation phase, Lega Nazionale Professionisti Serie A ("Lega Serie A")

COMMUNICATES

- the end of the Private Negotiation phase; and
- that it exercises the right – pursuant to clause 4.7 of the ITT – to make changes to the contents of the Packages.

In light of the above, Lega Serie A

INVITES

the Bidders who have participated in the Private Negotiations:

- to submit increased bids of the Bids submitted within last January 11, 2021 (the "Original Bids") on the same Packages of their Original Bids (the Increased Bids); the Packages for which Bidders are invited to submit Increased Bids are those listed in section 1 of Appendix A; and/or
- to submit Bids on the modified Packages described and listed in section 2 of Appendix A (the "New Bids").

The Increased Bids, which may also consist of a mere increase in the consideration, are understood to be supplemented by all the valid and effective terms not modified of the Original Bids which will therefore remain valid and effective until 11 May 2021.

The New Bids, as well as the Increased Bids, must be binding, irrevocable, unconditional and comply with the provisions of clause 4.4 of the ITT as applicable.

All Bidders who intend to submit New Bids and/or Increased Bids must do so within 11.00 am C.E.T. of March 10, 2021 (the "Submission deadline"), by submitting them, by hand or electronically in the manner provided for in Section 4 of the ITT, using the pro-forma of the Bid Letter referred to in Appendix B.

Furthermore, Lega Serie A invites Bidders to file as part of the Increased Bids and/or the New Bids submission, in a definitive and binding form, the documentation relating to the security of their payment obligations as requested by Lega Serie A in accordance with clause 5.2 of the ITT and the further documentation referred to in Appendix B.

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Within one hour after the Submission deadline, in line with the provisions of the Guidelines, Lega Serie A Chief Executive Officer or, in the event of impediment, the Chairman or a manager duly appointed therefor, opens the Bids received, in the presence of a public Notary.

The Increased Bids and the New Bids, as well as the Original Bids, shall be fully binding and irrevocable until May 11, 2021.

As required by clause 4.7 of the ITT, Lega Serie A Assembly has the right to accept the Increased Bids, the New Bids or, alternatively, the Original Bids.

The terms bearing a capital letter in this communication have the meaning attributed to them by the ITT, unless otherwise indicated.

All the conditions and terms of the ITT that are compatible with the content of this communication remain valid, and are deemed to be fully referred to herein.



APPENDIX A - PACKAGES

1. ORIGINAL PACKAGES

1.1 Global

Package ID	Package Name	Territories	Available Packages
Global	Global	All countries and territories in the world with the exception of Italy, San Marino Republic and the Vatican City as well as countries which are part of the Middle East and North Africa area ("MENA") (Algeria, Bahrain, Chad, Djibouti, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Somalia, South Sudan, Sudan, Syria, Tunisia, United Arab Emirates, Yemen)	<ul style="list-style-type: none"> - Serie A Package - Coppa Italia Package - In-Flight and In-Ship Package

1.2 Continents

Package ID	Package Name	Territories	Available Packages
Continent 1	Europe	Albania, Armenia, Austria, Azerbaijan, Belgium, Belarus, Bosnia-Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark (including Faroe Islands and Greenland), Estonia, Finland, France (including Andorra, Monaco and, on a non-exclusive basis, French overseas territories), Georgia, Germany, Greece, Hungary, Iceland, Israel, Kazakhstan, Kosovo, Kyrgyzstan, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Moldova, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal (including Azores and Madeira), Republic of Ireland, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Tajikistan, Turkey, Turkmenistan, Ukraine, United Kingdom, Uzbekistan	<ul style="list-style-type: none"> - Serie A Package

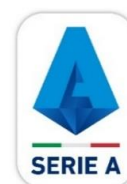
1.3 Countries*

Package ID	Package Name	Territories	Available Packages
Country 1	Europe - Albania, Kosovo	Albania, Kosovo	<ul style="list-style-type: none"> - Serie A Package
Country 2	Europe - Baltics	Estonia, Latvia, Lithuania	<ul style="list-style-type: none"> - Serie A Package
Country 3	Europe - Belgium	Belgium, Luxembourg**	<ul style="list-style-type: none"> - Serie A Package

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Country 4	Europe - Bulgaria	Bulgaria	- Serie A Package
Country 5	Europe - Central	Czech Republic, Hungary, Slovakia	- Serie A Package
Country 6	Europe - Cyprus	Cyprus	- Serie A Package
Country 7	Europe - CIS	Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Turkmenistan, Uzbekistan	- Serie A Package
Country 8	Europe - Denmark	Denmark (including Faroe Islands and Greenland)	- Serie A Package
Country 9	Europe - Former Yugoslavia	Bosnia-Herzegovina, Croatia, Montenegro, North Macedonia, Serbia, Slovenia	- Serie A Package - Coppa Italia Package
Country 10	Europe - Finland	Finland	- Serie A Package
Country 11	Europe - France	France, Andorra, Monaco, French overseas territories**	- Serie A Package
Country 12	Europe - Germany, Austria	Germany, Austria, Liechtenstein**, Luxembourg**	- Serie A Package
Country 13	Europe - Greece	Greece	- Serie A Package
Country 14	Europe - Iceland	Iceland	- Serie A Package
Country 15	Europe - Israel	Israel	- Serie A Package
Country 16	Europe - Malta	Malta	- Serie A Package
Country 17	Europe - Norway	Norway	- Serie A Package
Country 18	Europe - Netherlands	Netherlands	- Serie A Package
Country 19	Europe - Poland	Poland	- Serie A Package
Country 20	Europe - Portugal	Portugal, Azores, Madeira	- Serie A Package
Country 21	Europe - United Kingdom, Republic of Ireland	United Kingdom, Republic of Ireland	- Serie A Package
Country 22	Europe - Romania	Romania	- Serie A Package
Country 23	Europe - Russia	Russia	- Serie A Package
Country 24	Europe - Spain	Spain	- Serie A Package
Country 25	Europe - Sweden	Sweden	- Serie A Package
Country 26	Europe - Switzerland	Switzerland, Liechtenstein**	- Serie A Package
Country 27	Europe - Turkey	Turkey	- Serie A Package
Country 28	Europe - Ukraine	Ukraine	- Serie A Package



Country 30	Americas - USA, US possessions, Caribbean	<p>Exclusive territories United States, Bermuda, Puerto Rico, Virgin Islands</p> <p>Non-exclusive territories** American Samoa, Anguilla, Antigua and Barbuda, Aruba, Bahamas, Bajo Nuevo Bank, Baker Island, Barbados, Bonaire, Cayman, Clipperton Islands, Curacao, Dominica, Grenada, Guadeloupe, Guam, Howland Island, Jamaica, Jarvis Island, Johnston Atoll, Kingman Reef, Martinique, Midway Islands, Montserrat, Navassa Island, Northern Mariana Islands, Palmyra Atoll, Saba, Saint Barthélemy, Saint Eustatius, Saint Kitts and Nevis, Saint Martin, Saint Pierre and Miquelon, Saint Vincent and the Grenadines, St. Lucia, Trinidad and Tobago, Turks and Caicos</p>	<ul style="list-style-type: none"> - Serie A Package - Coppa Italia Package
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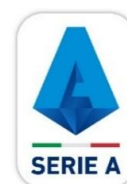
* Please note that, in line with the provisions of Clause 4.7 of the ITT, Bidders who have submitted Original Bids for a Continent may submit Increased Bids also for one or more of the Countries included in such Continent, if comprised in this list.

** These countries are reached by overlapping signals; thus in such countries rights cannot be offered as exclusive.

2. MODIFIED PACKAGES

2.1 Global

Package ID	Package Name	Territories	Available Packages
Global	Global	All countries and territories in the world with the exception of Italy, San Marino Republic and the Vatican City as well as countries which are part of the Middle East and North Africa area ("MENA") (Algeria, Bahrain, Chad, Djibouti, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Somalia, South Sudan, Sudan, Syria, Tunisia, United Arab Emirates, Yemen)	<ul style="list-style-type: none"> - Bundle Serie A + Coppa Italia Package
Global 2	Global, excluding USA, US possessions, Caribbean	All countries and territories in the world with the exception of Italy, San Marino Republic and the Vatican City as well as countries which are part of the Middle East and North Africa area ("MENA") (Algeria, Bahrain, Chad, Djibouti, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Somalia, South Sudan, Sudan, Syria, Tunisia,	<ul style="list-style-type: none"> - Serie A Package - Coppa Italia Package



		United Arab Emirates, Yemen) and, also, with the exception of all countries and territories part of the Package Country 30 "Americas - USA, US possessions, Caribbean"	
Global 3	Global, excluding Americas	All countries and territories in the world with the exception of Italy, San Marino Republic and the Vatican City as well as countries which are part of the Middle East and North Africa area ("MENA") (Algeria, Bahrain, Chad, Djibouti, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Somalia, South Sudan, Sudan, Syria, Tunisia, United Arab Emirates, Yemen) and, also, with the exception of all countries and territories part of the Package Continent 2 "Americas" as detailed in the ITT issued on 23 November 2020	<ul style="list-style-type: none"> - Serie A Package - Bundle Serie A + Coppa Italia Package
Global 4	Global, excluding Former Yugoslavia, Americas	All countries and territories in the world with the exception of Italy, San Marino Republic and the Vatican City as well as countries which are part of the Middle East and North Africa area ("MENA") (Algeria, Bahrain, Chad, Djibouti, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Somalia, South Sudan, Sudan, Syria, Tunisia, United Arab Emirates, Yemen) and, also, with the exception of all countries and territories part of the Package Country 9 "Europe - Former Yugoslavia" and the Package Continent 2 "Americas" as detailed in the ITT issued on 23 November 2020	<ul style="list-style-type: none"> - Coppa Italia Package

2.2 Continents and groups of Continents

Package ID	Package Name	Territories	Available Packages
Continent 5	Europe, excluding Former Yugoslavia	All countries and territories part of the Package Continent 1 "Europe", excluding all countries and territories part of the Package Country 9 "Europe - Former Yugoslavia"	<ul style="list-style-type: none"> - Serie A Package
Continent 6	Sub Saharan Africa + Asia and Oceania	All countries and territories part of the Package Continent 3 "Sub Saharan Africa" and the Package Continent 4 "Asia and Oceania" as detailed in the ITT issued on 23 November 2020	<ul style="list-style-type: none"> - Serie A Package



2.3 Countries and groups of Countries

Package ID	Package Name	Territories	Available Packages
Country 1A	Europe - Albania	Albania	- Serie A Package
Country 1B	Europe - Kosovo	Kosovo	- Serie A Package
Country 53	Americas - Canada, Mexico, Central America, South (including Brazil)	All countries and territories part of the Package Country 29 "Americas - Canada", the Package Country 31 "Americas - Mexico, Central America", the Package Country 32 "Americas - South (excluding Brazil)", the Package Country 33 "Americas - Brazil" as detailed in the ITT issued on 23 November 2020	- Serie A Package - Coppa Italia Package



APPENDIX B - BID LETTER

This Appendix B contains the pro-forma document each Bidder must abide to in presenting its Increased Bids and/or New Bids.

[place, date]	Messrs Lega Nazionale Professionisti Serie A Via Rosellini 4 20124 Milano
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OFFER

FOR THE ACQUISITION OF PACKAGES OF INTERNATIONAL AUDIOVISUAL RIGHTS RELATED TO LEGA SERIE A COMPETITIONS FOOTBALL SEASONS 2021/2022, 2022/2023 AND 2023/2024

Company name:		
Type of business activity (X):	Broadcaster	Intermediary
Proof of Broadcaster license/certification (reference number or approval):		
Registered Address:		
First name, last name and title of the legal representative undersigning this Bid:		

In connection with the Invitation to Tender issued by Lega Serie A on November 23, 2020 (“ITT”) and with the Notice issued on March 5, 2021, the undersigned company (“Bidder”) hereby submits its Bid for the acquisition of the following Package(s) (mark with a cross on type of Package and Territory and indicate the consideration offered for each Season).

Such consideration is in addition to the technical costs related to the supply of the Signal and, where applicable, to the technical costs related to the supply of additional content, as provided for in clause 7 and in Appendix 4.

All consideration, to be expressed in numbers and letters, is net of any applicable taxes, deductions, expenses and withholdings, which shall be borne exclusively by the Bidder, according to clause 4.5.

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GLOBAL TERRITORY

(3 Serie A Packages, 3 Coppa Italia Packages, 2 bundle Serie A + Coppa Italia Packages, 1 In-Flight and In-Ship Package)

Package	Global	Consideration offered for each Season
Serie A	Package Global	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Global 2 Global, excluding USA, US possessions, Caribbean	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Global 3 Global, excluding Americas	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)

Package	Global	Consideration offered for each Season
Coppa Italia	Package Global	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Global 2 Global, excluding USA, US possessions, Caribbean	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Global 4 Global, excluding Former Yugoslavia, Americas	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)

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Package	Global	Consideration offered for each Season
Bundle Serie A + Coppa Italia	Package Global	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Global 3 Global, excluding Americas	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)

Package	Global	Consideration offered for each Season
In-Flight and In-Ship	Package Global	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)

The Bidder acknowledges and accepts to pay for the above Packages, in addition to the consideration specified above, the amounts indicated in clause 7 of the ITT as better specified in Appendix 4 according to the payment terms indicated therein.

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TERRITORY: CONTINENT AND GROUP OF CONTINENTS

(3 Serie A Packages)

Package	Continent	Consideration offered for each Season
Serie A	Package Continent 1 Europe	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Continent 5 Europe, excluding Former Yugoslavia	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Continent 6 Sub Saharan Africa + Asia and Oceania	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)

The Bidder acknowledges and accepts to pay for the above Packages, in addition to the consideration specified above, the amounts indicated in clause 7 of the ITT as better specified in Appendix 4 according to the payment terms indicated therein.

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TERRITORY: COUNTRY AND GROUP OF COUNTRIES

(32 Serie A Packages and 3 Coppa Italia Packages)

Package	Country	Consideration offered for each Season
Serie A	Package Country 1 Europe - Albania, Kosovo	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Country 1A Europe - Albania	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Country 1B Europe - Kosovo	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Country 2 Europe - Baltics	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Country 3 Europe - Belgium	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Country 4 Europe - Bulgaria	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Country 5 Europe - Central	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Country 6 Europe - Cyprus	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
Package Country 7 Europe - CIS	2021/2022: € _____ (_____ / _____)	
	2022/2023: € _____ (_____ / _____)	
	2023/2024: € _____ (_____ / _____)	
Package Country 8 Europe - Denmark	2021/2022: € _____ (_____ / _____)	
	2022/2023: € _____ (_____ / _____)	
	2023/2024: € _____ (_____ / _____)	

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Package Country 9 Europe - Former Yugoslavia	2021/2022: € _____ (_____ / _____)
	2022/2023: € _____ (_____ / _____)
	2023/2024: € _____ (_____ / _____)
Package Country 10 Europe - Finland	2021/2022: € _____ (_____ / _____)
	2022/2023: € _____ (_____ / _____)
	2023/2024: € _____ (_____ / _____)
Package Country 11 Europe - France	2021/2022: € _____ (_____ / _____)
	2022/2023: € _____ (_____ / _____)
	2023/2024: € _____ (_____ / _____)
Package Country 12 Europe - Germany, Austria	2021/2022: € _____ (_____ / _____)
	2022/2023: € _____ (_____ / _____)
	2023/2024: € _____ (_____ / _____)
Package Country 13 Europe - Greece	2021/2022: € _____ (_____ / _____)
	2022/2023: € _____ (_____ / _____)
	2023/2024: € _____ (_____ / _____)
Package Country 14 Europe - Iceland	2021/2022: € _____ (_____ / _____)
	2022/2023: € _____ (_____ / _____)
	2023/2024: € _____ (_____ / _____)
Package Country 15 Europe - Israel	2021/2022: € _____ (_____ / _____)
	2022/2023: € _____ (_____ / _____)
	2023/2024: € _____ (_____ / _____)
Package Country 16 Europe - Malta	2021/2022: € _____ (_____ / _____)
	2022/2023: € _____ (_____ / _____)
	2023/2024: € _____ (_____ / _____)
Package Country 17 Europe - Norway	2021/2022: € _____ (_____ / _____)
	2022/2023: € _____ (_____ / _____)
	2023/2024: € _____ (_____ / _____)
Package Country 18 Europe - Netherlands	2021/2022: € _____ (_____ / _____)
	2022/2023: € _____ (_____ / _____)
	2023/2024: € _____ (_____ / _____)

Package	Country	Consideration offered for each Season
Serie A	Package Country 19 Europe - Poland	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Country 20 Europe - Portugal	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Country 21 Europe - UK, Republic of Ireland	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Country 22 Europe - Romania	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Country 23 Europe - Russia	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Country 24 Europe - Spain	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Country 25 Europe - Sweden	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Country 26 Europe - Switzerland	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
Package Country 27 Europe - Turkey	2021/2022: € _____ (_____ / _____)	
	2022/2023: € _____ (_____ / _____)	
	2023/2024: € _____ (_____ / _____)	
Package Country 28 Europe - Ukraine	2021/2022: € _____ (_____ / _____)	
	2022/2023: € _____ (_____ / _____)	
	2023/2024: € _____ (_____ / _____)	



	Package Country 30 Americas - USA, US possessions, Caribbean	2021/2022: €_____ (_____ /)
		2022/2023: €_____ (_____ /)
		2023/2024: €_____ (_____ /)
	Package Country 53 Americas - Canada, Mexico, Central America, South (including Brazil)	2021/2022: €_____ (_____ /)
		2022/2023: €_____ (_____ /)
		2023/2024: €_____ (_____ /)

Package	Country	Consideration offered for each Season
Coppa Italia	Package Country 9 Europe - Former Yugoslavia	2021/2022: €_____ (_____ /)
		2022/2023: €_____ (_____ /)
		2023/2024: €_____ (_____ /)
	Package Country 30 Americas - USA, US possessions, Caribbean	2021/2022: €_____ (_____ /)
		2022/2023: €_____ (_____ /)
		2023/2024: €_____ (_____ /)
	Package Country 53 Americas - Canada, Mexico, Central America, South (including Brazil)	2021/2022: €_____ (_____ /)
		2022/2023: €_____ (_____ /)
		2023/2024: €_____ (_____ /)

The Bidder acknowledges and accepts to pay for the above Packages, in addition to the consideration specified above, the amounts indicated in clause 7 of the ITT as better specified in Appendix 4 according to the payment terms indicated therein.

In support of this Bid, the following documentation already attached to the Original Bid is hereby recalled, whose possible integrations or updates are hereby attached:

- a) updated Bidder's company registration certificate issued by the local register authority;
- b) copy of the Bidder's last annual audited financial statement showing adequate guarantees of solvency and financial resources such as to guarantee the payments set forth in clause 5.1 or, alternatively, a first demand bank guarantee issued by a leading banking institution in relation to the fee due per Season, without prejudice to clause 5.2;
- c) documentation regarding the Bidder's experience in the distribution of audiovisual rights or in the marketing thereof;
- d) proposed financial securities offered by the Bidder;
- e) plan for development of supportive and innovative marketing programmes and initiatives to the benefit of Lega Serie A and of the Clubs in order to promote Lega and its Competitions and maximize their value in the Licensed Territory.



Any further documentation that the Bidder wishes to submit to Lega Serie A shall be attached to this Bid.

For any communication, please contact the following authorised representative of the Bidder:

First name and last name:	
Position:	
Mail address:	
Fixed phone number:	
Mobile phone number:	
Certified email address (if available):	
E-mail address:	

In case of acceptance of a Bid by Lega Serie A, the applicable License Agreement related to the Package/s indicated in this Bid will automatically enter into force within the terms and conditions provided for by the ITT and with the integral acceptance of all the provisions therein, inclusive of the License Terms contained in clause 6, and shall therefore be immediately effective between the parties.

The Bidder undertakes to maintain a Bid as irrevocable until May 11, 2021, without prejudice, in any case, to clause 4.7, final paragraph.

The Bidder acknowledges and confirms that:

- any determination regarding the acceptance of a Bid is left to the evaluation and is subject to acceptance by the competent bodies of Lega Serie A, which may take action at any time until May 11, 2021, without prejudice, in any case, to Clause 4.7, last paragraph;
- Lega Serie A has the right to cancel the ITT at any time, without the Bidders being entitled to claim or obtain any performance by Lega Serie A for any reason whatsoever; the publication of the ITT and the receipt of the Bids do not entail any obligation on Lega Serie A to sell to the Bidders and do not confer any right to the Bidders to obtain any performance from Lega Serie A or from its associates, officers, employees or consultants.



Date:	
Place:	
First Name, Last Name	
In its capacity of:	
Legible signature	

(please note that the Bid must be undersigned by the Bidder's legally authorised representative or by a special attorney duly authorised through a power of attorney issued by the legally authorised representative, whose signature is certified or legalised by a notary or equivalent public officer, whose power of attorney must be enclosed in original to the Bid (or in an equivalent copy in case of submission by electronic means). In case of signature by the legally authorised representative, please attach documentation proving the position.

This offer integrates all terms and conditions set forth in the ITT, which are referred to per relationem. Based upon art. 1341 and 1342 of the Italian Civil Code, the Bidder specifically declares to have evaluated, approved, and therefore to expressly consent to the contents of the following clauses of the ITT: 3.1 (Scope of Exclusivity), 3.2 (Reserved Rights), 3.3 (Reserved Rights of the Clubs and of Lega), 3.4 (Lega rights with regard to the programming of the Matches and to the format of the Competitions), 5.1 (Payment Schedule), 5.2 (Financial Security), 6.1 (License Agreement), 6.2.1 (Licensee' s Obligations), 6.2.2 (Minimum Broadcast Obligations), 6.2.3 (Other Licensee' s Obligations), 6.7 (Advertising), 6.8 (Territorial Protection and Anti-Piracy), 6.11 (Sub-licensing) 6.13 (Term and Termination), 8.2 (No Warranties or Representations), 8.4 (Costs and Expenses), 8.5 (Confidentiality), 8.6 (Intellectual Property), 8.7 (Amendments), 8.8 (Voidness or Voidability of Bid Provisions), 8.9 (Assignability of the License Agreement by Lega Serie A), 8.10 (Governing Law, jurisdiction and language).

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