

WEBSITE TERMS AND CONDITIONS

PLEASE READ THESE TERMS AND CONDITIONS CAREFULLY!

1. APPLICATION AND ACCEPTANCE OF TERMS AND CONDITIONS

These Terms and Conditions govern and apply to (i) all Our services directly or indirectly made available online, through any mobile device, by e-mail or by telephone; and (ii) the use of Our WebApp and accessing the Marketplace established and operated by 2024 HOSPITALITY EXPERIENCE.

By accessing, browsing, using or visiting the WebApp, by accessing the Marketplace You agree to have read, understood and accepted to be irrevocably and unconditionally bound by, and undertake to follow and comply with, these Terms and Conditions and all applicable laws and regulations governing the WebApp and the Marketplace.

2024 HOSPITALITY EXPERIENCE reserves the right to change, specify, enhance and/or modify these Terms and Conditions at any time and at its sole discretion. Any such updated version of these Terms and Conditions will become legally effective immediately upon posting of the changed, specified, enhanced and/or modified version of these Terms and Conditions on the WebApp without personal notification to the User being necessary. Each User agrees to accept and comply with any updated version of these Terms and Conditions. To that end, the Users undertake to periodically check for updates to the Terms and Conditions.

2. INTRODUCTION

Welcome to the Marketplace established by 2024 HOSPITALITY EXPERIENCE!

We operate this online Marketplace where We promote, market and will sell Hospitality Packages for the UEFA EURO 2024 Germany and invite Registered Users and Guest Users to place, via this Marketplace, their offer to purchase Hospitality Packages of their liking.

By advertising, marketing, selling and/or promoting Hospitality Packages for the UEFA EURO 2024 Germany via this Marketplace, We represent that all information that disclosed on this Marketplace is accurate, complete and correct.

By purchasing Hospitality Packages via this Marketplace pursuant to the processes defined in these Terms and Conditions, Registered Users and Guest Users enter into a direct, legally binding, contractual relationship with Us in relation to any Hospitality Packages directly sold by Us.

2024 HOSPITALITY EXPERIENCE is a joint venture of Sportfive Germany Holding GmbH, a SPORTFIVE Entity, and Fortius AG, a FORTIUS Entity co-owned by DAIMANI AG and Dentsu Sports International, a DENTSU Entity.

3. DEFINITIONS AND INTERPRETATIONS

3.1. In these Terms and Conditions, the following words shall have the following meanings and are defined as follows:

“**2024 HOSPITALITY EXPERIENCE / We / Our / Us**” means 2024 HOSPITALITY EXPERIENCE AG with business seat at Gartenstrasse 19 in 8002 Zurich, Switzerland.

“**2024 HOSPITALITY EXPERIENCE Affiliate**” means a legal entity, other than 2024 HOSPITALITY EXPERIENCE, that is (i) a member of the 2024 HOSPITALITY EXPERIENCE group of companies; or (ii) completely, or partially, owned or controlled by, controlling or under common control with, 2024 HOSPITALITY EXPERIENCE, including a special purpose entity established for the Event, any SPORTFIVE Entity, any FORTIUS Entity and any DENTSU Entity, which may be identified on the Event Page.

“**Customer**” means any natural person or legal entity, being a Registered User or a Guest User, who places an Order to purchase, or purchases, a Hospitality Package from Us.

“**DENTSU Entity**” means a legal entity that is (i) a member of the Dentsu group of companies; or (ii) completely, or partially, owned or controlled by, controlling or under common control with, Dentsu Group Inc. (Japan).

“**EURO 2024 GmbH**” means the entity with business seat at Otto-Fleck-Schneise 6 in 60528 Frankfurt, Germany which is established for the planning, preparation, staging, organisation and dismantling of the Event.

“**Event**” means the final tournament of the UEFA European Football Championship™ 2022-2024 which is scheduled to be staged in ten host cities across Germany from 14 June 2024 until 14 July 2024, including all entertainment events, ceremonies or further ancillary event and all separable parts thereof, such as one or more Matches, as specified on the

relevant Event Page, in respect of which 2024 HOSPITALITY EXPERIENCE has the right to sell Hospitality Packages.

“**Event Page**” means a subpage of the Marketplace dedicated to the advertising, marketing, sale and/or promotion of Hospitality Packages for the Event or single Match(es).

“**FORTIUS Entity**” means a legal entity that is (i) a member of the Fortius group of companies, including its co-owner DAIMANI AG (Switzerland); or (ii) completely, or partially, owned or controlled by, controlling or under common control with, Fortius AG (Switzerland) or DAIMANI AG.

“**Guest User**” means any User, not being a Registered User Account who applies for the purchase of, or purchases, Hospitality Packages via a Guest Checkout.

“**Guest Checkout**” means the application for purchase, or purchase, of Hospitality Packages by a Guest User.

“**Hospitality Facility**” means any type of location at, or nearby, the Venue as determined by 2024 HOSPITALITY EXPERIENCE, UEFA or a further Organiser for the provision of certain Hospitality Services comprised in a Hospitality Package, including Skyboxes, collective compartments or other hospitality facilities, and to which access is granted to holders of a Hospitality Access Pass.

“**Hospitality Package**” means a hospitality package that is created, advertised, marketed, sold and/or promoted by Us via the Marketplace, comprising (i) either a Ticket and the provision of certain additional Hospitality Services at a Hospitality Facility in connection with a Match; (ii) or certain Hospitality Services in connection with a Match on a standalone basis. In case of a Match Series, a Hospitality Package may be part of a special product containing Hospitality Packages to a package or combination of multiple Matches.

“**Hospitality Services**” means any services, products and/or further benefits being provided as part of a Hospitality Package, including catering, reception, hostesses, entertainment services or in respect of the Event or single Matches.

“**Marketplace**” means the online sales facility and marketplace established by 2024 HOSPITALITY EXPERIENCE which is accessible via the WebApp on which Hospitality Packages are advertised, marketed, sold and/or promoted.

“**Match**” means any football match forming part of the Event, as specified on the relevant Event Page, in respect of which We sell Hospitality Packages.

“**Match Series**” means a package or combination of multiple Matches, accessible by use of multiple Tickets or Ticket strips, as defined in the sole discretion by 2024 HOSPITALITY EXPERIENCE or UEFA in its Event Terms and as described on the relevant Event Page.

“**Order**” means the binding offer by a Customer to purchase the selected Hospitality Packages from 2024 HOSPITALITY EXPERIENCE.

“**Organiser**” means collectively UEFA, the EURO 2024 GmbH and the respective Venue Operators or any other person or entity holding the rights to the Event.

“**Privacy Policy**” means the policy set out at [privacy policy](#) issued by 2024 HOSPITALITY EXPERIENCE as amended from time to time that explains and governs the ways 2024 HOSPITALITY EXPERIENCE gathers, uses, discloses, and manages Your data, including personal data

“**Registered User**” means a User holding a User Account.

“**Skybox**” means an elevated box or suite which is customarily an enclosed private or collective compartment inside the Venue, with direct access to guests’ Seats, which are separated from other seats in the Venue.

“**SPORTFIVE Entity**” means a legal entity that is (i) a member of the Sportfive group of companies; or (ii) completely, or partially, owned or controlled by, controlling or under common control with, Sportfive Global Holding GmbH (Germany).

“**Terms and Conditions**” means these terms and conditions issued by of 2024 HOSPITALITY EXPERIENCE as amended from time to time.

“**Ticket**” means a ticket or other type of evidence, including paper tickets, electronic tickets, mobile tickets and further access devices that UEFA issues to grant Ticket Holders access to a Match in accordance with the applicable Event Terms.

“**UEFA**” means collectively Union des Associations Européennes de Football of Route de Genève 46, 1260 Nyon 2, Switzerland and UEFA EVENTS SA with business seat at Route de Genève 46, CH-1260 Nyon 2, Switzerland.

“UEFA Privacy Policy” means the policy set out at <https://www.uefa.com/privacypolicy> issued by UEFA as amended from time to time that explains and governs the ways UEFA gathers, uses, discloses, and manages Your data, including personal data.

“User / You / Your” means any person accessing the WebApp or the Marketplace, including Registered Users and Guest Users.

“User Account” means the account of a Registered User on the WebApp.

“WebApp” means the computer software and website using the web browser of 2024 HOSPITALITY EXPERIENCE accessible via www.2024-hospitality.com or any other URL determined by 2024 HOSPITALITY EXPERIENCE of which these Terms and Conditions form part of.

3.2. The headings in these Terms and Conditions are for convenience only and shall not affect their interpretation.

3.3. Any references to Sections are, unless otherwise stated, references to sections of these Terms and Conditions.

3.4. Any references to “include”, “such as” or “in particular” (or similar) are to be construed as being inclusive without limitation.