

ONLINE HOSPITALITY SALES REGULATIONS

1. Purpose and Applicability of the Sales Regulations

- 1.1. These Online Hospitality Sales Regulations (“**Sales Regulations**”) outline the terms and conditions which apply to, and govern, the online purchase and use of UEFA EURO 2028™ Hospitality Packages (as defined in Section 17 below).
- 1.2. Each Customer acknowledges and agrees that, by: (i) completing the Application Process; and (ii) clicking the Acceptance of Terms and Conditions Box, it confirms that it has read, understood and accepts these Sales Regulations and agrees to be irrevocably and unconditionally bound by these Sales Regulations. These Sales Regulations form an integral part, and are a binding component, of the Sales Agreement. Each Customer shall ensure that each Guest for whom the Customer purchases or otherwise provides a Hospitality Package is made aware of, agrees to, and complies at all times with these Sales Regulations. The terms and conditions contained in these Sales Regulations shall prevail over any other terms that the Customer may seek to impose or incorporate, or which are implied by custom, practice or course of dealing. Any such other terms shall be deemed rejected by BEYOND.
- 1.3. Where a Hospitality Package is purchased via an authorised third-party platform, any supplemental or additional terms imposed by that authorised platform may apply in addition to these Sales Regulations, but only to the extent they do not conflict or are not inconsistent with these Sales Regulations. In the event of any conflict or inconsistency, these Sales Regulations shall prevail, and the conflicting or inconsistent third-party terms shall be of no effect.
- 1.4. Without limiting any provision in these Sales Regulations, by purchasing or otherwise receiving a Hospitality Package (which shall include a Ticket), the Customer also agrees to be legally bound by and comply with the Ticket Terms. Depending on the date of purchase of a Hospitality Package, each Customer acknowledges that the Ticket Terms may be published and/or modified by UEFA at a date following the Customer entering into the Sales Agreement pursuant to these Sales Regulations. The Customer fully understands and accepts that it enters into any such Sales Agreement on the basis that the Ticket Terms, once published and/or modified by UEFA, are binding and enforceable and to the extent permitted by Applicable Law this shall give rise to no claims against BEYOND and/or UEFA.
- 1.5. BEYOND reserves the right to: (i) change the way it sells Hospitality Packages at any time; and (ii) amend these Sales Regulations from time to time. Any such updated version of these Sales Regulations will become legally effective immediately upon publishing or notification of the modified version of these Sales Regulations. Each Customer agrees to accept and comply with any updated version of these Sales Regulations. BEYOND may also at any time and without notice change the scope, pricing and availability of future Hospitality Package product offerings.
- 1.6. All capitalised terms used in these Sales Regulations shall have the meaning ascribed to them in Section 17.

2. Application Process

- 2.1. The Customer acknowledges and agrees that the Application Process involves a number of steps including but not limited to: (i) creating an account with BEYOND and acknowledging and accepting BEYOND’s website terms of service (available at <https://euro2028.beyond-hospitality.com/website-terms-of-service>); (ii) providing payment details; (iii) completing and submitting an Order; and (iv) clicking the Acceptance of Terms and Conditions Box.
- 2.2. Completion of the Application Process does not guarantee the availability of the Hospitality Packages making up an Order. Completion of the Application Process constitutes an irrevocable and binding offer by the Customer to BEYOND for the purchase of the Hospitality Packages for which the Customer has applied in the Order, which may be accepted or rejected by BEYOND

(at its sole discretion). Any template order form provided by BEYOND for the Customer to complete will not, under any circumstances, constitute an offer by BEYOND.

- 2.3. If BEYOND elects to accept the Customer's offer to purchase the Hospitality Packages, the Customer will receive a Confirmation of Purchase. The Customer acknowledges and agrees that payment (as described in Section 6 below) in full of the price of the Hospitality Packages may be automatically debited from the Customer's account and credited to BEYOND's account prior to the Customer receiving a Confirmation of Purchase.

3. Confirmation of Purchase

- 3.1. Each Customer is responsible for correctly completing and providing all information required under the Application Process, including the full completion and submission of the Order. BEYOND reserves the right to reject any applications which are incomplete, inaccurate or incorrect.
- 3.2. BEYOND reserves the right in its sole discretion to impose a limit on Hospitality Packages which a Customer may purchase whether by reference to: (i) quantities; (ii) package type, category series or location; and/or (iii) monetary value.
- 3.3. BEYOND shall not be liable for any sort of incorrect entry of information, technical malfunctions and/or internet, failure of computer hardware or software, or lost or incomplete applications or failure to communicate with any Customer by email due to the non-acceptance or delivery failure of the Confirmation of Purchase by the Customer's email.
- 3.4. If any Order is submitted by an individual on behalf of a company or other legal entity, the individual who completes and submits the Order and clicks the Acceptance of Terms and Conditions Box agrees, represents and warrants that they have the legal capacity and authority to bind the company or legal entity indicated in the Order. The individual agrees, represents and warrants that he or she is of legal age to enter into binding agreements. The Sales Agreement will be entered into by the company or other legal entity and BEYOND.
- 3.5. The Customer acknowledges and agrees that it is responsible for maintaining the confidentiality of any online or offline account and associated passwords (i.e. related to any BEYOND, UEFA-affiliated, or other system or platform relevant to the purchase, redemption or use of a Hospitality Package and/or Ticket, if applicable) and is fully responsible for all activities that occur in respect of such accounts and passwords. The Customer agrees to: (i) immediately notify BEYOND of any unauthorised use of any accounts or passwords and any other breach of security; and (ii) ensure that it exits its account at the end of each session. BEYOND cannot and will not be liable for any loss or damage arising from the Customer's failure to comply with this Section 3.5. The Customer is responsible for all dealings with BEYOND regarding this Sales Agreement (including any violations thereof) and will notify BEYOND immediately of such activity.

4. The Sales Agreement

- 4.1. Subject to Section 9, each Sales Agreement shall consist of, and incorporate the terms of:
- (i) the Order and Confirmation of Purchase;
 - (ii) the Product Description;
 - (iii) these Sales Regulations;
 - (iv) the Ticket Terms (including for the avoidance of doubt the Event Terms and the Venue Rules).

Any other samples, drawings, descriptive matter or advertising issued by BEYOND (whether or not on the Webshop), and any illustrations or descriptions of the Hospitality Packages contained in BEYOND's catalogues or brochures are issued or published for illustrative purposes only and do not form part of the Sales Agreement.

- 4.2. BEYOND is the principal in the sale of Hospitality Packages to Customers, meaning the Sales Agreement is a contract between BEYOND and the Customer. Notwithstanding the above, UEFA shall retain the right to exercise and enforce any of its rights and remedies with respect to Tickets pursuant to the Ticket Terms.
- 4.3. The Sales Agreement is the sole and complete statement of the respective rights and obligations of BEYOND and the Customer with regard to the sale (by BEYOND) and purchase (by the Customer) of the Hospitality Packages. The Sales Agreement supersedes and extinguishes all other oral and/or written correspondence, representations, understandings, negotiations, arrangements, proposals, sales materials and agreements relating to the purchase of the Hospitality Packages which are the subject of the Sales Agreement.
- 4.4. All sales of Hospitality Packages under a Sales Agreement are final and binding on the Customer. Subject to Section 6.6 below, all payments made by Customers in connection with Hospitality Packages (whether or not such Hospitality Packages are the subject of a Sales Agreement which is terminated) are to be treated as non-refundable, and BEYOND shall be under no obligation to repay any sums to the Customer (unless BEYOND agrees otherwise).
- 4.5. Subject to Section 2.2. above, the sale of certain Hospitality Packages may (where expressly stated) include an opportunity for the Customer to purchase certain additional Hospitality Packages in the same or a different category and at the same or alternative locations in the Stadium. Any such opportunity will be strictly subject to availability and BEYOND's formal written agreement.

5. Hospitality Packages

- 5.1. The scope of the services and benefits made available to the Customer by BEYOND in respect of each Hospitality Package will be outlined in the Product Description. Customers will not, following the conclusion of the Sales Agreement, be entitled to substitutions for, or alterations to, any Hospitality Package services and benefits.
- 5.2. The Customer accepts and acknowledges that the scope of the Hospitality Package services and benefits made available to it under the Sales Agreement are subject to such changes as may be required for reasons of public safety and security, or as may be reasonably determined by BEYOND and/or UEFA, from time to time. BEYOND shall notify the Customer of such changes as soon as reasonably possible.
- 5.3. The Customer and each of its Guests are required to bring with them, on the applicable Match day: (i) valid identification; and (ii) a Ticket to enable them to access the Stadium, a Seat to view the Match and Hospitality Facilities. The Customer and each of its Guests shall ensure to make all such required Tickets and documentation available for inspection at the Stadium on the Match day.
- 5.4. Customers who require reasonable adjustments and/or special assistance (for themselves or their Guest(s)) due to a disability or limited mobility (including but not limited to wheelchair seating and/or wheelchair access to Hospitality Facilities and/or a Stadium) must promptly notify BEYOND as soon as reasonably practical and preferably prior to submission of any Order and BEYOND will make reasonable adjustments, provide special assistance where required and maintain the best level of service possible. In the event that any Customer, following execution of a Sales Agreement, subsequently wishes to provide a Hospitality Package to a person who requires any special assistance due to a disability or limited mobility, the Customer shall promptly notify BEYOND in writing as soon as reasonably practical and BEYOND will use reasonable efforts to provide such special assistance and the best level of service possible (subject always to availability and the time available to BEYOND between the Customer's notification and the relevant Match day).
- 5.5. Subject to the Product Description, the Customer acknowledges and agrees that parking passes: (i) are not included in every Hospitality Package and may not be available at every

Stadium; (ii) where available are subject to confirmation by BEYOND; (iii) must be specifically requested in writing by the Customer; (iv) additional parking charges may apply in certain Stadiums; and (v) will, where parking is available, be allocated by BEYOND at its sole discretion based on allocated capacity, with BEYOND using reasonable endeavours where practicable to allocate parking on an approximate basis of one (1) automobile space per Match for every four (4) Hospitality Packages purchased per Match or one (1) bus space per Match for every forty (40) Hospitality Packages purchased per Match. No guarantee or warranty is provided regarding the availability of parking at any Stadium.

- 5.6. The Customer voluntarily enters into the Sales Agreement acknowledging that the Hospitality Package price is an all-inclusive price, which includes food, beverage and which may also include gift products which are not typically provided at the Stadium and are not capable of being separately priced or sold as individual elements.

6. Payment

- 6.1. By completing the Application Process, the Customer authorises BEYOND to automatically take payment from the Customer's Accepted Card for the applicable aggregate amount set out in the Order and/or in the invoice without further notice. The Customer is responsible for ensuring that there are sufficient funds available on its Accepted Card account at the time any payment is taken by BEYOND.
- 6.2. Payments through the Webshop may only be made by an Accepted Card.
- 6.3. The full price of each purchased Hospitality Package will be due immediately and payable in full by the Customer.
- 6.4. Any VAT, sales taxes and/or other consumption or applicable local tax, fees or dues (which is payable either at the time of the Order or in the future) will be reflected in the invoice at the applicable rate and shall be payable by the Customer in addition to the price of the Hospitality Package. For the avoidance of doubt, BEYOND may charge VAT, sales taxes and/or other consumption or applicable local tax, fees or dues retrospectively after the date of an invoice in the event of any changes in Applicable Laws.
- 6.5. BEYOND reserves the right to refuse to process payments in respect of Customers where BEYOND reasonably believes a sale may result in a breach of the Sales Agreement. BEYOND may carry out such checks as it considers appropriate before processing an Accepted Card payment for security purposes. As part of such checks, the Customer grants to BEYOND the right to disclose personal data to third parties for the purposes of carrying out these security checks. The Customer explicitly approves the transfer of their personal data in this context. The Customer acknowledges and agrees that BEYOND will not be liable for any damages resulting from its decision not to process a payment.
- 6.6. Any and all bank payment, currency conversion, currency exchange control, credit card charge (incurred by the Customer as a result of the payment with an Accepted Card) or other charges incurred in connection with any payment obligation outlined in this Section 6 will be the sole responsibility of and be payable by the Customer in addition to the price of the Hospitality Packages.
- 6.7. No refunds of any amounts paid by the Customer to BEYOND will be made to the Customer under any circumstances except with respect to:
- (i) the cancellation of any Match in the manner outlined in Section 14.3;
 - (ii) where a Match is cancelled or rescheduled following the beginning of the Match in the manner outlined in Section 14.5;
 - (iii) the cancellation of any Sales Agreement in the circumstances described in Section 14.6;

- (iv) the cancellation of Follow My Team Hospitality Packages where the team identified as the subject of the relevant purchased Follow My Team Hospitality Package fails to qualify for UEFA EURO 2028™ or to progress to the stage of UEFA EURO 2028™ specified in the Order. In such circumstances, the Customer shall be entitled to receive a partial refund corresponding to the Matches for which the relevant team, defined in the Order, did not participate (less an administration fee comprising five percent (5%) of the value of the Order. However such refund shall not apply in respect of Follow My Team Hospitality Packages where the Product Description specifies that the Customer shall instead receive a Hospitality Package to a substitute or default Match; or
 - (v) in the limited circumstances specified within the Product Description where a Customer purchases a platinum (“Platinum”) tier Hospitality Package for a Follow My Team Hospitality Package and the specific Stadium does not offer this tier of Hospitality Package. In such circumstances the Customer will be hosted in the prestige (“Prestige”) tier for the same Match and will be offered a proportional refund to reflect the difference in price between the two products.
- 6.8. For the avoidance of doubt, where any Match is cancelled or rescheduled and a refund is due in accordance with these Sales Regulations, the refund will apply to the affected Match itself and not to the other (unaffected) Matches in the Order.
- 6.9. No interest shall be payable in relation to any such refunds payable to the Customer under the Sales Agreement. Refunds payable in connection with:
- (i) Section 6.7 (i) above shall be made no later than thirty (30) days after the relevant Hospitality Package cancellation;
 - (ii) Section 6.7 (ii) above shall be made no later than thirty (30) days after the cancellation of the Match;
 - (iii) Section 6.7 (iii) above shall be made no later than thirty (30) days after the Match was rescheduled and/or cancelled;
 - (iv) Section 6.7 (iv) above shall be made no later than thirty (30) days after the final Match of UEFA EURO 2028™ in relation to a team identified as the subject of the relevant Follow My Team Hospitality Package fails to progress to the stage of UEFA EURO 2028™ specified in the Order and/or Product Description. Where the team does not qualify for UEFA EURO 2028™, the refund shall be made no later than thirty (30) days from the later of when qualification has not been achieved or the final draw: or
 - (v) Section 6.7 (v) above shall be made no later than thirty (30) days after the date on which it is confirmed that the team is playing at such Stadium and (30) days after the final Match of UEFA EURO 2028™ (for teams playing in the round of 16 Match or the quarter-final Match(es)).
- 6.10. For the avoidance of doubt, only the Customer shall be entitled to any refund owed under these Sales Regulations. In no circumstances shall BEYOND be required to provide a refund or any other form of compensation to any Guest of the Customer.
- 6.11. If any monies which are due and payable by the Customer to BEYOND pursuant to this Section 6 are not received by BEYOND in accordance with these Sales Regulations for any reason (including, but not limited to, in the event the Customer’s Accepted Card has insufficient funds), BEYOND may in addition to all other rights and remedies available to it at law:
- (i) terminate the entire Sales Agreement;
 - (ii) terminate the Sales Agreement in respect of a certain number of specified Hospitality Packages only;

- (iii) immediately and without further notice make available for sale to third parties each Hospitality Package which is the subject of any termination;
- (iv) retain, as a non-refundable deposit, any amounts paid by the Customer as at the date of such termination;
- (v) charge the Customer interest on all amounts outstanding at five percent (5%) per annum above the Bank of England Base Rate as it may vary from time to time from the date payment became due until actual payment is made;
- (vi) terminate or suspend any of BEYOND's obligations under the Sales Agreement; and/or
- (vii) claim for all further losses and costs suffered by BEYOND as a result of non-payment and/or late payment.

BEYOND retains the right to claim damages which are in excess of the amounts specified above.

7. Hospitality Package Components

- 7.1. Subject to Sections 7.2-7.10 inclusive, BEYOND will use reasonable endeavours to procure that Tickets, and, where applicable, any parking pass and other Hospitality Package components are made available to the Customer by electronic means (including to the email address stated in the Order and/or via the mobile ticketing application designated by UEFA or BEYOND). Hospitality Access Devices (where applicable) will be issued to the Customer and its Guests on the Match day at the Hospitality Facility check-in desk, unless BEYOND notifies the Customer of alternative arrangements. BEYOND is under no obligation to deliver or make available the Hospitality Package components at the same time or by the same method.
- 7.2. The Customer acknowledges and agrees that the provision, or the availability, of Hospitality Package components is subject to the Customer having complied in full with all elements of the Sales Agreement.
- 7.3. Tickets forming part of the Hospitality Package are mobile tickets issued by UEFA. The Customer acknowledges that: (i) the Ticket will be delivered electronically and/or made available via a mobile application, and its use may require the Customer and each Guest to download that application and accept the separate terms applicable to it; and (ii) the Customer and each Guest must present valid identification (upon request), together with the mobile Ticket, to access the Stadium.
- 7.4. Unless otherwise notified in writing to the Customer by BEYOND, neither BEYOND nor UEFA shall be responsible on behalf of any Customer or Guest for applying for, collecting or providing any travel visa or equivalent document or permit to enter or exit any of the countries participating in UEFA EURO 2028™. The Customer remains responsible for all general and event-specific requirements relating to their own and their Guests' entry to and exit from such countries and in relation to their movement inside and between such territories. The Customer and its Guests are not entitled to any compensation from BEYOND or UEFA in the event a Customer or any Guest is unable to attend a Match due to failure to secure the necessary travel visa or other applicable travel permit and/or delays caused by transportation to and from such countries and/or the Stadium.
- 7.5. Neither BEYOND nor UEFA will be responsible or liable in any way to a Customer or any third party as a result of any late provision of a Hospitality Package component which arises as a result of a failure of and/or interruption to any electronic or mobile delivery or third-party system failure.
- 7.6. Save in respect of last-minute sales, Follow My Team Hospitality Packages, or as BEYOND may determine (acting reasonably), if the Customer has not received the Ticket and all other applicable Hospitality Package components at least two (2) weeks prior to the first Match of UEFA EURO 2028™, the Customer should immediately notify BEYOND in writing.

- 7.7. Any Hospitality Access Device (if applicable) or print-at-home parking pass which has become damaged in any way after collection, or printing by, the Customer and is, as a consequence, unreadable, may not be accepted for admission to, or use at, a Stadium and/or Hospitality Facility. It is the sole responsibility of the Customer to immediately notify BEYOND, in the event that any Hospitality Access Device (if applicable) or print-at-home parking pass is damaged.
- 7.8. UEFA and BEYOND shall not be responsible or liable in any way to a Customer or any third party for any lost, stolen, damaged, destroyed, forgotten or mutilated Hospitality Access Device (if applicable) or print-at-home parking passes or other Hospitality Package component once received, printed or collected by the Customer.
- 7.9. BEYOND reserves the right to determine whether to issue replacement Hospitality Access Devices (if applicable) or parking passes in the event of any occurrence of the circumstances outlined in Sections 7.6, 7.7 and/or 7.8, and to determine the conditions which may apply to any such replacements. BEYOND reserves the right to determine the conditions which shall apply to the replacement Hospitality Access Devices (if applicable) or print-at-home Parking Passes in the event of any occurrence of the circumstances outlined in Sections 7.6, 7.7 and/or 7.8.

8. Hospitality Services

The Customer acknowledges and agrees that:

- (i) access to any Stadium and/or Hospitality Facilities is strictly limited to the day of the Match in respect of which a Hospitality Package has been purchased, and to the times indicated by BEYOND, UEFA and any other UEFA EURO 2028™ Authority from time to time;
- (ii) the delivery of all hospitality services and benefits in connection with a Hospitality Package, including the consumption of alcohol are subject to the Venue Rules and/or Applicable Laws;
- (iii) BEYOND retains the right to amend the scope of the Hospitality Facilities and hospitality services and benefits applicable to any Hospitality Package, provided that BEYOND provides the Customer with replacement hospitality services and benefits of substantially similar or equivalent quality and value, as determined by BEYOND at its discretion;
- (iv) access to Hospitality Facilities will be limited to Customers and Guests who are in possession of an appropriate Hospitality Access Device (if applicable) and any other additional or alternative document, pass or form of identification as may be notified to the Customer by BEYOND from time to time; and
- (v) BEYOND will use reasonable efforts to procure that Tickets which form part of Hospitality Packages which are the subject of a single Sales Agreement will, wherever reasonably possible, correspond to Stadium Seats which are adjacent to each other or in the same block. No guarantees or warranties are provided by UEFA or BEYOND that Seats will be adjacent to each other or in the same block.

9. Ticket Terms

- 9.1. The Ticket Terms and these Sales Regulations each form an integral part of the Sales Agreement, and the Customer irrevocably and unconditionally undertakes and agrees to fully comply with the Ticket Terms and these Sales Regulations, together for the avoidance of doubt with the Venue Rules and any other Event Terms.
- 9.2. The Customer agrees to accept and comply with most current version of the Ticket Terms issued by UEFA. The Ticket Terms may be amended by UEFA from time to time and the Customer undertakes to periodically check for updates to the Ticket Terms. Every person (whether a Customer, Guest or otherwise) using a Ticket to enter the Stadium shall be deemed to have fully and irrevocably agreed to accept, and comply with, the applicable and updated version of the Ticket Terms. Depending on the date of purchase of a Hospitality Package, each Customer

acknowledges that the Ticket Terms may be published and/or modified by UEFA at a date following the Customer entering into the Sales Agreement pursuant to these Sales Regulations. The Customer fully understands and accepts that it enters into any such Sales Agreement on the basis that the Ticket Terms, once published and/or modified by UEFA, are binding and enforceable and to the extent permitted by Applicable Law this shall give rise to no claims against BEYOND and/or UEFA.

- 9.3. The Customer further agrees to ensure that its Guests fully comply with the Ticket Terms and these Sales Regulations and the Customer, regardless of fault, remains primarily liable to BEYOND for any non-compliance by the Guest. It is the Customer's responsibility to notify to each individual Guest the requirements of the Ticket Terms and these Sales Regulations and to ensure full compliance with the same by its Guests.
- 9.4. All of the terms and conditions reflected in the Ticket Terms and these Sales Regulations with respect to the Stadium to which a Customer or Guest gains access through the use of a Ticket shall also apply to the Hospitality Facilities, in so far as is relevant, to which the Customer gains access through the use of a Hospitality Access Device (if applicable) on Match days.
- 9.5. With respect to a Ticket which comprises part of a Hospitality Package, any reference in the Ticket Terms to the: (i) "Ticket Purchaser" (or the applicable alternative title) shall be considered a reference to the Customer; (ii) "Ticket Holder" (or the applicable alternative title) shall be considered a reference to the Customer and/or any Guest who uses a Ticket which forms part of a Hospitality Package to gain access to the Match; and (iii) any reference to the "Terms of Sale" (or the applicable alternative title) in the Ticket Terms shall be considered a reference to these Sales Regulations.
- 9.6. Any measures taken or imposed by a UEFA EURO 2028™ Authority with respect to any Match, any Ticket or any Stadium shall apply to the Customer and/or its Guests. By way of illustration only, if any Ticket is cancelled or a Customer or Guest is expelled from, or refused entrance to, the Stadium and/or the Hospitality Facilities as a result of a violation of the Ticket Terms or these Sales Regulations or as result of any action authorised pursuant to any Applicable Laws, the Customer and/or the Guest may (without prejudice to any other rights or remedies BEYOND may have) lose all rights pursuant to any or all of its Hospitality Package(s) (including the Ticket component) in connection with UEFA EURO 2028™, with no right of refund.
- 9.7. Tickets are sold by UEFA in Ticket categories. The locations of Seats for specific Ticket categories for Matches at the Stadiums are determined by UEFA in its discretion. Neither BEYOND nor UEFA shall be responsible or liable in any way to a Customer and/or any Guests in relation to any complaints regarding locations of Seats, including if UEFA determines or changes the location of Seats, provided the locations of such Seats correspond with the correct Ticket category for the particular Match at the relevant Stadium. Any drawings included as part of the Product Description are therefore approximate depictions, not actual and should not be considered definitive. Each Stadium and Match will be configured differently.

10. Data

- 10.1. The Customer agrees and acknowledges that BEYOND and UEFA Events SA, will act as the joint data controller with respect to any individual or personal data collected by BEYOND in connection with the Hospitality Packages and have allocated responsibility for the relevant processing activities as follows:
 - 10.1.1. BEYOND is responsible for the processing activities relating to the marketing and sales of UEFA EURO 2028™ Hospitality Packages.
 - 10.1.2. UEFA and/or UEFA Events SA are responsible for the processing activities relating to the distribution of Tickets and the organisation and operation of the relevant Match.
- 10.2. The Customer agrees to BEYOND's, UEFA's and UEFA Events SA's use of such personal data, in accordance with BEYOND's Privacy Policy set out at <https://euro2028.beyond-hospitality.com/privacy-policy> and UEFA's Privacy Policy set out at <https://www.uefa.com/privacypolicy/>.

- 10.3. The personal data provided to BEYOND and/or any third party authorised by UEFA pursuant to these Sales Regulations will, subject to Applicable Law, be used, processed, stored, and transferred to third parties (including but not limited to cross-border transfer) designated by BEYOND and/or UEFA (located both within and outside of Switzerland) for purposes relating to: (i) Hospitality Package sales and allocation procedures; (ii) any relevant safety and security measures; (iii) rights protection measures in connection with the Matches; and (iv) Ticket fulfilment, distribution and access control. The Customer acknowledges its responsibility to obtain the consent of each Guest to use their personal data for the purposes described above.
- 10.4. Customers may update, correct or amend their personal data by contacting BEYOND in writing. If an Order is rejected by BEYOND or the Sales Agreement is cancelled or terminated (for whatever reason), the Customer may request deletion of its personal data provided in connection with the Order by contacting BEYOND in writing.
- 10.5. The Customer agrees that it shall comply with the directives of BEYOND, UEFA and/or any competent authorities with regard to the provision of individual or personal data. The Customer agrees that the provision of any individual or personal data (in relation to the Customer or Guests) to BEYOND may be shared with UEFA, and vice versa.
- 10.6. The Customer agrees, if requested by BEYOND, to provide each of its Guests with the Ticket specifically allocated, by Ticket number or by block, Seat or row number, to such Guest.
- 10.7. In the event that the Customer fails to provide the details set out in Section 10.1, BEYOND reserves the right (without prejudice to any other rights or remedies BEYOND may have) to withhold delivery of the Hospitality Packages until such data is provided, to cancel the relevant Hospitality Package(s) and/or to refuse entrance to the Stadium and/or any Hospitality Facility to any Customer or Guest for which data has not been provided, with no right to any refund. The Customer acknowledges and agrees that any Ticket and any other component of a Hospitality Package(s) thus cancelled may be made available for re-sale by BEYOND.
- 10.8. BEYOND or a UEFA EURO 2028™ Authority may carry out access controls and inspections at a Stadium. In the event that a Customer or Guest attempts to use a Hospitality Package at a Stadium and/or Hospitality Facility and the personal details of such Customer or Guest do not match the data provided in respect of such Hospitality Package, BEYOND or the UEFA EURO 2028™ Authority expressly reserves the right to cancel the relevant Hospitality Package(s) and/or to refuse entrance to the Stadium and/or Hospitality Facility to the Customer or Guest, with no right to any refund. The Customer acknowledges and agrees that any such Ticket and other component of a Hospitality Package(s) may be made available for re-sale by BEYOND.

11. Prohibition on the Resale and Transfer of Hospitality Packages

11.1. The Customer is prohibited from:

- (i) directly or indirectly conducting, allowing, permitting, authorising and/or approving:
 - a. any re-sale, or the offering for resale (whether online or offline), and/or
 - b. the exchange or other transfer or assignment of rights (other than the provision to a Guest) (whether online or offline),

of any Hospitality Package, Ticket, Hospitality Access Device (if applicable), parking pass or other benefit or service provided in connection with a Hospitality Package, whether for any value of any kind or otherwise, including, without limitation, in connection with any separate transaction with any third party under which any value of any kind is transferred to the Customer in connection (whether direct or indirect) with the provision by the Customer of any Hospitality Package; and

- (ii) acting, purporting to act, or advertising its ability to act, as an agent, facilitator or representative of a third party for the purchase, or purported purchase, of Hospitality Packages (or any component of a Hospitality Package) and/or Tickets by the third party.
- 11.2. The Customer shall ensure that any Hospitality Packages are only used by the Customer itself or by its Guests to which the Customer provides the Hospitality Packages.
- 11.3. The Customer shall ensure that none of its Guests resell, exchange or otherwise transfer, whether in whole or in part and whether for value or otherwise, any Hospitality Package, Ticket, Hospitality Access Device (if applicable), parking pass or other benefit or service provided in connection with a Hospitality Package, and that all Guests are informed in writing by the Customer of this prohibition.
- 11.4. Any Customer or Guest who is entitled to use any component of a Hospitality Package must be the same person as the Customer or Guest who uses each of the corresponding components of the relevant Hospitality Package.
- 11.5. At no stage will a Guest receive any rights under or in connection with the Sales Agreement or be entitled to any recourse against BEYOND or UEFA or any UEFA EURO 2028™ Authority under the Sales Agreement.
- 11.6. In addition to laws applicable in other countries, the governments of the United Kingdom, Scotland, Wales and the Republic of Ireland may enact laws or regulations that make it a criminal offence to sell, resell, transfer, offer, advertise or otherwise dispose of Tickets or Hospitality Access Devices (if applicable) without authorisation or otherwise in breach of any Applicable Laws. Customers and their Guests are advised to obtain information about Applicable Laws relating to Tickets and Hospitality Access Devices (if applicable).

12. Use of Hospitality Packages

- 12.1. The Customer expressly acknowledges and agrees that the purchase of a Hospitality Package does not grant the right to, or permit the Customer and/or its Guest(s) to exercise, any marketing, advertising or promotional rights with respect to UEFA EURO 2028™ or any ancillary event, any Match, any national team, player or official participating in UEFA EURO 2028™, UEFA, BEYOND and/or any other affiliated body or event.
- 12.2. The Customer shall not, and shall ensure that each of its Guests shall not, hold itself out as a sponsor of, or otherwise associate itself or its name, services or products in any manner whatsoever with, UEFA EURO 2028™ or any ancillary event, any Match, any national team, player or official participating in UEFA EURO 2028™, UEFA, BEYOND and/or any other affiliated body or event.
- 12.3. The Customer shall not, and shall ensure that each of its Guests shall not, before, during and after UEFA EURO 2028™:
 - (i) use a Hospitality Package or any component thereof for any marketing, advertising or promotional purposes including, but not limited to, use as a prize in competitions, games, lotteries, sweepstakes, or any other similar activity;
 - (ii) conduct any promotional, advertising or marketing activity in connection with UEFA EURO 2028™ or any ancillary event, any Match, any national team, player or official participating in UEFA EURO 2028™, UEFA, BEYOND or any other affiliated body or event; or
 - (iii) conduct any activity which BEYOND or UEFA reasonably believes may lead to an association between the Customer, its Guest and/or the Customer's or its Guests' name, services or products and UEFA EURO 2028™ or ancillary event, any Match, any national team, player or official participating in UEFA EURO 2028™, UEFA, BEYOND or any other affiliated body or event.

- 12.4. The Customer shall not, and shall ensure that each of its Guests shall not, develop, use or register any name, logo, trademark, symbol, service mark or other mark (including without limitation the official name and mascot of UEFA EURO 2028™) which may be inferred by the public as identifying with UEFA, UEFA EURO 2028™, including the words, “UEFA”, (or any other term used in any language to identify UEFA EURO 2028™) or the development, use or registration of the year 2028 in connection with England, Scotland, Wales Northern Ireland and the Republic of Ireland, or any similar indicia or derivation of such terms or date in any language.
- 12.5. The Customer shall not, and shall ensure that each of its Guests shall not, bring or cause to have brought any promotional, advertising or commercial items of any kind into a Stadium or Hospitality Facility, including any banner, sign (including handheld lollipop signs) or leaflet for the purposes of display or distribution. By way of illustration only, the Customer and each of its Guests shall refrain from wearing, in any Stadium or Hospitality Facility, any clothing or materials which prominently features the name and/or logo and/or any other trademark of the Customer and/or its Guest(s) and which is intended to be worn as part of a group wearing the same or similar clothing in a way which BEYOND or UEFA may regard as the conduct of a promotional, advertising or commercial activity.
- 12.6. The Customer shall not, and shall ensure that each of its Guests shall not, promote, sell, display or distribute any promotional, advertising or commercial items or services at any Stadium or Hospitality Facility, such as, without limitation, any drinks, food, souvenirs and clothing and flyers. All such items are subject to removal or confiscation by any UEFA EURO 2028™ Authority and any person engaging in such activities is subject to ejection from the Stadium and/or Hospitality Facility.
- 12.7. By using any component of a Hospitality Package to attend a Hospitality Facility or Stadium, each Customer grants, and confirms that each of its Guests grants, UEFA and any third party authorised by UEFA the unrestricted right and licence to use worldwide and in perpetuity the Customer’s and Guests’ image, likeness, actions, name, voice and statements in connection with any live or recorded broadcast or other transmission or reproduction of UEFA EURO 2028™, in whole or in part, by means of any media existing now or in the future, for any purpose and without compensation, consideration or notification. The Customer waives, and confirms that each of its Guests waives, in advance all rights and actions seeking to oppose such use.
- 12.8. Nothing in these Sales Regulations or the Ticket Terms grants any person in possession of a Ticket or Hospitality Access Device (if applicable) the right to capture or produce any photographs, sounds, videos, other audio, visual or audio-visual material, accounts or descriptions of any Match or any other content relating to UEFA EURO 2028™ while attending the Hospitality Facility or Stadium (“**Event Content**”) other than for personal, non-commercial purposes. Any Event Content captured or produced in contravention of this Section 12.8 is strictly prohibited.
- 12.9. The Customer acknowledges and agrees that any violation by the Customer and/or its Guests of the terms relating to the use of a Hospitality Package pursuant to Sections 12.1 to 12.8 above represents a material breach of these Sales Regulations by Customer. In such case:
- (i) BEYOND is entitled to terminate with immediate effect the Sales Agreement pursuant to Section 15.2 below;
 - (ii) UEFA is entitled to exercise its rights pursuant to Sections 15.3 and 15.4 below; and
 - (iii) the Customer acknowledges and agrees to be directly liable to UEFA for any direct and indirect damages suffered by UEFA, including but not limited to consequential damages, incidental damage, loss of profits, loss of revenues, indirect damages of whatsoever nature or punitive damages.

13. Acceptance of Risk, Limitations on Liability, Customer and Guest Responsibilities

- 13.1. The following limitations of liability apply with respect to all Hospitality Package components, including, but not limited to, Tickets.
- 13.2. TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, THE CUSTOMER AND EACH GUEST (IN ITS OWN NAME AND ON BEHALF OF ANY MINORS USING A HOSPITALITY PACKAGE BOUGHT BY IT) ACCEPTS ALL RISKS AND DANGERS WHICH IT MAY FACE OR ENDURE WHILE ATTENDING ANY MATCH OR PARTICIPATING IN ANY HOSPITALITY ACTIVITY AND WAIVES ANY CLAIMS AGAINST BEYOND, AND UEFA EURO 2028™ AUTHORITIES RELATING TO SUCH RISKS AND DANGERS. THE CUSTOMER AND EACH GUEST (IN ITS OWN NAME AND ON BEHALF OF ANY MINORS USING A HOSPITALITY PACKAGE BOUGHT BY IT) ACCEPTS THAT THERE ARE RISKS TO ITS PERSONAL SAFETY OR PROPERTY LOSS ON THE WAY TO OR FROM AND OUTSIDE OF OR WITHIN THE STADIUM AND THE OTHER SITES. NOTHING IN THIS PARAGRAPH IS INTENDED TO REQUIRE A CUSTOMER OR GUEST TO ACCEPT RISKS OR DANGERS FROM, OR WAIVE RIGHTS TO DAMAGES, LOSSES, COSTS, EXPENSES, CLAIMS OR FEES ARISING FROM, THE GROSS NEGLIGENCE OR WILFUL MISCONDUCT OF BEYOND OR A UEFA EURO 2028™ AUTHORITY.
- 13.3. SUBJECT TO SECTION 13.5 BELOW, BEYOND AND EACH OF THE RESPECTIVE ENTITIES REFERRED TO AS THE “UEFA EURO 2028™ AUTHORITIES” HAVE INDEPENDENT ROLES AND RESPONSIBILITIES IN CONNECTION WITH UEFA EURO 2028™. NEITHER BEYOND OR ANY UEFA EURO 2028™ AUTHORITY SHOULD BE HELD RESPONSIBLE FOR THE ACTIVITIES OR OMISSIONS OF ANOTHER UEFA EURO 2028™ AUTHORITY OR BEYOND. BEYOND AND EACH UEFA EURO 2028™ AUTHORITY IS RESPONSIBLE FOR ITS OWN ACTS AND OMISSIONS.
- 13.4. SUBJECT TO SECTION 13.5 BELOW AND TO THE EXTENT PERMITTED BY APPLICABLE LAW, NEITHER BEYOND NOR UEFA SHALL BE LIABLE TO THE CUSTOMER AND/OR ANY GUEST FOR ANY INDIRECT OR CONSEQUENTIAL LOSS (INCLUDING, WITHOUT LIMITATION, LOSS OF REVENUE, LOSS OF PROFITS, LOSS OF ANTICIPATED SAVINGS, LOSS OF GOODWILL OR LOSS OF REPUTATION) ARISING OUT OF OR IN CONNECTION WITH THE PERFORMANCE OR ANY BREACH OF THE SALES AGREEMENT. THE MAXIMUM LIABILITY OF BEYOND TO THE CUSTOMER AND/OR GUEST IN CONTRACT OR OTHERWISE UNDER OR IN CONNECTION WITH THE SALES AGREEMENT SHALL NOT EXCEED THE TOTAL PRICE PAID FOR HOSPITALITY PACKAGES BY THE CUSTOMER TO BEYOND IN RESPECT OF THE SALES AGREEMENT.
- 13.5. NOTHING IN THE SALES AGREEMENT WILL AFFECT THE STATUTORY RIGHTS (INCLUDING CONSUMER RIGHTS IF AND WHEN APPLICABLE) OF ANY CUSTOMER OR GUEST OR EXCLUDE OR RESTRICT ANY LIABILITY FOR DEATH OR PERSONAL INJURY ARISING FROM THE NEGLIGENCE OR IMPROPER CONDUCT BY A UEFA EURO 2028™ AUTHORITY, BEYOND OR ANY OTHER LIABILITY WHICH CANNOT BE EXCLUDED OR LIMITED UNDER APPLICABLE LAW.
- 13.6. THE CUSTOMER AND EACH GUEST IS RESPONSIBLE FOR THE USE OF ITS TICKET AND/OR HOSPITALITY ACCESS DEVICE (IF APPLICABLE). TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, THE CUSTOMER AND EACH GUEST INDEMNIFIES AND HOLDS HARMLESS BEYOND AND UEFA EURO 2028™ AUTHORITIES FROM AND AGAINST ANY AND ALL CLAIMS, DAMAGES AND LIABILITIES SUFFERED AND/OR INCURRED IN CONNECTION WITH, ARISING OUT OF OR RESULTING FROM:
- (i) ITS MISUSE OF A TICKET AND/OR HOSPITALITY ACCESS DEVICE (IF APPLICABLE); OR
 - (ii) THE MISUSE OF A TICKET AND/OR HOSPITALITY ACCESS DEVICE (IF APPLICABLE) BY A MINOR IF THE TICKET AND/OR HOSPITALITY ACCESS DEVICE (IF APPLICABLE) WAS PROVIDED BY THE CUSTOMER; OR
 - (iii) THE MISUSE OF A TICKET AND/OR HOSPITALITY ACCESS DEVICE (IF APPLICABLE) BY ANY OTHER THIRD PARTY WHICH HAS OBTAINED, DIRECTLY OR INDIRECTLY, A TICKET AND/OR HOSPITALITY ACCESS DEVICE (IF APPLICABLE) THROUGH IT; OR
 - (iv) A VIOLATION OF THE TICKET TERMS, THESE SALES REGULATIONS AND/OR ANY OTHER APPLICABLE LAWS; OR

- (v) ANY OTHER HARMFUL CONDUCT IN CONNECTION WITH THE TICKET AND/OR HOSPITALITY ACCESS DEVICE (IF APPLICABLE).

THIS MEANS THAT IF A CUSTOMER OR ANY GUEST VIOLATES ANY TICKET AND/OR HOSPITALITY ACCESS DEVICE (IF APPLICABLE) RELATED RULES, THE CUSTOMER MUST TAKE FULL FINANCIAL RESPONSIBILITY AND PAY FOR ANY DAMAGE, INCLUDING LEGAL COSTS, THAT BEYOND AND/OR UEFA EURO 2028™ AUTHORITIES MAY INCUR IN MANAGING OR RESOLVING THE PROBLEMS CAUSED BY THE VIOLATION.

- 13.7. THE CUSTOMER AND EACH GUEST IS RESPONSIBLE FOR THEIR PERSONAL ARRANGEMENTS CONNECTED TO THE HOSPITALITY PACKAGES (INCLUDING, WITHOUT LIMITATION, TRAVEL, ANY FORM OF TRANSPORTATION AND ACCOMMODATION) AND SUCH ARRANGEMENTS ARE ENTERED INTO BY THE CUSTOMER AND EACH GUEST AT THEIR OWN RISK AND BEYOND SHALL NOT BE LIABLE FOR ANY COSTS OR LOSSES RELATING TO SUCH ARRANGEMENTS SUFFERED BY THE CUSTOMER AND/OR ANY GUESTS.

14. Unforeseen Circumstances

- 14.1. If a Match is rescheduled or relocated owing to a Force Majeure Event, BEYOND shall use reasonable efforts to arrange for corresponding hospitality services and benefits to be provided at the rescheduled or relocated Match, but will have no obligation to do so. BEYOND reserves the right to make alterations to the times, dates and locations in connection with the delivery of hospitality benefits and services as a result of any such unforeseen circumstances. Subject to Section 14.2 below, in the event of a rescheduling or relocation of a Match, neither party shall be relieved from its obligations under this Agreement, it being understood that the respective obligation (together with any payments) shall be transferred and applied instead to the rescheduled/relocated Match.
- 14.2. Regardless of the availability of hospitality services and benefits, the rescheduling or relocation of any Match owing to a Force Majeure Event or another circumstance outside the control of BEYOND does not affect the validity of any Ticket for that Match (other than as specified in the Ticket Terms). The use of Tickets is exclusively governed by the Ticket Terms with respect to the rescheduling or relocation of any Match.
- 14.3. If, prior to the start of a Match, a Match is cancelled or is held behind closed doors (and not rescheduled) due to a Force Majeure Event or another circumstance outside the control of BEYOND (including but not limited to a safety and security concern or a decision made by UEFA or any other UEFA EURO 2028™ Authority or the disqualification or withdrawal of a team), BEYOND shall refund the full price paid by the Customer for each affected Match, such refund to be determined by reference to the prevailing circumstances. Any such refund shall constitute the sole and exclusive remedy to which the Customer is entitled.
- 14.4. The cancellation of any Match or part thereof due to a Force Majeure Event (including but not limited to a safety and security concern or a decision made by UEFA or any other UEFA EURO 2028™ Authority, or the disqualification or withdrawal of a team) does not affect the validity of any Ticket for that Match (other than as specified in the Ticket Terms). Tickets are exclusively governed by the Ticket Terms with respect to the cancellation of any Match.
- 14.5. If, after a Match is started, such Match is abandoned and rescheduled for any reason, BEYOND is under no obligation to provide the Customer with the Hospitality Package for any rescheduled Match. If BEYOND does opt to provide the Customer with the Hospitality Package for the rescheduled Match, the Customer shall retain all applicable Ticket(s) and Hospitality Access Device issued in connection with the original Match, and these will be honoured for the new Match date. No refund will be issued unless there is a substantial reduction in the quality of the Hospitality Package made available at the Match on the rescheduled date. Further, if, after a Match is started, such Match is cancelled (and not rescheduled), rescheduled to be held behind closed doors or BEYOND does not provide the Customer with the Hospitality Package for the rescheduled Match, no refund will be issued unless the quality of the Hospitality Package made available to and experienced by the Customer at the original Match was substantially less than

that associated with Hospitality Package purchased under this Sales Agreement. If BEYOND determines that a refund is to be issued in accordance with this Section 14.5, such refund will be limited to portion of the price corresponding to the portion of the Hospitality Package not received by the Customer, determined at BEYOND's discretion.

- 14.6. In any other circumstances which are outside BEYOND's control, including a Force Majeure Event, and which materially impact BEYOND's capacity to perform any services, BEYOND reserves the right to terminate and cancel the Sales Agreement on written notice to the Customer and refund to the Customer all sums paid by the Customer under the Sales Agreement, such refund constituting the sole and exclusive remedy to which the Customer is entitled.

15. Termination

- 15.1. In the event that any Customer fails to ensure that BEYOND receives, in full and by the due date set out in Section 6 and/or also specified in the relevant invoice, the amount specified in the relevant invoice as consideration due and payable, BEYOND reserves the rights specified in Section 6.8, including, without limitation, the right to terminate the Sales Agreement in full or in part.
- 15.2. The Customer acknowledges and agrees that, in the event of a violation or breach of any term of these Sales Regulations or any other Applicable Laws, BEYOND shall, in addition to all other rights and remedies that BEYOND may have, retain the right to:
- (i) terminate the Sales Agreement in whole or in part immediately without further notice in unilateral and extrajudicial manner by way of refusal to perform;
 - (ii) render null and void any applicable Hospitality Access Device (if applicable);
 - (iii) enforce UEFA's right to cancel and/or render null and void the Ticket(s) under the Ticket Terms;
 - (iv) refuse entry into the Stadium and/or any Hospitality Facility to the offending Customer and/or Guest, or eject the Customer and/or Guest from the Stadium and/or Hospitality Facility;
 - (v) enforce the Sales Agreement and/or claim damages; and/or
 - (vi) notify governmental authorities of a violation of the provisions of the Ticket Terms, these Sales Regulations and/or the Applicable Laws that correspond to violations of applicable criminal or other laws.
- 15.3. The Customer acknowledges and agrees that, in the event of a violation or breach of any term of the Ticket Terms, or any other Applicable Laws, BEYOND, acting directly or on UEFA's behalf, shall, in addition to all other rights and remedies that BEYOND or UEFA may have, retain the right to:
- (i) cancel or render null and void any Ticket forming part of the Hospitality Package;
 - (ii) refuse entry into the Stadium and/or any Hospitality Facility to the offending Customer and/or Guest, or eject the Customer and/or Guest from the Stadium and/or Hospitality Facility; and or
 - (iii) terminate, in whole or in part, the Sales Agreement if any of the rights set out above in this Clause 15.3 have been exercised.
- 15.4. Further to other termination rights granted under the Ticket Terms and the corresponding right to cancel Hospitality Packages reflected in these Sales Regulations, BEYOND shall have the right to cancel any Hospitality Package in the event of:

- (i) any insolvency, bankruptcy filing or liquidation of the Customer;
- (ii) the appointment of an administrator in respect of the Customer;
- (iii) the Customer entering into an arrangement with its creditors; or
- (iv) any other event which may give rise to the reasonable belief that the Customer will not be able to complete the full payment of the Hospitality Package purchase price,

provided that any such events occur prior to receipt by BEYOND of the full purchase price of the Hospitality Package.

- 15.5. In the event of termination of the Sales Agreement or cancellation of any Ticket forming part of the Hospitality Package, any payment made by the Customer, whether in full or in part, will be retained by BEYOND as partial compensation for the administration, cancellation fees and production costs and/or instead of damages or other compensation. BEYOND nevertheless retains the right to sue for a higher level of applicable damages.
- 15.6. The termination of the Sales Agreement for any reason whatsoever shall not affect any provision of the Sales Agreement which is intended to survive its termination, nor prejudice or affect the rights of either party against the other in respect of any breach of the Sales Agreement, or in respect of any monies payable by the Customer to BEYOND in respect of any period prior to termination.

16. Miscellaneous

- 16.1. Should any provision(s) of these Sales Regulations and/or the Sales Agreement be declared void, ineffective or unenforceable by any competent court, the remainder of the Sales Regulations and the Sales Agreement will remain in effect as if such void, ineffective or unenforceable provision(s) had not been contained.
- 16.2. Certain provisions of the Ticket Terms and these Sales Regulations may be restated in a condensed format so that they may be included, respectively, within the confined space allocated on each Ticket and the Hospitality Access Devices. In the event of any doubt regarding the scope or meaning of the condensed provisions of the Ticket Terms included on any Ticket and these Sales Regulations included on any Hospitality Access Devices, the full terms of the Ticket Terms and these Sales Regulations will apply and will prevail over the condensed provisions.
- 16.3. BEYOND reserves the right to refuse (at its sole discretion) the purchase of Hospitality Packages by Customers who are the subject of football match banning orders or who are identified by UEFA as being prohibited from any such purchase.
- 16.4. Unless expressly stated in these Sales Regulations or as communicated to the Customer by UEFA, if there is any inconsistency between the provisions of these Sales Regulations and the Ticket Terms with respect to any matter pertaining to the use of a Ticket at a Stadium, the Ticket Terms shall apply and will prevail over the terms of the Sales Regulations.
- 16.5. Subject to Section 16.7, to the fullest extent allowable by Applicable Law the Sales Agreement will be governed by, and interpreted in accordance with, the substantive laws of Switzerland and to the exclusion of the Vienna Convention on the International Sale of Goods.
- 16.6. Subject to Section 16.7, to the fullest extent allowed by Applicable Law and without affecting any consumer rights of the Customer and in the absence of amicable settlement, any disputes arising out of or in connection with the Sales Agreement shall be resolved exclusively by arbitration in accordance with the Swiss Rules of International Arbitration of the Swiss Chambers of Commerce in force at the time when the Notice of Arbitration is submitted in accordance with these Rules. The number of arbitrators shall be three (3). The seat of arbitration shall be Zürich, Switzerland. The arbitral proceedings shall be conducted in English.

- 16.7. The Customer acknowledges and agrees that BEYOND may transfer and assign its rights and obligations under the Sales Agreement to a BEYOND Affiliated Company and in the event it does so will notify the Customer in writing, and the Sales Agreement will be governed by, and interpreted in accordance with, the substantive laws of the jurisdiction in which the BEYOND Affiliated Company is located (“**BEYOND Affiliated Company’s Jurisdiction**”) and any disputes arising out of or in connection with the Sales Agreement shall be resolved in accordance with the equivalent rules of arbitration that apply in the BEYOND Affiliated Company’s Jurisdiction.
- 16.8. The Customer agrees to indemnify and hold harmless BEYOND, UEFA and the other UEFA EURO 2028™ Authorities, as well as their respective officers, directors, employees, representative or agents against any and all liabilities, obligations, losses, damages, penalties, claims, fines and expenses (including reasonable legal expenses) resulting from, arising directly out of, or directly attributable to:
- (i) any claim by any Guest against BEYOND, UEFA or any other UEFA EURO 2028™ Authority in connection with any purported breach by BEYOND of the Sales Agreement;
 - (ii) any activity conducted by the Customer or any of its Guests which causes damage to BEYOND, UEFA or any other UEFA EURO 2028™ Authority or to the enjoyment of Hospitality Packages by any other Customer or Guest; and
 - (iii) any activity conducted by the Customer or any of its Guests which infringes the intellectual property rights of BEYOND and/or UEFA.
- 16.9. A notice under or in connection with the Sales Agreement must be in writing and must be delivered personally or sent by overnight mail delivery service or by PDF attached to an email to the party due to receive the notice. BEYOND’s address and email details are those specified in the Confirmation of Purchase. The Customer’s address and email details are those specified in the Order. Either party may amend such details by written notice to the other party.
- 16.10. Without limiting UEFA’s ability to modify the Ticket Terms in accordance with Section 9.1 above, the Sales Agreement shall not be amended or modified (save as required in accordance with Section 1.5), and no provision hereof shall be deemed to have been waived by either party, except by a written instrument signed by both BEYOND and the Customer.

17. Definitions

“Acceptance of Terms and Conditions Box” means the tick box located on the checkout page of the Webshop which reads substantially as follows: “I hereby confirm that I have read, accept and will comply with the Hospitality Sales Regulations, Product Description and other requirements of the Application Process and application form and will comply with the Ticket Terms and Venue Rules. I also hereby accept and acknowledge that all sales of the Hospitality Packages are final and that any payments made by purchasers in connection with the Hospitality Packages are to be treated as non-refundable.

“Accepted Card” means any accepted credit or debit card specified on the Webshop.

“Applicable Laws” means all applicable laws, statutes, regulations and codes from time to time in force.

“Application Process” means the online application process under which the Customer applies to purchase Hospitality Packages.

“BEYOND” means Beyond Hospitality 28 AG incorporated and registered in Switzerland with Unique Identification Number CHE-311.396.353 and whose registered office is at Gartenstrasse 19, 8002 Zurich, or any BEYOND Affiliated Company pursuant to Section 16.8.

“BEYOND Affiliated Company” means, in relation to BEYOND, any entity that directly or indirectly controls, is controlled by, or is under common control with BEYOND.

“Confirmation of Purchase” means BEYOND’s written confirmation and acceptance of the Customer’s Order which is issued by BEYOND in accordance with Section 3.

“Customer” means any legal entity or individual duly identified in the Order, who purchases a Hospitality Package via online means and is subject to these Sales Regulations (as determined by BEYOND).

“Event Terms” means collectively all terms and conditions, regulations, directives and/or decisions, as amended from time to time, of UEFA and/or UK & Ireland 2028 Limited and/or the Venue Operators which are applicable with respect to UEFA EURO 2028™ or are binding and enforceable against Ticket holders and further individuals attending UEFA EURO 2028™. Event Terms may include Ticket Terms and/or Venue Rules.

“Follow My Team Hospitality Package” means any Hospitality Package which forms part of a single or a series of Hospitality Packages which are designed to permit the Customer to follow a specific team’s participation in UEFA EURO 2028™.

“Force Majeure Event” shall mean any event or circumstances beyond the control of BEYOND, UEFA or another UEFA EURO 2028™ Authority including but not limited to a storm, earthquake, flood or other act of God, war, invasion, act of foreign enemy, hostilities (whether war be declared or not), civil war or strife, riot, national state of emergency, plague, any epidemic and/or pandemic, act of terrorism, rebellion, strikes, lock-outs or other industrial disputes, acts of governments or other prevailing authorities, or any requirement, whether operational or organisational of UEFA or any other UEFA EURO 2028™ Authority.

“Guest” means any individual invited by the Customer and to whom a Customer provides a Hospitality Package which has been sold to the Customer by BEYOND.

“Hospitality Access Device” means the wristband, badge, pass or other physical or electronic device issued by BEYOND which identifies the holder (being only the Customer or a Guest) and entitles the holder to access Hospitality Facilities. For the avoidance of doubt, a Hospitality Access Device does not grant access to the Stadium and is not a substitute for a Ticket.

“Hospitality Facility” means any location or facility at the site of a Stadium to which Customers and Guests are admitted, by virtue of the rights afforded by a Hospitality Package, to enjoy the provision of official UEFA EURO 2028™ hospitality services and benefits.

“Hospitality Package” means any official hospitality package created by BEYOND comprising a Ticket and certain Match-day hospitality benefits and services to be provided at any Hospitality Facility in connection with UEFA EURO 2028™. Hospitality Packages do not include services or benefits provided other than at a Hospitality Facility, such as (without limitation) ground transportation, air travel or overnight accommodation services.

“Match” means any football match forming part of UEFA EURO 2028™, as specified on the Confirmation of Purchase, in respect of which BEYOND sells Hospitality Packages.

“Order” means the Customer’s completed order for Hospitality Packages submitted in accordance with the Application Process.

“Product Description” means the description of each Hospitality Package, or series of Hospitality Packages which are the subject of any Order and officially provided to the Customer.

“Sales Agreement” means the agreement between BEYOND and the Customer for the purchase of Hospitality Packages, as more fully described in Section 4.

“Sales Regulations” means these regulations governing the sale and use of Hospitality Packages.

“Seat” means an individual sitting position within a designated seat block in a Stadium for each Match with a view onto the pitch.

“Stadium” means any stadium (including the entire surrounding and adjacent areas which are under the control of UEFA) at which a Match takes place.

“Ticket” means a ticket or other type of evidence, including electronic tickets, mobile tickets and further access devices that UEFA issues to grant Ticket holders access to a Match, which allows its holder, subject to the Event Terms and the Sales Agreement, to access the Stadium and obtain the hospitality benefits included in the relevant Hospitality Package.

“Ticket Terms” means the terms and conditions governing the sale and use of Tickets, including the Event Terms and the Venue Rules, as issued by UEFA and as amended from time to time.

“UEFA” means Union des Associations Européennes de Football of Route de Genève 46, 1260 Nyon 2, Switzerland and including UEFA Events SA of Route de Genève 46, 1260 Nyon 2, Switzerland.

“UEFA Events SA” means UEFA Events SA with its business seat at Route de Genève 46, 1260 Nyon 2, Switzerland.

“UEFA EURO 2028™ Authority” means any out of UEFA, UEFA Events SA, UK & Ireland 2028 Limited, the Stadium management and/or any governmental entity responsible for safety and security in connection with the Matches, and their respective employees, volunteers, agents, representatives, officers and directors.

“UK & Ireland 2028 Limited” means UK & Ireland 2028 Limited (company number 15612327), registered office Wembley Stadium, Wembley, London, HA9 0WS, the entity formed by the (English) Football Association, the Scottish Football Association, the Football Association of Wales, the Football Association of Ireland and the Irish Football Association, which is the local entity established for the planning, preparation, staging, organisation and dismantling of UEFA EURO 2028™.

“Venue Operator” means the entity or authority which is legally competent to represent, and act for and on behalf of, the stadium, arena or further facilities where UEFA EURO 2028™ and single Matches are staged.

“Venue Rules” means the terms and conditions governing the applicable safety, security and other rules of conduct adopted by UEFA and/or UK & Ireland 2028 Limited and/or the relevant Venue Operator amended from time to time and describing how Ticket holders and further individuals attending UEFA EURO 2028™ or a single Match shall conduct themselves. The Venue Rules will be incorporated in the Ticket Terms.

“Webshop” means the BEYOND online sales platform for Hospitality Packages on which potential Customers can apply to purchase Hospitality Packages.

v1 28.08.2026