



APPENDIX B - BID LETTER

This Appendix B contains the pro-forma document each Bidder must abide to in presenting its Bid.

[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 ITT, with the Addendum dated June 11, 2021 and with the Invitation to Private Negotiations dated June 14, 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 is net of any applicable taxes, deductions, expenses and withholdings, which shall be borne exclusively by the Bidder, according to clause 4.5.

INVITATION TO PRIVATE NEGOTIATIONS
**INTERNATIONAL MEDIA RIGHTS
 COPPA ITALIA PACKAGES**



TERRITORY: CONTINENT AND GROUPS OF CONTINENTS

(4 Coppa Italia Packages)

Package	Continent	Consideration offered for each Season
Coppa Italia	Package Continent 1 Europe	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Continent 3 Sub Saharan Africa	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Continent 4 Asia and Oceania	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)
	Package Continent 5 Europe + Sub Saharan Africa + Asia and Oceania	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
		2023/2024: € _____ (_____ / _____)

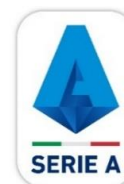
The Bidder acknowledges and accepts to pay for the above Packages, in addition to the consideration specified above, the amounts indicated in clause 7 of the ITT as better specified in Appendix 4 according to the payment terms indicated therein.



TERRITORY: COUNTRY

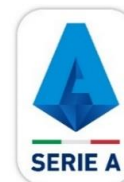
(23 Coppa Italia Packages)

Package	Country	Consideration offered for each Season
Coppa Italia	Package Country 3 Europe - Belgium	2021/2022: € _____ (_____ / ____)
		2022/2023: € _____ (_____ / ____)
		2023/2024: € _____ (_____ / ____)
	Package Country 4 Europe - Bulgaria	2021/2022: € _____ (_____ / ____)
		2022/2023: € _____ (_____ / ____)
		2023/2024: € _____ (_____ / ____)
	Package Country 8 Europe - Denmark	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 14 Europe - Iceland	2021/2022: € _____ (_____ / ____)	
	2022/2023: € _____ (_____ / ____)	
	2023/2024: € _____ (_____ / ____)	
Package Country 17 Europe - Norway	2021/2022: € _____ (_____ / ____)	
	2022/2023: € _____	
	2023/2024: € _____ (_____ / ____)	
Package Country 20 Europe - Portugal	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	Consideration offered for each Season
Coppa Italia	Package Country 34 Sub-Saharan - South Africa	2021/2022: € _____ (_____ / ____)
		2022/2023: € _____ (_____ / ____)
		2023/2024: € _____ (_____ / ____)
	Package Country 36 Asia - China	2021/2022: € _____ (_____ / ____)
		2022/2023: € _____ (_____ / ____)
		2023/2024: € _____ (_____ / ____)
	Package Country 37 Asia - Philippines	2021/2022: € _____ (_____ / ____)
		2022/2023: € _____ (_____ / ____)
		2023/2024: € _____ (_____ / ____)
	Package Country 39 Asia - Hong Kong	2021/2022: € _____ (_____ / ____)
		2022/2023: € _____ (_____ / ____)
		2023/2024: € _____ (_____ / ____)
Package Country 42 Asia - Malaysia	2021/2022: € _____ (_____ / ____)	
	2022/2023: € _____ (_____ / ____)	
	2023/2024: € _____ (_____ / ____)	
Package Country 43 Asia - Mongolia	2021/2022: € _____ (_____ / ____)	
	2022/2023: € _____ (_____ / ____)	
	2023/2024: € _____ (_____ / ____)	
Package Country 44 Asia - Myanmar	2021/2022: € _____ (_____ / ____)	
	2022/2023: € _____ (_____ / ____)	
	2023/2024: € _____ (_____ / ____)	
Package Country 46 Asia - South Korea	2021/2022: € _____ (_____ / ____)	
	2022/2023: € _____ (_____ / ____)	
	2023/2024: € _____ (_____ / ____)	
Package Country 48 Asia - Taiwan	2021/2022: € _____ (_____ / ____)	
	2022/2023: € _____ (_____ / ____)	
	2023/2024: € _____ (_____ / ____)	
Package Country 49 Asia - Vietnam	2021/2022: € _____ (_____ / ____)	
	2022/2023: € _____ (_____ / ____)	
	2023/2024: € _____ (_____ / ____)	
Package Country 50	2021/2022: € _____ (_____ / ____)	
	2022/2023: € _____ (_____ / ____)	

INVITO A PARTECIPARE ALLA TRATTATIVA PRIVATA
 DIRITTI AUDIOVISIVI INTERNAZIONALI
 PACCHETTI COPPA ITALIA



	Oceania - Australia	2023/2024: € _____ (_____ / _____)
	Package Country 51	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
	Oceania - Fiji	2023/2024: € _____ (_____ / _____)
	Package Country 52	2021/2022: € _____ (_____ / _____)
		2022/2023: € _____ (_____ / _____)
Oceania - New Zealand	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.



Documentation attached upon participation to Private Negotiations or during the process related to the ITT is hereby referred to. Possible integrations or updates are hereby attached.

In support of this Bid, the following documentation is attached:

- a) 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;
- b) proposed financial securities offered by the Bidder;
- c) 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 by the Addendum 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 July 30, 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 July 30, 2021, without prejudice, in any case, to Clause 4.7, last paragraph;

- Lega Serie A has the right to cancel the ITT and the Invitation to Private Negotiations 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 Invitation to Private Negotiations 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, in the Addendum and in the Invitation to Private Negotiations dated June 14, 2021, 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).

Legible signature	
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