



**General terms and conditions of the loyalty system CHODÍM NA SPARTU**  
(hereinafter the "**Terms and Conditions**")

**ARTICLE 1 – THE COMPANY**

1. AC Sparta Praha fotbal, a.s., with registered office at Praha 7, Tř. Milady Horákové 1066/98, Postal Code 17000, ID No.: 463 56 801, registered with the Municipal Court in Prague under file No. B 2276 (hereinafter referred to as "**Sparta**").

**ARTICLE 2 – THE LOYALTY SYSTEM**

1. The loyalty system CHODÍM NA SPARTU. (hereinafter referred to as the "**Loyalty System**") is a system that is tailored to our fans and whose main ambition is to improve the fan experience of attending matches. Its main objective is to reward fans for coming to matches of Sparta and to motivate them to lend their seat to someone else or make it available for free sale if they are unable to attend.

**ARTICLE 3 – MEMBERSHIP IN THE LOYALTY SYSTEM**

1. A person becomes a member of the Loyalty System automatically by purchasing or transferring a season ticket in accordance with the General Terms and Conditions of Organizer for Purchase of Tickets for 2025/2026 Season (hereinafter referred to as "**Season Ticket Holder**") (available at this link: <https://sparta.cz/cs/vstupenky/domaci-vstupenky>). The season ticket entitles the Season Ticket Holder enter Sparta A-team's home league matches at the epet Arena stadium (hereinafter referred to as the "**Stadium**") and to enter Sparta A-team's home matches in the cup competition organised by the Football Association of the Czech Republic (FAČR Cup) in the 2025/2026 season, in which Sparta is the organizer of the match and to the exclusive use of the seat indicated on the season Ticket, determined according to the seat, row and sector designation. The rights and obligations arising from the General Terms and Conditions of Organizer for Purchase of Tickets for 2025/2026 season are not affected by the Terms and Conditions.

**ARTICLE 4 – POINT SYSTEM**

1. The Loyalty System is set primary for league home matches of the A-team of Sparta at the Stadium (for the avoidance of doubt, a league home match means a home match of the 1<sup>st</sup> highest Czech football competition in the Czech Republic) (hereinafter referred to as "**Match/Matches**"), therefore it does not apply to international Europe matches (UEFA Champions League, UEFA Europa League, UEFA Europa Conference League). During the 2025/2026 season Sparta can unilaterally decide to add match to the Loyalty System and to the point system. Sparta is obliged to inform the Season Ticket Holder of such a fact well in advance of the relevant match, but no later than the moment of the start of ticket sales for the relevant match, via the email address the Season Ticket Holder is registered in Sparta ID account of Season Ticket Holder.
2. The point system is set as follows:
  - **1 point** - will be awarded to the Season Ticket Holder if Sparta registers his/her arrival at the Stadium through the relevant turnstile for the relevant Match. For the avoidance of doubt, such arrival through the relevant turnstile is understood to be a situation where the Season Ticket Holder himself or a third person arrives at the Match instead of the Season Ticket Holder, to whom the Season Ticket Holder has lent the season ticket or provided a seat associated with



the season ticket (hereinafter as the "**Arrival**"). A Season Ticket Holder who has obtained a ticket by purchasing a discounted ticket on the basis of a verified and valid Disabled Persons' Identity Card will receive 1 point if Sparta records the arrival of the Season Ticket Holder at the relevant turnstile at the Stadium for the relevant Match. For the avoidance of doubt, a Season Ticket Holder who has obtained a ticket by purchasing a discounted ticket on the basis of a verified and valid Disabled Person's Pass or on the basis of the valid membership in the Children's Club (Sparta Club Junior) is not entitled to transfer the ticket to a third party for admission to the Match.

- **1 point** - will be awarded to the Season Ticket Holder if he/she provides the seat associated with his/her season ticket for sale to public. The Season Ticket Holder agrees that if he/she provides the seat associated with his season ticket for sale to public, he waives any share of any profits that Sparta may make in connection with the sale of the seat for the Match (hereinafter as the "**Release**").
  - **0 point** - if the Season Ticket Holder does not do any of the above activities, no points will be awarded. Giving (lending) a seat associated with a season ticket to a third person can be done in the Sparta iD profile on the website (sparta.cz) or in the app „*Sparta*.“, always no later than 2 hours before the official start of the respective Match. All such activities will be recorded in the digital environment of the Sparta iD account. Here it will also be possible to track the number of points accumulated.
  - The release of the seat associated with the season ticket for sale is always possible no later than 2 days before the official start of the respective Match until 12:00 (e.g. if the Match takes place on Saturday, the release of the seat associated with the permanent ticket for sale will be possible no later than 12:00 on Thursday).
3. As part of Loyalty System, Sparta provide the following bonuses to Season Ticket Holders depending on the number of points accumulated in the point system:
- **FULL POINTS TO FULL POINTS – 1 POINT:**
    - In the event that a Season Ticket Holder accumulates the full number of possible points during the 2025/2026 season (the "**Season**") (i.e., makes the Arrival or Release in each Match), or if Season Ticket Holder accumulates the full number of possible points with the exception of one point (i.e., makes the Arrival or Release in each Match except one Match) the Season Ticket Holder shall receive a 10 % discount on the base price of a season ticket for the 2026/2027 season and will also receive the opportunity to select the same seat in the Stadium as in the 2025/2026 season when purchasing such season ticket within a reasonable period of time set by Sparta.
  - **FULL POINTS – 2 POINTS TO FULL POINTS – 4 POINTS**
    - In the event that the Season Ticket Holder accumulates the full number of possible points with exception of two to four points (i.e., makes the Arrival or Release in each Match except two to four Matches) during the Season, the Season Ticket Holder shall be given the opportunity to purchase a season ticket for the 2026/2027 season at the basic price (without any discount) and shall also be given the opportunity to select the same seat in the Stadium as in the 2025/2026 season upon purchase of such season ticket within a reasonable period of time set by Sparta.



- **FULL POINTS – 5 POINTS AND MORE POINTS**

- In the event that the Season Ticket Holder accumulates the full number of possible points with exception of five and more points (i.e. Arrival or Release is not made in at least 5 Matches) during the Season, the Season Ticket Holder shall not receive any of the above bonuses.
4. In the event that the points are not credited within two days after the relevant Match, the Season Ticket Holder has the right to contact Sparta's Customer Service Centre at the e-mail address - permanentky@sparta.cz within a maximum of five days after the relevant Match has been played (hereinafter referred to as "**Complaint**"). The deadline for submitting a Complaint starts on the day after the relevant Match has been played. For the avoidance of doubt, Sparta states that Complaints submitted after the above deadline will be disregarded.
  5. The Season Ticket Holder who has obtained a ticket by purchasing a discounted season ticket on the basis of a verified and valid ZTP/P card is obliged to present the ZTP/P card on request.
  6. For the avoidance of doubt, Sparta states that the above-mentioned discounts on the basic price of a season ticket cannot be combined with other discount cards or any other passes.
  7. The points earned are linked to a specific season ticket. If a season ticket is transferred to a third person, the points collected will also be transferred. In the event that Season Ticket Holder has more than one season ticket, the points attached to each individual season ticket are not added. It is not possible to transfer points between individual Season Ticket Holders.

#### **ARTICLE 5 – TERMINATION OF MEMBERSHIP IN THE LOYALTY SYSTEM**

1. Membership in the Loyalty System is limited by the validity period of the season ticket. The Season Ticket Holder may terminate his/her membership in the Loyalty System at any time. In this case, it is necessary to inform Sparta at e-mail address: permanentky@sparta.cz. Membership in the Loyalty System shall terminate on the date on which Sparta receives information that the Season Ticket Holder is no longer interested in being a member of the Loyalty System.
2. Sparta also reserves the right to terminate membership of the Loyalty System at any time if:
  - a) The Season Ticket Holder violates the rules of the Loyalty System as set out in these Terms and Conditions;
  - b) The Season Ticket Holder violates the rules of the General Terms and Conditions of Organizer for Purchase of Tickets for 2025/2026 season, the Code of conduct for visitors to epet arena;
  - c) In the event of invalidation of the ticket or imposition of a ban on entry to the Stadium in accordance with the relevant provisions of the General Terms and Conditions of Organizer for Purchase of Tickets for 2025/2026 season.
3. Termination of membership does not prevent the re-emergence of the membership of the Season Ticket Holder in future.
4. After the date of membership termination, it is no longer possible to draw the bonuses associated with membership in the Loyalty System. Sparta shall not be liable for any damages that the Season Ticket Holder may incur after the date of membership termination.



#### **ARTICLE 6 – FINAL PROVISIONS**

1. The General Terms and Conditions of Organizer for Purchase of Tickets for 2025/2026 Season and the Information on the processing of personal data available at <https://sparta.cz/cs/paticka/ochrana-soukromi> are an integral part of these Terms and Conditions.
2. By purchasing a season ticket for the 2025/2026 season, the Season Ticket Holder agrees to abide by these Terms and Conditions.
3. Sparta reserves the right to modify, change or update the Loyalty System at any time in accordance with applicable law. At the same time, Sparta reserves the right to suspend or cancel the Loyalty System altogether, without any compensation. Within 30 days of the date of publication of the new version of the Terms and Conditions, the Season Ticket Holder is entitled to reject the new version of the Terms and Conditions and to terminate his/her membership in the Loyalty System by notifying Sparta in writing of his/her interest in no longer being a member of the Loyalty System. The notification must be made in writing to the correspondence address or electronically, i.e. by sending an e-mail to [permanentky@sparta.cz](mailto:permanentky@sparta.cz).
4. Any changes to these Terms and Conditions or other documents will be posted and published on the <https://sparta.cz>. Any changes to this document or the documents that form an integral part of it shall be effective on the date the current version of the documents is posted in the locations indicated. Information about the possible termination or cancellation of the Loyalty System will be published on the Sparta website at least 2 months in advance.
5. All benefits associated with membership of the Loyalty System are not legally enforceable.
6. Due to the COVID-19 disease pandemic, the capacity of the Stadium may be limited, and the Stadium may be closed to the public at any time during the Season at the discretion of public authorities. In such event, these Terms and Conditions would be amended to preserve the purpose and intent of this Loyalty System.
7. These Terms and Conditions are effective from 1<sup>st</sup> June 2025.