



POLICIES AND PROCEDURES MANUAL

Code: AFAFTI - M08



8.1

PURPOSES OF THE MANUAL

I. To establish policies, procedures and designate people in charge for the proper functioning of the following items:

- > Implementation of the courses.
- > Opening and closing activities of the Property.
- > Customer Service.
- > Image and sponsorship.
- > Ambiance of the property.
- > Administration of IMS Platform.
- > Cash flow management (collections and payments).
- > Claims and feedback management.
- > Cleaning and maintenance of the premises.

8.2

POSITIONS INVOLVED

CENTRAL FTI

Project Manager

Trainers

AFA FTI LICENSEE

Master Licensee

General Manager

All the staff involved

8.3

INTRODUCTION

The purpose of this Manual is to establish and standardize all the activities that must be carried out in all the premises where there are authorized AFA FTI licenses, in order to make work routines efficient, ensure the quality of the service provision, facilitate the subsequent compliance control and deliver a consistent image in all places where CENTRAL FTI markets their services.

8.4

IMPLEMENTATION OF THE COURSES

Coach

Each course concept offered by AFA FTI will have coaches with proven experience and the endorsement of AFA. The course implementation method will be included in Appendix 2 - AFAFTI - M08.

Each category must have at least one Coach. Only if the categories receive training at different times, the Coach may have several categories under their control.

It is suggested that, for courses with many students, there is a specific Coach for physical activities and, in some cases, for goalkeepers' training.

PLAYERS PER COURSE	NUMBER OF COACHES PER CATEGORY	ADDITIONAL COACH FOR PHYSICAL ACTIVITIES	GOALKEEPERS COACH
10 to 14	1	None	None
15 to 30	1	1	None
31 to 50	2	1	1

AFA FTI Relationship with Guardians

It is essential for AFA FTI to get along with the family of the children involved in the Institute.

It is suggested to provide briefings with family members where the following aspects are discussed:

- > AFA FTI Objectives.
- > Proper nutrition based on category and age.
- > Management of guardian with children about competition and requirements.
- > Attention to specific cases.
- > Follow-up and assessment.
- > Expectations/Probabilities of becoming a professional player.
- > The importance of formal education.

Nutrition

Although AFA FTI will not be responsible for the proper nutrition of each “player”, as this is an exclusive responsibility of their families and/or guardians, suggestions and recommendations will be provided during the briefings on proper nutrition, based on the age and development stage of the children.

During the trainings and competitions by AFA FTI (The Licensee), the following will be provided:

- > Water (bottles, glasses and containers).
- > Healthy Snacks/Fruits.

Injury management

AFA FTI considers that the prevention of injuries and the response in case of potential accidents during the development of their activities is crucial. For this reason, the following will be available:

- > Ambulance services.
- > Emergency medical services.
- > Physical therapy.
- > Medical check-ups.

Each Licensee, at the beginning of each course, should ask legal guardians to personally sign a document that releases the Property and AFA FTI from any responsibility regarding accidents, injuries and mishaps that may occur during the practices.

8.5

OPENING AND CLOSING

The following are essential activities to be carried out during the opening and closing of the property:

OPENING

The Receptionist should:

1. Appear one hour before the opening to the public in order to organize the agenda for the day.
2. Execute the opening of the Property and initiate the service activities.
3. Arrange the furniture and everything that is not properly organized.
4. Review the School Field activities of the day and prepare for the tasks as applicable.
5. Review if there are reservations for the fields’ rental and confirm them on the Platform.

6. Turn on and activate the clip recording system and check that it is operational on the playing field.
7. Turn on the air conditioners, lights and everything related to the property ambiance.
8. Inspect the refrigerators and determine the stock of products.
9. Open the petty cash and perform an inspection, and then send a report to the General Manager.
10. Check that the stock of balls, clothing and player trackers is in line with the activities to be carried out during the day.
11. Record any stock shortage or equipment damage to report to the General Manager.
12. Check that the reception desk, tables and bathrooms are cleaned.

CLOSING

The Receptionist should:

1. Sweep the room; lift the chairs (so that the Cleaning staff can clean well the next day).
2. Manage waste.
3. Carry out the cash desk closing with the corresponding cash count and report it to the General Manager.
4. Wash and organize all the elements that staff or customers use (coffee cups, "mate", etc.).
5. Check the stock and leave everything ready to place the orders of the day.
6. Control, data entry and all tasks related to trackers, so that Coaches have them available to download the necessary information.

8.6

CUSTOMER SERVICE

In order to achieve business success in AFA FTI, the customer service is essential. It must be friendly and accountable. Having children and their parents as main clients, it is vital to consider that dealing with minors entails an additional responsibility and the demands from the adults will be even greater. That is why, at CENTRAL FTI, we propose a series of instructions that may be useful to meet customer care policies. To that end, it is aimed at focusing on the education and leisure of children, with a strong emphasis on the peace of mind of their guardians, trying to offer them confidence, security and a moment of enjoyment with their sons or daughters. Our premise is that staff (Receptionists, Coach and Managers) is trained to provide the necessary support to those who enroll in AFA FTI and can have an end-to-end unforgettable experience. On the other hand, this may lead to customer loyalty and a relationship that lasts with other children or word of mouth marketing.

The following principles must be taken into account by the staff in direct contact with the customer:

1. FRIENDLY, RELAXED AND SERIOUS WELCOME: As previously discussed, the adult customer should relax and enjoy their visit to the property, but they must also feel confident and secure with the staff in charge. As a result, it is essential to convey this message as soon as they arrive, as well as a warm farewell, as this can help make them willing to come back. Commercial profile from suggestions and kindness.

2. UNDERSTANDING OF THE OPERATION OF AFA FTI: Receptionists must receive training to explain how School Field works:

- > Types of courses: duration, fees and categories per age.
- > Coach: who they are and what their task is; child protection policies.
- > Technology used in the playing fields and player trackers.
- > Historical review. Players who have been part of the Argentine National Team.
- > Certificate, awards and championships.
- > Field rental policy for third parties that are not part of AFA FTI.
- > Everything related to the development of field practice.

Regarding the IMF Platform:

- > Basic operation.
- > User types and permissions.
- > Payments.

3. ANTICIPATION: Staff must anticipate customer needs. By this we understand that there must be a rigorous control of the stock of products. The Receptionist must provide clothing and training kits. Offering promotions and discounts on AFA Shop products (if applicable). And they must ensure that all the pieces of equipment work correctly before starting every practice.

4. DETERMINATION: The welcome is not the only important thing for the customer. Confidence, security and friendly treatment must prevail during each course, in order to build loyalty and turn that customer who will visit the site several times into someone special for the place. This can also encourage word of mouth marketing, induced by the customers themselves.

5. EFFECTIVE COMMUNICATION: Communicating important information well means to convey the right information at the right time. The idea is that the staff is capable of recognizing what the customer wants and provide them with information in a friendly manner, but not too intensely. If, for example, the Coach identifies boys who can potentially participate in a tournament organized by AFA FTI, they must find the right moment and a proper way to communicate this information, both to the child and to their guardians.

6. EXCEEDING EXPECTATIONS: Each repeat customer intends to find the same level of service every time. An excellent service permanently creates new ways to make the experience better and better. Small details that exceed expectations, such as remembering a customer's name, or offering a complimentary service in case of misunderstanding, are often highly appreciated.

7. STAKEHOLDERS DATA COLLECTION: in a friendly way to feed the database and for the Marketing team to carry out commercial activities.

- > Father/Mother/Guardian Name
- > Name of the interested Player
- > Age (Player)
- > Phone Number
- > Email
- > Description of Interest

8.7

IMAGE AND SPONSORSHIP

Staff Image

Receptionists and **General Managers** will not be required to wear working clothes and may use the clothing defined by the property.

The case of the **Coach** is different, since they will be a significant representative of the brand. That is why they must wear mandatory clothing defined by AFA Central FTI:

- > AFA FTI T-shirt
- > AFA FTI sweater (in cold places)
- > Blue, light blue or white shorts or trousers
- > Dark or white sneakers.

Sponsorship and Advertising

The Licensee must previously ask Central FTI about any sponsorship they wish to use in their Property, in order to avoid conflicts between official AFA brands. Likewise, they are required to maintain the following advertising spaces that will be operated by AFA FTI without limitation of any kind:

- > Spaces in official clothing of AFA FTI
- > Vests

In turn, Central FTI may require the removal of the Licensee's own advertising that violates good customs, is against AFA's principles and values, constitutes direct competition or hinders the visibility of the franchisee's authorized ads.

To ask for approval of their own sponsorship, the Licensee should fill the Authorization Sheet for Marketing Actions (Appendix 1 - AFAFTI - M07).

8.8

AMBIANCE OF THE PROPERTY

Each property will show the personality of the owners, although it can be selected to obtain an AFA FTI License. Although we consider it is necessary that this should happen and that every Licensee has the flexibility to decide on the ambiance, the image of the Property must be consistent and take into account the basic aspects associated with the brand image of AFA FTI. That is why the policies on ambiance and daily management of personnel are defined based on the context:

Sponsorship and Advertising Policy:

In accordance with the provisions in the previous item regarding the management of conflicts over the use of unofficial advertisements of AFA FTI, it is understood that the corresponding consistency that affects the decoration of the property should also be taken into account. To that end, the Licensee should provide images of the physical boards and the sizes that are intended to be used, and fill and submit the Authorization Sheet for Marketing Actions (Appendix 1 - AFAFTI - M07) to CENTRAL FTI.

> Billboards:

Central FTI will be entitled to two billboards within the premises where AFA FTI takes place, to use it as it deems appropriate.

The average dimensions of these boards will be 1.5 m (H) x 6 m (L).

Music Policy:

The music on each property should be played in the background and not be very loud.

And no songs or music may be played if they have offensive, aggressive or violent lyrics that children could hear.

Due to the type of audience the following styles are defined:

> Allowed:

- > Argentine music
- > Electronic tango
- > Argentine pop artists or Latin American artists with non-offensive lyrics
- > International electronic music
- > AFA Spotify channel

> Not allowed:

- > Heavy Metal/Hard Rock
- > Radio broadcasts

The Licensee must bear the music playback costs, if applicable, in their respective country.

El licenciatario deberá asumir los costos de reproducción, de corresponder, en su país.

TV Policy:

In the event that there is a TV set at the Property, only channels that broadcast sports content, essentially football, can be watched. The priority will be for matches involving the Argentina National Team or clubs with prominent Argentine players. The volume will be muted unless they are very important games.

Practices and clips of the matches held at the School Field or other tournaments organized by AFA FTI may also be shown.

It is suggested to use the AFA Play Platform, the official streaming video platform of AFA for video playback.

Scent Policy:

The property must have 4 air fresheners that are operational during the service.

Property Hours Policy:

The suggested hours are the following:

> **Opening 9 am** every day.

> **Closing 12 pm** every day.

Each Licensee may define the hours of operation according to the use and customs of each country.

8.9

ADMINISTRATION OF IMS PLATFORM

With regard to the work team of each Licensee, there will be two user types, with different duties and hierarchies:

Admin Users: Master Licensee, GM and Receptionist.

Training Users: Coach

1. Master Licensee User: It will be managed by the Master Licensee and will have access to the entire system. Their main responsibility is to create/edit/delete users and monitor the financial transactions of each property they manage.

2. GM User: It will be managed by the General Managers of each Property with an AFA FTI License. They may create/edit/delete Receptionist Users, act as such and monitor checking account transactions between the Master Licensee and their associated sports premises.

3. Receptionist User: It will be for Receptionists who will have access to the reservation request management. They can also have access to the registration of new players.

4. Coach User: It will be managed by each Coach, with access and permission only to perform assessment and follow-up of the courses applicable thereto.

> Screen 1 - Login:

Each User must log in with a Username and Password (which should be changed the first time they access) assigned and created by their managers.

> Screen 2- Home Screen - Reservation Requests:

Once the session is started, you will be directed to the Home Screen, where you will see at first sight the list of reservation requests made with the requested property, the date and time, the confirmation status, the person who made the request and their respective data. The aforementioned information will be retrieved automatically based on the requests made by customers using the App or through the Receptionist who receives a reservation in person. Any Admin User may check and confirm such requests, this task *being the responsibility of the person acting as the Receptionist*.

> Screen 3 - Pending Reservations:

By selecting this option, the User may directly access the reservations that have not yet been confirmed, to speed them up and confirm the action, or otherwise cancel them.

>Screen 4 - Request Rejection Screen:

Once the Reservations Pending Confirmation are checked, it is verified if they meet all the requirements requested for the reservation. Otherwise, the button with the cross is pressed, which will result in the rejection of the request, and a notification and a warning email will be sent to the customer.

> Screen 5 - Accepted Request Screen:

In the event that the customer has met all the requirements necessary to make the reservation, the green button with the checkmark will be pressed. As a consequence, the reservation will be confirmed in the system and a positive response will be sent automatically via the App, apart from a confirmation email with the relevant location and time information.

>Screen 6 - My Properties (Mis predios) Screen:

This screen is only for Admin Users holding the permissions of a Master Licensee User, since they will be the ones that manage more than one property. Manually, the Master Licensee will create/edit/delete the Sports Facilities that are under their scope. There, they will be able to monitor the checking accounts that they have with each property.

COLLECTIONS AND PAYMENTS

FROM CUSTOMERS TO LICENSEES

Although the financial management of each Property is the responsibility of the General Manager, whoever holds the position of Receptionist will be mostly the front-line contact of the Property. As a consequence, they shall inform how payments are made and also be in charge of cash flow management for daily payments and collections. Appendix 3 - AFAFTI - M08 describes all the details related to collections and payments.

FROM THE LICENSEE TO CENTRAL FTI

Each Licensee is required to make the following payments:



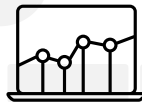
50%

of the licensing fee upon execution of a contract for an area of interest reservation.



50%

of the licensing fee upon execution of the Licensing Agreement.



5%

Royalties based on 5% of the monthly billing.



2%

Monthly advertising fee based on a 2% of the monthly billing.

8.11

CLAIMS MANAGEMENT

CLAIMS on the property:

A CUSTOMER COMPLAINS ABOUT THE SERVICE RECEIVED.

The General Manager must take action on the matter and analyze the situation. If necessary, they will contact the customer in friendly terms. They apologize, seeking to resolve the situation. If the claim is deemed valid, they can offer a complimentary product or a discount as compensation.

A CUSTOMER COMPLAINS ABOUT TREATMENT WITH CHILDREN.

The General Manager/Licensee must prioritize this situation and thoroughly investigate what happened. They must immediately inform Central FTI so that they provide support in the analysis of the situation and recommendations regarding the steps to follow.

THE CUSTOMER SAYS THAT THE IMS PLATFORM DOES NOT WORK.

We apologize; we schedule a visit and try to solve the problem. If it cannot be solved, the issue is reported to Central FTI Tech Support, so they can find a solution.

THE CUSTOMER LEAVES DOCUMENTATION OR VALUABLE ITEMS WITHIN THE PROPERTY.

The General Manager must have them in custody and notify the customer until they come back to pick them up.

CUSTOMER'S PERSONAL BELONGINGS ARE STOLEN WITHIN THE PROPERTY.

We will always try to alert our customers on taking good care of their belongings, making it clear that it is not the facility's responsibility, but we will also collaborate by trying to solve the situation or find out what happened. Make the property cameras available.

ONE OF THE CUSTOMERS FAINTS OR GETS SICK ON THE PREMISES.

The contracted emergency service is called immediately. While we wait for the assistance to arrive, we accompany and support the affected person.

A CUSTOMER EXPRESSES DISSATISFACTION WITH OUR SERVICE.

We kindly ask about the reasons for their dissatisfaction in order to understand it. This information must be referred to the General Manager, who must inform Central FTI.

SOMEONE HAD SOMETHING TO EAT OR DRINK, AND HAS NO MONEY OR LOST THEIR WALLET.

An identification or telephone number is requested, with the expectation that payment is made in good faith later.

8.12

CLEANING AND MAINTENANCE

Cleaning, maintenance and tidiness are very important factors to give a consistent and adequate image with the service that AFA FTI intends to provide. Therefore, it is suggested that the organizational structure of each property has at least one person responsible for cleaning, who will carry out following tasks:

- > Deep cleaning of the Hall and Reception Desk.
- > Keeping bathrooms and locker rooms clean and equipped.
- > Cleaning the windows and display cabinets throughout the property, including at the AFA Shop, if applicable.
- > Keeping the playing fields clean.
- > Finding deficiencies or items to be fixed or maintained, and inform the Reception Desk.
- > Keeping the sidewalk clean.

Anticipation: It is essential to collect all waste from the tables that have just been vacated, so we can clean them and leave them ready. This way, new customers do not have to wait until we clean the tables to sit at them.

The same happens when someone from the staff notices that essential items are missing in the bathrooms. To address this, any member of the team (without leaving the reception desk unsupervised) should try to solve the situation or communicate it immediately to the people in charge. To check and keep the locker rooms and bathrooms in good condition. The *Locker Room Checklist* is attached.



Appendices:

1. Locker Room Checklist.
2. Course Implementation Method.
3. Collection and Payment Procedure.