

PRADA S.p.A.

Via A. Fogazzaro n. 28. Milan

Registry of Companies Milan, Italy: No. 10115350158

意大利米蘭公司註冊處：編號10115350158

(Incorporated under the laws of Italy as a joint-stock company)

(根據意大利法律註冊成立的股份有限公司)

(Stock code/股份代號 : 1913)

NOTIFICATION LETTER 通知信函

20 October 2011

Dear Shareholder,

PRADA S.p.A. (the "Company")
- Notice of Publication of 2011 Interim Report ("Current Corporate Communication")

The English and Chinese versions of the Company's Current Corporate Communication are available on the Company's website at www.pradagroup.com and the HKExnews's website at www.hkxnews.hk. If you have chosen to receive the Corporate Communications[#] in printed form(s), the arranged printed form(s) of the Current Corporate Communication in your selected language(s) is enclosed.

If you would like to receive a printed version of the Current Corporate Communication in English language version only, or in Chinese language version only or in both English and Chinese language versions, or if you would like to change your choice of language(s) and/or means of receipt of the Company's future Corporate Communications, please complete the Change Request Form on the reverse side and sign and return it by post or by hand to the Company c/o the Company's share registrar in Hong Kong (the "Hong Kong Share Registrar"), Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. If you post your reply in Hong Kong, you can use the mailing label in the Change Request Form and do not need to affix a stamp on the envelope. Otherwise, please affix an appropriate stamp. You may also send an email with a scanned copy of the Change Request Form to prada.ecom@computershare.com.hk. The Change Request Form may also be downloaded from the Company's website at www.pradagroup.com or the HKExnews's website at www.hkxnews.hk.

If you have chosen (or are deemed to have consented) to read the website version of the Corporate Communications but for any reason you have difficulty in receiving or gaining access to the Current Corporate Communication, the Company will promptly upon your request send the Current Corporate Communication to you in printed form free of charge.

You are entitled at any time by reasonable notice in writing to the Company c/o the Hong Kong Share Registrar or by email to prada.ecom@computershare.com.hk to change your choice of language(s) and/or means of receipt of future Corporate Communications, notwithstanding any contrary instructions previously conveyed by you to the Company.

If you have any queries in relation to this letter, please call the telephone hotline of the Hong Kong Share Registrar at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays.

By order of the board of Directors
PRADA S.p.A.
Deputy Chairman
Carlo Mazzi

Corporate Communications include but are not limited to (a) the directors' report and its annual accounts together with a copy of the auditor's report; (b) the interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

各位股東：

PRADA S.p.A. (「本公司」)
- 2011 年中期報告 (「本次公司通訊」) 之發佈通知

本公司的本次公司通訊之中，英文版本已上載於本公司網站 www.pradagroup.com 及香港交易所披露易網站 www.hkxnews.hk，歡迎查閱。如閣下已選擇收取公司通訊[#]之印刷本，本次公司通訊已按閣下所選定的公司通訊語言版本隨本函附上。

如閣下欲僅收取本次公司通訊之英文印刷本、或僅收取中文印刷本，或同時收取英文及中文印刷本，或更改收取本公司日後公司通訊之語言版本及/或收取方式之選擇，請閣下填妥在本函背面的變更申請表，並在變更申請表上簽名，然後把變更申請表寄回或親手交回本公司之香港證券登記處香港中央證券登記有限公司（「香港證券登記處」），地址為香港灣仔皇后大道東 183 號合和中心 17M 樓。倘若閣下在香港投寄，可使用變更申請表內的郵寄標籤寄回，而毋須在信封上貼上郵票；否則，請貼上適當的郵票。閣下亦可把已填妥之變更申請表的掃描副本電郵至 prada.ecom@computershare.com.hk。變更申請表可於本公司網站 www.pradagroup.com 或香港交易所披露易網站 www.hkxnews.hk 內下載。

如閣下已選擇(或被視為已同意)查閱公司通訊之網上版本但因任何理由以致收取或接收本次公司通訊上出現困難，只要閣下提出要求，本公司將儘快寄上所要求的本次公司通訊的印刷本，費用全免。

閣下可以隨時透過香港證券登記處以書面或透過電郵至 prada.ecom@computershare.com.hk 通知本公司，更改日後收取本公司通訊之語言版本及/或收取方式的選擇，儘管閣下早前曾向本公司作出任何其他指示。

閣下如有任何與本函內容有關的疑問，請致電香港證券登記處電話熱線(852) 2862 8688，辦公時間為星期一至星期五（公眾假期除外）上午 9 時正至下午 6 時正。

承董事會命
PRADA S.p.A.
副主席
Carlo Mazzi

香港，二零一一年十月二十日

公司通訊包括但不限於：(a) 董事會報告及其年度帳目連同核數師報告；(b) 中期報告；(c) 會議通告；(d) 上市文件；(e) 通函；及(f) 代表委任表格。

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Name(s) and address of Shareholder(s):
股東之姓名及地址:

Change Request Form 變更申請表

To: PRADA S.p.A. (the "Company")
(Stock Code:1913)
c/o Computershare Hong Kong Investor Services Limited
17M Floor, Hopewell Centre, 183 Queen's Road East,
Wanchai, Hong Kong

致: PRADA S.p.A. (the "Company")
(Stock Code:1913)
經香港中央證券登記有限公司
香港灣仔皇后大道東 183 號合和中心 17M 樓

I/We have already received a printed copy of the Current Corporate Communication in Chinese and/or English or have chosen (or am/are deemed to have consented) to read the Current Corporate Communication posted on the Company's website:

本人/我們已收取本次公司通訊之中文及/或英文印刷本或已選擇(或被視為已同意)查閱 貴公司網站所登載之本次公司通訊:

Part A I/We would like to receive a printed version of the Current Corporate Communication of the Company in the manner as indicated below:
甲部 本人/我們現欲以下列方式收取 貴公司本次公司通訊之語言印刷本:

(Please mark **ONLY ONE (X)** of the following boxes 請從下列選擇中, 僅在其中一個空格內劃上「X」號)

- I/We would like to receive a **printed copy in English**.
本人/我們現欲收取一份英文印刷本。
- I/We would like to receive a **printed copy in Chinese**.
本人/我們現欲收取一份中文印刷本。
- I/We would like to receive **both the printed English and Chinese copies**.
本人/我們現欲收取英文和中文各一份印刷本。

Part B I/We would like to change the choice of language(s) and/or means of receipt of future Corporate Communications of the Company as indicated below:
乙部 本人/我們現欲更改以下列方式收取 貴公司日後公司通訊之語言版本及/或收取方式:

(Please mark **ONLY ONE (X)** of the following boxes 請從下列選擇中, 僅在其中一個空格內劃上「X」號)

- to read the **Website version** of all future Corporate Communications published on the Company's website in place of receiving printed copies and receive a printed notification of the publication of the Website Version; **OR**
瀏覽在公司網站發表之所有公司通訊文件網上版本, 以代替印刷本, 並收取公司通訊文件網上版本已刊發的通知信; 或
- to receive only the **printed English version** of all future Corporate Communications; **OR**
僅收取所有日後公司通訊之英文印刷本; 或
- to receive only the **printed Chinese version** of all future Corporate Communications; **OR**
僅收取所有日後公司通訊之中文印刷本; 或
- to receive both printed **English and Chinese versions** of all future Corporate Communications.
同時收取所有日後公司通訊之英文及中文印刷本。

Contact telephone number

聯絡電話號碼

Signature(s)

簽名

Notes 附註:

- Please complete all your details clearly. Please specify your name and address clearly in ENGLISH BLOCK LETTERS on the top left hand corner in this Change Request Form if you downloaded this form from the web.
請 閣下清楚填寫所有資料。倘若 閣下從網上下載本變更申請表, 請於本表左上方用英文正楷清楚註明 閣下的姓名及地址。
- If your shares are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on this Change Request Form in order to be valid.
如屬聯名股東, 則本變更申請表須由該名於本公司股東名冊上就聯名持有股份其姓名位列首位的股東簽署, 方為有效。
- Any form with more than one box marked (X) in Part A or Part B, with no box marked (X), with no signature or otherwise incorrectly completed will be void.
如在本表格甲部或乙部作出超過一項選擇、或未有作出選擇、或未有簽署、或在其他方面填寫不正確, 則本表格將會作廢。
- For the avoidance of doubt, we do not accept any special instructions written on this Change Request Form.
為免存疑, 任何在本變更申請表上的額外手寫指示, 本公司將不予處理。

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郵寄標籤 MAILING LABEL

閣下寄回此變更申請表時, 請將郵寄標籤剪貼於信封上。
如在本港投寄毋須貼上郵票。
Please cut the mailing label and stick this on the envelope
to return this Change Request Form to us.
No postage stamp necessary if posted in Hong Kong.

香港中央證券登記有限公司
Computershare Hong Kong Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong