

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 Non-registered holder ^(Note),

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.hkexnews.hk.

If you would like to receive the printed version of the Current Corporate Communication, please complete the 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 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 Request Form to prada.ecom@computershare.com.hk. The Request Form may also be downloaded from the Company's website at www.pradagroup.com or the HKExnews's website at www.hkexnews.hk.

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

Note: This letter is addressed to non-registered holders (a "non-registered holder" means such person or company whose shares in the Company are held in the Central Clearing and Settlement System (CCASS) and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited that such person or company wishes to receive Corporate Communications[#]). If you have sold or transferred all your shares in the Company, please disregard this letter and the Request Form on the reverse side.

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.

各位非登記持有人 ^(附註一)：

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.hkexnews.hk，歡迎查閱。

如閣下欲收取本次公司通訊之印刷本，請閣下填妥在本函背面的申請表格，並在申請表格上簽名，然後把申請表格寄回或親手交回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，可使用申請表格內的郵寄標籤寄回，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申請表格的掃描副本電郵至 prada.ecom@computershare.com.hk。申請表格亦可於本公司網站 www.pradagroup.com 或香港交易所披露易網站 www.hkexnews.hk 內下載。

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

附註：本函件乃向本公司之非登記持有人（「非登記持有人」指本公司股份存放於中央結算及交收系統的人士或公司，透過香港中央結算有限公司不時向本公司發出通知表示該等人士或公司希望收到公司通訊）發出。倘若閣下已出售或轉讓所持有的所有本公司股份，則無需理會本函及所附申請表格。

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 Non-registered holder (s):
非登記持有之姓名及地址:

Request Form 申請表格

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. (「本公司」)**
(股份代號: 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 would like to receive the Corporate Communications[#] of the Company (“Corporate Communications”) in the manner as indicated below:
本人/我們希望以下列方式收取 貴公司之公司通訊[#] (「公司通訊」):
(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 receive only the **printed English version** of all Corporate Communications; **OR**
僅收取公司通訊之英文印刷本; 或
- to receive only the **printed Chinese version** of all Corporate Communications; **OR**
僅收取公司通訊之中文印刷本; 或
- to receive both **printed English and Chinese versions** of all Corporate Communications.
同時收取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 Request Form if you downloaded this form from the web.
請 閣下清楚填妥所有資料。倘若 閣下從網上下載本申請表格, 請於本表格左上方用英文正楷清楚註明 閣下的姓名及地址。
- This Request Form is to be completed by non-registered holders (a “non-registered holder” means such person or company whose shares in the Company are held in the Central Clearing and Settlement System (CCASS) and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited that such person or company wishes to receive Corporate Communications).
本函是由本公司之非登記持有人(“非登記持有人”指本公司股份存放於中央結算及交收系統的人士或公司, 透過香港中央結算有限公司不時向本公司發出通知表示該等人士或公司希望收到公司通訊)填妥的。
- Any form with more than one box marked(X), with no signature or otherwise incorrectly completed will be void.
如在本表格作出超過一項選擇、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。
- The above instruction will apply to the Corporate Communications to be sent to you until you notify to the Company c/o the Company’s share registrar in Hong Kong, Computershare Hong Kong Investor Services Limited, to the contrary or unless you have at anytime ceased to have shareholdings in the Company.
上述指示適用於發送予 閣下之所有公司通訊, 直至 閣下通知本公司之香港證券登記處香港中央證券登記有限公司另外之安排或任何時候停止持有本公司的股份。
- For the avoidance of doubt, we do not accept any other instruction given on this Request Form.
為免存疑, 任何在本申請表格上的額外指示, 本公司將不予處理。

#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.
公司通訊包括但不限於: (a)董事會報告及其年度賬目連同核數師報告; (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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郵寄標籤 MAILING LABEL

閣下寄回此申請表格時, 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 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