

PRADA Group

Operating results

	IFRS		pro-forma	
	twelve months ended December 31 2018	% of net revenues	twelve months ended December 31 2017	% of net revenues
Product design and development costs	125,179	4.0%	130,468	4.3%
Advertising and communications costs	207,278	6.6%	184,752	6.0%
Selling costs	1,414,153	45.0%	1,399,273	45.8%
General and administrative costs	192,138	6.1%	171,077	5.6%
Total Operating expenses	1,938,748	61.7%	1,885,570	61.7%