

2018 FOCUS ON EXECUTION

**OVERALL
GOOD
PERFORMANCE
IN A
CHALLENGING
ENVIRONMENT**

Positive sales trends across all regions and categories

Increased full price sales

Geopolitical environment causing uncertainty

**TRANSFORMATION
PLAN
DEMONSTRATED
RESULTS**

Targeted execution of our plan (channels, merchandising, communication)

Investing in foundations of platform for growth

Technology and digital strategy in place and delivering

Enhanced human capital

OUR BRANDS: A UNIQUE ASSET

No compromise

on our core values

Investment

in brand, technology, production and organization

Brand integrity

at the heart of any decisions

CHANNELS

Leveraging omnichannel portfolio

Driving excitement and customer engagement through pop-ups and store events

Roll-out of

48

pop-up stores

50

Linea Rossa 2.0 special set ups

+700

promotional events

Continuous optimization of the retail network

29

new openings

20

closures

~120

renovation and relocation projects

Strong double-digit growth in e-commerce through own on-line platforms

Selective approach when choosing our wholesale partners to manage a controlled growth strategy

MERCHANDISING

Interpreting market trends leveraging our brands' unique heritage

Leather Goods

improved offer across all strategic pricing points

RTW

double digit performance confirming design leadership

Footwear

successful collections building on longstanding expertise in lifestyle and sportswear

COMMUNICATION

Targeting new audiences through brand experience

Building brand identity and awareness through global sponsorship

Prada to sponsor Luna Rossa and the 36th America's Cup

The Prada Cup trophy

TECH ROLL-OUT

1

Ramping up e-commerce to reach global coverage by 2020

Strong double digit growth in sales through our digital channels

2

Investing in technology to boost operational efficiency and effectiveness

Enhanced customer service

New concierge functions launched in 5 regional hubs

Integrating CRM with AI

Implementing radio-frequency identification (RFID)

3

Digital projects driving brand engagement

CONTINUING TO INVEST IN CORPORATE SOCIAL RESPONSIBILITY INITIATIVES