

**Prada S.p.A. Board announces wholesale review**  
as part of ongoing strengthening and investment in Group brands

Milan, May 21<sup>st</sup>, 2019 - The Board of Directors of Prada S.p.A., meeting on Thursday May 16<sup>th</sup>, having analysed in detail the structure of its wholesale channels, noted the growing complexity and fragmentation of the wholesale market and resolved on additional rationalisation of its network of independent partners.

The Prada Group considers it essential to ensure greater consistency in pricing policies across retail and digital channels.

This strategic review is intended to further strengthen the Prada Group brands with the aim of supporting sustainable long-term growth.

*For further information:*

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