

PRESS RELEASE

ANDREA GUERRA WILL JOIN THE PRADA GROUP

Milan, December 6th, 2022 – At the Board Meeting of Prada S.p.A. to be held on January 26th, 2023, Andrea Guerra will be recommended as Chief Executive Officer of the Prada Group.

Miuccia Prada shall remain Creative Director of Miu Miu and Prada (the latter together with Raf Simons) and Board Member.

At the Annual Shareholders Meeting for the approval of the 2022 financial statements, Patrizio Bertelli will be recommended as Chairman of the Board of Directors of Prada S.p.A. and Paolo Zannoni will be recommended as Executive Deputy Chairman of the Board of Directors of Prada S.p.A. and, at the same time, Chairman of Prada Holding S.p.A..

Miuccia Prada and Patrizio Bertelli pointed out that: *“This is a fundamental step we have decided to undertake, while completely engaged in the company, to contribute more to the evolution of the Prada Group and to ease the succession of Lorenzo Bertelli, the future leader of the Group. We thank Andrea Guerra for being willing to take the job, with the aim of achieving a steady and sustainable growth. Andrea Guerra, with his long professional experience, has shown entrepreneurial skills in businesses where the founders are present and engaged, blending their culture and the needs of a company continuously evolving and active on international markets”.*

For further information:

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Prada Group

Pioneer of a dialogue with contemporary society across diverse cultural spheres and an influential leader in luxury fashion, Prada Group founds its identity on essential values such as creative independence, transformation and sustainable development, offering its brands a shared vision to interpret and express their spirit. The Group owns some of the world's most prestigious luxury brands, Prada, Miu Miu, Church's, Car Shoe, the historic Pasticceria Marchesi and Luna Rossa, and works constantly to enhance their value by increasing their visibility and appeal. The Group designs, manufactures and distributes ready-to-wear collections, leather goods and footwear in more than 70 countries through a network of 627 stores (at June 30th 2022) as well as e-commerce channels, selected e-tailers and department stores around the world. The Group, which also operates in the eyewear and fragrances sector through licensing agreements, has 23 owned factories and more than thirteen thousand employees. For more information, please visit www.pradagroup.com