

PRESS RELEASE

**PRADA GROUP ANNOUNCES APPOINTMENT OF GIANFRANCO D'ATTIS
AS CHIEF EXECUTIVE OFFICER OF THE PRADA BRAND**

Milan, 13th December, 2022 - The Prada Group appoints Gianfranco D'Attis Chief Executive Officer of the Prada brand. D'Attis will take up his position on January 2, 2023.

He will be in charge of the strategic development of the Prada brand in every market. His proven experience in the luxury sector, with a specific focus on Retail, will help Prada to increase its growth potential in all geographies.

Throughout his career, Gianfranco D'Attis has held senior managerial positions of increasing responsibility. His last role was President for Christian Dior Americas.

Gianfranco D'Attis holds a bachelor's degree from Zurich Graduate School of Business Administration and completed his education by attending the Senior Executive Program at Columbia Business School in New York.

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