

PRESS RELEASE

**Miu Miu and L'Oréal Groupe announce the signing
of an exclusive worldwide licence agreement**

Milan and Clichy, 9 February 2024 8am CET – Prada S.p.A and L'Oréal Groupe announced today the signature of a worldwide long-term license agreement for the creation, development, and distribution of the luxury beauty products for the Miu Miu brand. Following the successful collaboration with Prada brand, Miu Miu is now joining the L'Oréal Luxe division for a new beauty chapter.

The first fragrances under L'Oréal Groupe are expected to be launched in 2025.

The agreement will be effective after customary regulatory approvals, if any.

Benedetta Petruzzo, Miu Miu CEO comments: *“We are excited to announce this partnership with a distinctive and leading beauty player such as L'Oréal. This new chapter will sustain the brand's growth and help to further untap Miu Miu's full potential in the category”.*

Cyril Chapuy, President of L'Oréal Luxe comments: *“Over the past years, we have successfully established a very strong partnership with Prada teams. We are now thrilled to welcome Miu Miu and unleash together its outstanding potential in beauty. With its unique positioning, fueled by limitless creativity and experimentation, Miu Miu will perfectly complement L'Oréal Luxe's portfolio of iconic brands and reinforce our worldwide leadership in Fragrances.”*

About 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 603 stores (at June 30, 2023) as well as e-commerce channels, selected e-tailers and department stores around the world. The Group, which also operates in the eyewear and beauty sector through licensing agreements, has 24 owned factories and 14,085 employees. For more information, please visit www.pradagroup.com

About L'Oréal

For 115 years, L'Oréal, the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world. Our purpose, to create the beauty that moves the world, defines our approach to beauty as essential, inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 37 international brands and ambitious sustainability commitments in our L'Oréal for the Future programme, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality.

With more than 90,000 committed employees, a balanced geographical footprint and sales across all distribution networks (e-commerce, mass market, department stores, pharmacies, perfumeries, hair salons, branded and travel retail), in 2023 the Group generated sales amounting to 41.18 billion euros. With 20 research centers across 11 countries around the world and a dedicated Research and Innovation team of over 4,000 scientists and 6,400 Digital talents, L'Oréal is focused on inventing the future of beauty and becoming a Beauty Tech powerhouse. More information on <https://www.loreal.com/en/mediaroom>



For further information:

Miu Miu Press Office

Tel +39 02 3498121

E-mail: pressoffice@miumiu.com

Prada Group Press Office

E-mail: corporatepress@prada.com

L'Oréal contacts:

CONTACTS
L'ORÉAL
Switchboard
+33 (0)1 47 56 70 00

Individual shareholders and market regulators
Pascale GUERIN
+33 (0)1 49 64 18 89
Pascale.guerin@loreal.com

Financial analysts and institutional investors
Eva QUIROGA
+33 (0)7 88 14 22 65
Eva.quiroga@loreal.com

Media
Brune DIRICQ
+33 (0)6 63 85 29 87
Brune.diricq@loreal.com

Christine BURKE
+33 (0)6 75 54 38 15
Christine.burke@loreal.com

For further information, please contact your bank, stockbroker of financial institution (I.S.I.N. code: FR000012031) and consult your usual newspapers or magazines or the Internet site for shareholders and investors, www.loreal-finance.com, the L'Oréal Finance app or call the toll-free number from France: 0 800 66 66 66. 0 800 66 66 66