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## **PRADA S.p.A.**

*Via A. Fogazzaro n. 28, Milan, Italy*  
*Registry of Companies of Milan, Italy: No. 10115350158*  
*(Incorporated under the laws of Italy as a joint-stock company)*  
**(Stock Code: 1913)**

### **PRELIMINARY SALES FIGURES OF FINANCIAL YEAR 2012**

This announcement is made pursuant to Rule 13.09 of the Listing Rules and Section 307B(1) of the Securities and Futures Ordinance. PRADA S.p.A. provides the preliminary sales figures for the financial year ended January 31, 2013.

PRADA S.p.A. (the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce the preliminary sales figures of the Group for the financial year ended January 31, 2013. This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and Section 307B(1) of the Securities and Futures Ordinance.

The Group net revenues for the financial year ended January 31, 2013, amounted to Euro 3,297 million, a 29% increase as compared to the financial year 2011.

At constant exchange rates, the Group enjoyed sales growth of 23%.

The retail channel sales now represent 82% of the Group’s total sales and amounted to Euro 2,664 million, a 36% increase compared to financial year 2011 and a 29% increase at constant exchange rates. New stores contributed towards this growth as did existing stores, with Same Store Sales Growth - at constant exchange rates - standing at 14%.

Wholesale sales grew by 6% even though the number of indirect points of sale decreased following an increase in the number of newly opened retail stores.

All geographical areas contributed to the Group’s sales growth, compared to last financial year (figures as reported):

Italy +19%,  
Rest of Europe +36% (+33% at constant exchange rates),  
Asia Pacific +33% (+23% at constant exchange rates),  
Americas +23% (+15% at constant exchange rates),  
Japan +14% (+8% at constant exchange rates).

The growth of the business was driven mainly by the Prada and Miu Miu brands which enjoyed sales increases of 33% and 16% (compared to the last financial year), respectively.

Notwithstanding the decision to reduce significantly sales at mark-down in the last weeks of the financial year, growth in the fourth quarter stood at +14%, at constant exchange rates.

In the financial year 2012, in line with its strategy, the Group continued to expand its retail network, opening 78 new stores and taking the total number of directly-operated stores to 461 at the end of January 2013, comprising 283 Prada stores, 126 Miu Miu stores, 45 Church's stores and 7 Car Shoe stores.

Mr. Patrizio Bertelli, Chief Executive Officer of the Company, commented “*In a year characterized by a particularly difficult international economic environment, our Group has made further important progress along its path of growth, consolidating its position at the head of the luxury goods sector. The strength of our brands, our ability to interpret and anticipate market trends and our global retail network continue to form the basis for our long-term growth strategy*”.

The information contained in this announcement is based on a preliminary assessment of the management accounts of the Group for the financial year ended January 31, 2013, which have not been audited or reviewed by the Company's auditors. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

The audited consolidated results of the Group for the financial year ended January 31, 2013 are tentatively scheduled to be announced by the Company on April 5, 2013.

By Order of the Board  
**PRADA S.p.A.**  
**Mr. Carlo Mazzi**  
*Deputy Chairman*

Milan, Italy, February 19, 2013

*As at the date of this announcement, the Company's executive directors are Ms. Miuccia PRADA BIANCHI, Mr. Patrizio BERTELLI, Mr. Carlo MAZZI and Mr. Donatello GALLI; the Company's non-executive directors are Mr. Marco SALOMONI and Mr. Gaetano MICCICHÈ and the Company's independent non-executive directors are Mr. Gian Franco Oliviero MATTEI, Mr. Giancarlo FORESTIERI and Mr. Sing Cheong LIU.*