

PRESS RELEASE

**PRELIMINARY SALES FIGURES
FIRST HALF OF FINANCIAL YEAR 2012**

Consolidated revenues grow strongly to Euro 1,547.8 million, + 36.5%

6 August 2012 – The Prada Group recorded revenues of Euro 1,547.8 million in the first half of financial year ended at July 31st 2012, a 36.5% increase on the first half of financial year 2011.

The retail channel, on which Group strategy concentrates, contributed sales of Euro 1,229.4 million or 80.6% of the Group total (+47.2% compared to the first half of 2011); wholesale sales also increased by 4.8%.

Strong DOS sales' growth which posted a significant 19% SSSG (Same Store Sales Growth).

All geographical areas contributed strongly to the Group's sales growth (figures as reported):

- Italy +21.7%,
- Europe +37.3%,
- Asia Pacific +45%,
- Americas +31%,
- Japan +34.2%,

The growth of the business was driven mainly by the Prada and Miu Miu brands which grew by 40.5% and 23.6%, respectively.

In the first half of 2012, in line with its strategy, the Group continued to develop its retail network, opening 28 new stores and taking the total number of DOS to 414 at the end of July 2012, of which 263 Prada, 102 Miu Miu, 43 Church's and 6 Car Shoe.

PRADA spa

Patrizio Bertelli, CEO of Prada Spa, has expressed his satisfaction with these results which were achieved in an extremely difficult economic environment with the market continuing to reward Prada for its unyielding commitment to style and the pursuit of quality

The interim results of the Group or the first half of financial year 2012 are tentatively scheduled to be announced on 24 September 2012.

For further information, please contact:

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PRADA Group

The PRADA Group -HKSE Code: 1913 - is one of the world leaders in the luxury goods sector where it operates with the Prada, Miu Miu, Church's and Car Shoe brands in the design, production and distribution of luxury handbags, leather goods, footwear, apparel and accessories. The Group also operates, under licensing agreements, in the eyewear, fragrances and mobile telephone sectors. Its products are sold in 70 countries worldwide through a network that included 414 directly operated stores (DOS) at July 31, 2012 and a selected network of luxury department stores, independent retailers and franchise stores.