

PRADA spa

## PRESS RELEASE

### PRADA GROUP 1<sup>ST</sup> Q RESULTS: STRONG REVENUES AND EBITDA GROWTH

**Milan, May 24<sup>th</sup> 2010** – Strong growth of revenues and earnings for Prada in the first quarter ended April, 30<sup>th</sup> 2010.

Consolidated revenues were € 366 million: an increase – exceeding budget expectations – of 26% compared to € 290 million of the first quarter 2009.

Retail sales scored a 36% jump, + 21% on a like for like basis, with the contribution of all main markets: Far East +62%, USA +33%, Europe +18%.

Strong improvement for the operating results with an EBITDA of € 64 million compared to € 11 million in the 1<sup>st</sup> Q 2009.

These achievements have been driven by the Group's strategic choices, among others the retail network development, and by the Prada skills in understanding trends and markets evolution.

#### **PRADA Group**

The PRADA Group is one of the world leaders in the luxury goods sector, operating actively with the Prada, Miu Miu, Church's and Car Shoe brands to produce and market high-quality handbags, leather goods, footwear, clothing and accessories. Furthermore, the Group operates in the eyewear, fragrances and mobile telephony sectors on the basis of license agreements. Its products are distributed in 76 countries around the world through 280 directly operated stores (DOS) and a network of selected luxury department stores, multi-brand stores and franchises.

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