

PRADA Group

---

**WHO  
WE ARE**

---

# INDEX

1. Group	03
2. History	18
3. Brands	20
4. ESG	31
5. Fondazione Prada	41
6. Luna Rossa	43

## Section 1

---

# GROUP

The Prada Group

Highlights

Vision

Purpose

Values

Corporate Governance Model

Board of Directors

Business Model

Global Presence

Production Sites

Prada Group «garden factories»

Group Retail Network

Epicenters

# The 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 through a network of stores, 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 24 owned factories and over 13,700 employees.

Prada S.p.A. is listed at the Hong Kong stock exchange.

# Highlights

6

Brands

€4.2 bln

Total Net Revenues

+13,700

Headcount

612

Directly  
Operated Stores

70

Countries

24

Factories

€276 mln

Investments

€4 mln

Donations

At 31 December 2022

# Vision



Thorough **observation** and **curiosity** for the world around us have always been at the heart of the **creativity** and **modernity** of the Prada Group. In society, and thus in fashion, which is somehow a reflection of it, the only constant is **change**.

The **transformation** and **innovation** of references, at the core of any evolution, led us to interact with **different cultural disciplines**, at times apparently far from our own, allowing us to capture and **anticipate the spirit of the times**.

Today this is no longer enough:  
**we must be the Drivers of Change**, with the flexibility required to translate the demands of the market and the society into tangible actions that inform our way to do business.

**MIUCCIA PRADA  
& PATRIZIO BERTELLI**



# Purpose

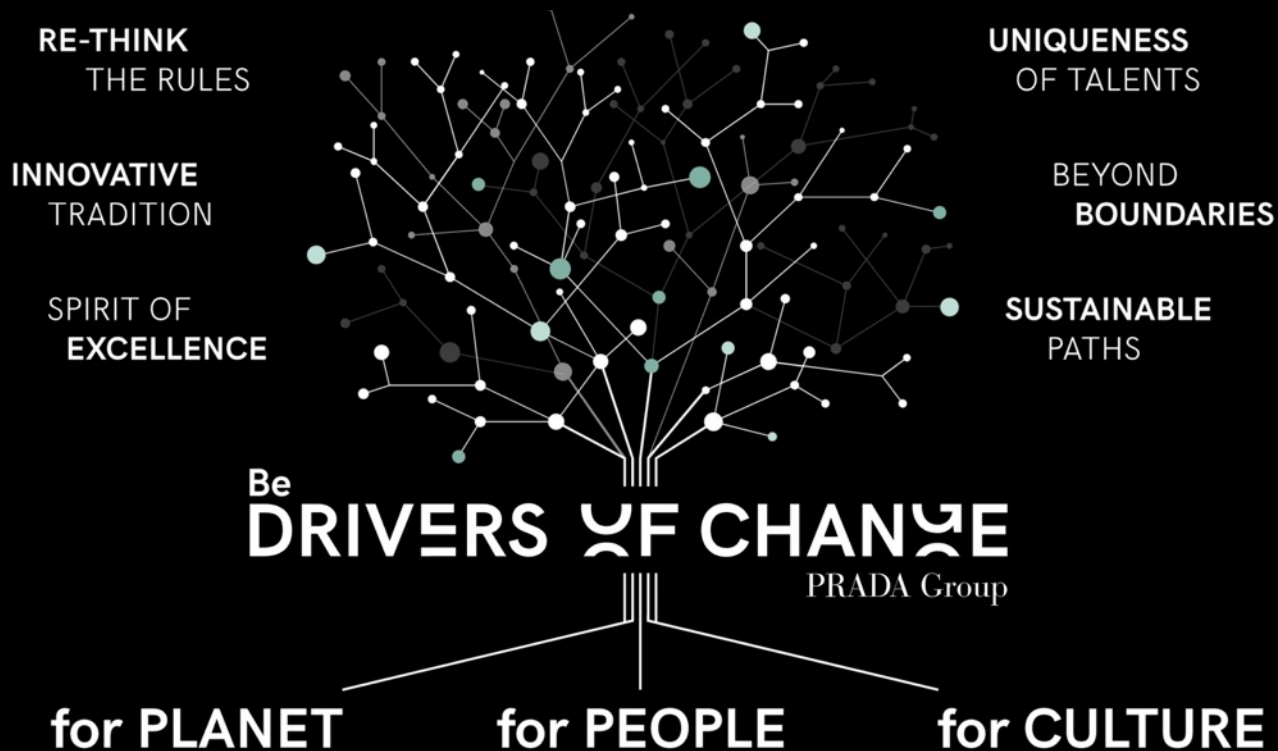
With a thoughtful and pioneering vision  
the Prada Group is a global leader in luxury.

By being

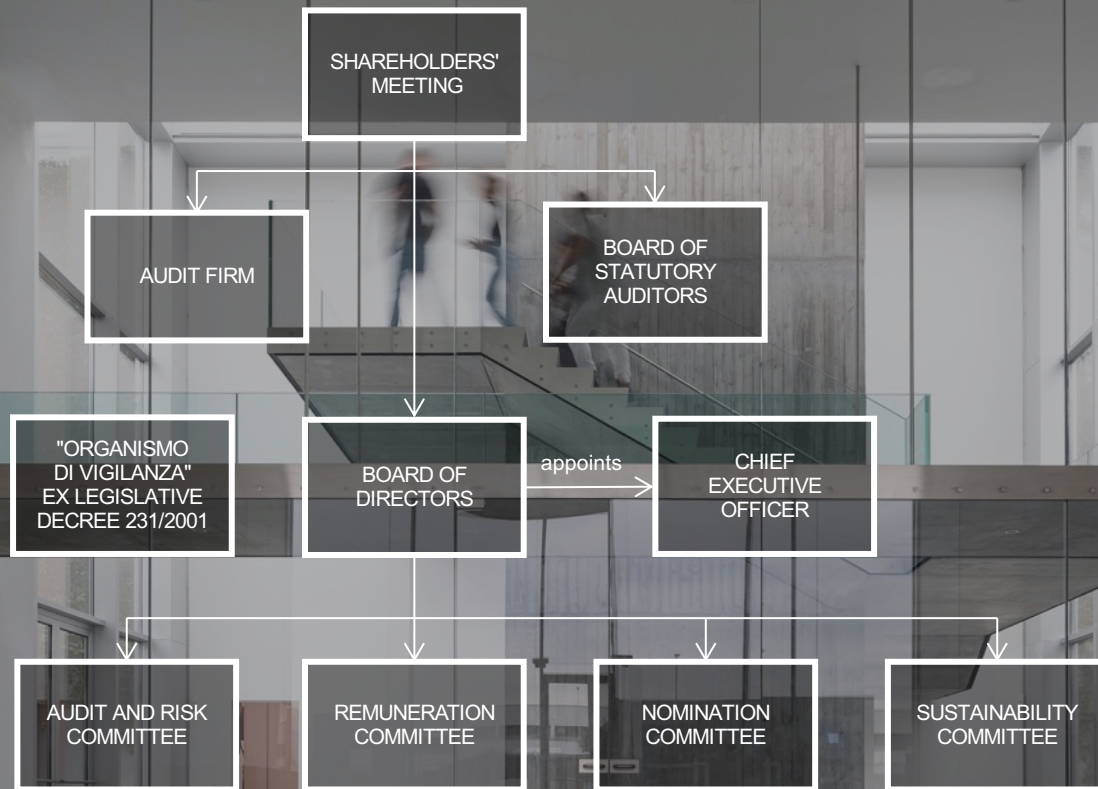
**DRIVERS OF CHANGE**

we offer an unconventional dialogue and interpretation of the contemporary,  
as expression of our way of doing business  
for **PLANET, PEOPLE** and **CULTURE**.

# Values



# Corporate Governance Model



# Board of Directors

The Board of Directors is the Company's highest decision-making body vested with all the ordinary and extraordinary management powers.

The Board of Statutory Auditors oversees the compliance of the Company with the By-laws and the applicable laws and regulations, as well as the respect of the principles of proper management.

The Prada Group's financial statements are audited by an external audit firm.

The current composition of the Board of Directors is effective as of May 11<sup>th</sup>, 2023.



**MIUCCIA PRADA  
BIANCHI**  
Executive Director



**PATRIZIO  
BERTELLI**  
Chairman



**ANDREA  
GUERRA**  
Chief Executive  
Officer and  
Executive Director



**PAOLO  
ZANNONI**  
Executive Vice  
Chairman of the  
Board and  
Executive Director



**LORENZO  
BERTELLI**  
Executive  
Director



**ANDREA  
BONINI**  
Executive  
Director



**MARINA SYLVIA  
CAPROTTI**  
Independent  
Non-Executive  
Director



**MAURIZIO  
CEREDA**  
Independent  
Non-Executive  
Director



**PAMELA  
CULPEPPER**  
Independent  
Non-Executive  
Director



**ANNA MARIA  
RUGARLI**  
Independent  
Non-Executive  
Director



**YOËL ZAOUÏ**  
Lead Independent  
Director and  
Independent  
Non-Executive  
Director

# Business Model

The success of the Group's brands is based on the original business model, which combines skilled craftsmanship with industrial manufacturing processes.

This integration enables the Group to translate its innovative fashion concepts into viable commercial products while retaining flexible capacity, technical control over know-how, quality and sustainability.

STYLE & DESIGN  
AND PRODUCT  
DEVELOPMENT

COLLECTION  
OF ORDERS

Showroom Presentation  
Sales campaign  
Fashion shows

SOURCING

Quality Control  
Worker Safety

Direct Distribution 91%

Indirect Distribution 9%

PRODUCTION

DISTRIBUTION

# Global Presence

## AMERICAS

**104** Stores

**4** Headquarters

## MIDDLE EAST AND AFRICA

**23** Stores

**1** Headquarters

## JAPAN

**86** Stores

**1** Headquarters

## EUROPE

**209** Stores

**24** Production sites

**8** Headquarters

## ASIA PACIFIC

**190** Stores

**9** Headquarters



# Production Sites

The Group owns 24 production sites, 21 of them in Italy, for a total of 183,952 square meters.

From 2015, the Group launched an investment plan aimed at upgrading and reorganizing the entire manufacturing structure in order to preserve the artisanal know-how, support the technological development of the production processes, and improve the quality of the work environment.

Four of this sites are called “garden factories”, buildings designed by Guido Canali balancing architecture and nature to embody Patrizio Bertelli’s vision about the quality of the work environment and how it impacts people’s well-being.

“

Doing business is a social act that implies a real responsibility towards work, workers and the territory.

PATRIZIO BERTELLI

# Prada Group «garden factories»



# Prada Group «garden factories»



Valvigna



Levanella Logistic Hub

“ The Prada Group garden factories, have been developed following two main themes, which are deeply interconnected: the well-being of the workers and the relationship between interiors and the surrounding landscape.

**GUIDO CANALI**  
Architect

# Group Retail Network

## NUMBER OF STORES BY GEOGRAPHICAL AREA

	Owned	Franchises
Europe	209	-
Americas	104	-
Asia Pacific	190	21
Japan	86	-
Middle East and Africa	26	5
<b>Total</b>	<b>612</b>	<b>26</b>

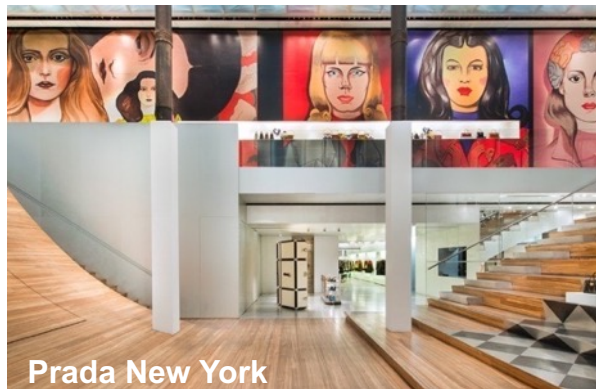
## NUMBER OF STORES BY BRAND

	Owned	Franchises
Prada	422	21
Miu Miu	145	5
Church's	37	-
Car Shoe	2	-
Marchesi 1824 and others	6	-
<b>Total</b>	<b>612</b>	<b>26</b>

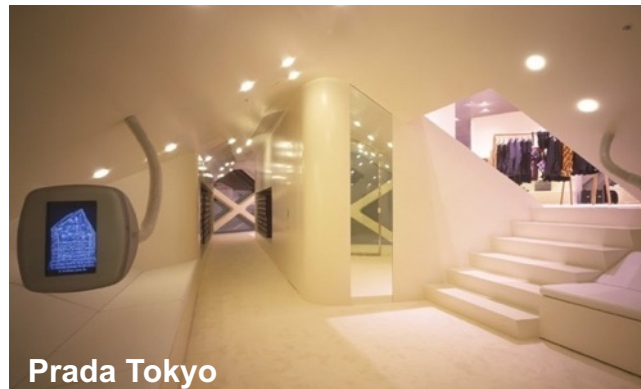
At 31 December 2022

# Epicenters

Over the years the Prada Group developed innovative retail solutions to reinvent client experience. From 2000s the **Prada** epicenters of **New York**, **Los Angeles** and **Tokyo** – followed by **Miu Miu** epicenter in Aoyama – were conceived. These are spaces where conversations on contemporary culture take place, as well as where brands foster dialogue opportunities with local communities.



Prada New York



Prada Tokyo



Prada Los Angeles



Miu Miu Aoyama

Section 2

---

# HISTORY

A Journey through Our History

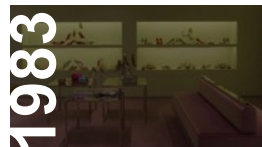
# A Journey through our History



Opening of first Prada store in Milan, in Galleria Vittorio Emanuele II



Miuccia Prada joins the family business



1983 Opening of Prada's first "Green Store" in Milan in Via della Spiga, followed by boutiques in New York, Madrid, London, Paris and Tokyo.



Luna Rossa team was born



Miuccia Prada's creative inspiration leads her to the Miu Miu brand

First Prada Menswear Collection



The Prada Group acquires Church's, the historic English brand of handcrafted footwear



First Prada Group's «garden factory»  
Car Shoe acquisition



The Prada epicenters stores open in Tokyo, New York and Los Angeles

2011 2013

Prada S.p.A. listed on the Main Board of the Hong Kong Stock Exchange

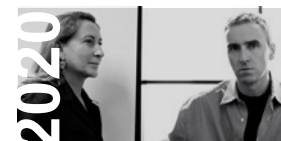
First sustainability report publication



The Prada Group acquires Pasticceria Marchesi



Fondazione Prada opens its headquarters in Milan



Raf Simons takes on the creative direction of the brand with Miuccia Prada

The Prada Group and UNESCO-IOC launch Sea Beyond, a sustainability programme on ocean preservation

2021 Prada converted the entire nylon production into Re-Nylon

2022 The Prada Group strengthens its commitment to sustainability introducing the Sustainability Committee

2023 The Prada Group new corporate governance

**Section 3**

---

# **BRANDS**

The Six Brands  
Know-How  
Licences

# The Six Brands



Since 1913, Prada has been synonymous with cutting-edge style. Its intellectual universe of concepts, structures and images goes beyond trends. Prada's fashion transcends products and represents a benchmark to those who dare to challenge conventions through creative experimentation.



Miu Miu is the most unrestrained portrayal of Miuccia Prada's creativity. The brand conveys the essence of a conscious, emancipated woman, finding its core between naïf spirit and iridescent subversion. Miu Miu illustrates the most rebellious and seductive substance of modern femininity.



Church's history can be traced back to 1617, but Church & Co. was officially established in 1873 and still manufactures the finest handmade luxury "English" shoes in its Northampton historical factory. Timeless in aesthetic and exceptional in quality, these handmade shoes are contemporary luxury icons.

# The Six Brands



The small rubber studs set on a deconstructed sole identify the iconic Car Shoe loafer since 1963. The iconic loafer has represented the starting point for Car Shoe's personal interpretation of casual style through an extensive range of products.



Pasticceria Marchesi has embodied Milanese finest style since 1824. Its elegant spaces are home to a variety of exquisite pastry specialties distinct with artisan taste and sophisticated creativity.



Luna Rossa, an Italian team representing the Circolo della Vela Sicilia in its Challenge for the 37<sup>th</sup> America's Cup edition, is the highest expression of sportsmanship and technological innovation. The project, animated by vision, expertise and passion of true driving forces, has won the hearts of Italians and all sailing enthusiasts.

# Prada



# Miu Miu



Brands

# Church's



# Car Shoe



# Marchesi 1824

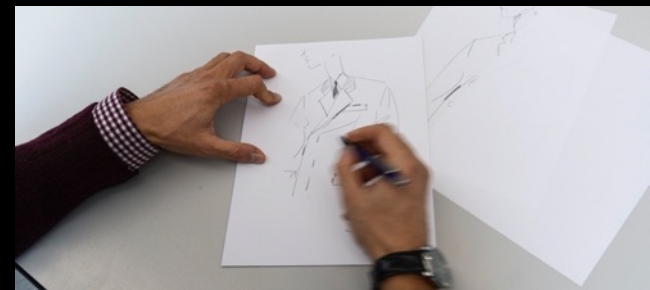


# Luna Rossa



Brands

# Know-How



# Licenses



## FRAGRANCES

In 2003 Prada started the production and marketing of perfumes. In 2021, the brand signed a long-term license agreement with L'Oréal Group for the creation, development and distribution of luxury beauty products.

In 2003 Prada started the production and marketing of perfumes. In 2021, the brand initiated a long-term partnership with L'Oréal Group for the creation, development and distribution of luxury beauty products.



## EYEWEAR

The Prada Group introduced the concept of eyewear as a fashion accessory in 2000, including it in its brands' collections beginning with Prada and Miu Miu sunglasses.

In 2003 the Group enters into a licensing agreement with Luxottica and start to produce also actual optical styles.

## Section 4

---

# ESG

Sustainability Strategy

Pillars

For PLANET

For PEOPLE

For CULTURE

# Sustainability Strategy

Prada Group's sustainability strategy is the blueprint of a long process of growth and enhancement for the planet, people and culture and it is designed to further build up and reinforce this commitment with ambitious targets.

## Highlights

Strong ESG governance through the establishment of a Sustainability Committee in February 2022

Drivers of Change internal engagement programme inspires employees on Company's values, including sustainability

2

GHG emissions reduction targets (SBTi) supported by robust initiatives and investments, announced in November 2021

Clear commitment on Biodiversity preservation formalized in December 2022

New Code of Conduct for Group's suppliers to strengthen control over the value chain, effective from the beginning of 2023

87%  
of the Group's Industrial suppliers are located in Italy



We will keep investing in training and education programs, that will help us to protect and value diversity and inclusion over the long term, build an open dialogue and gather different perspectives directly from people on diversity, equity and inclusion.

**LORENZO BERTELLI**

Prada Group Head of  
Corporate Social Responsibility



# Pillars



**We commit to shaping our operations to reduce our footprint**

Mitigate our impact on climate change

---

Preserve the ecosystems

---

Embrace circular thinking



**We commit to an inclusive, creative and fair workplace**

Champion diversity and promote inclusion

---

Foster creativity and know-how preservation

---

Ensure wellbeing and fair workplace



**We commit to sharing our values and to build a sustainable society**

Contribute to cultural debate

---

Further sustainability literacy

---

Inspire scientific evolution

# Pillars

## For **PLANET**

**We commit to shaping our operations  
to reduce our footprint**

Mitigate our impact on climate change

Preserve the ecosystems

Embrace circular thinking

# Prada Group Planet Highlights

>65%

of the energy purchased at global scale is renewable

16

owned Photovoltaic plants

+52%

self-produced electricity from 2019

3

LEED Certifications for Building  
Design & Construction

70

LEED Interior Design  
& Construction

171

LEED Operations  
& Maintenance

97%

Certified or recycled paper  
for packaging

2

LEED Interior Design & Construction

# Pillars

## For **PEOPLE**

**We commit to an inclusive,  
creative and fair workplace**

Champion diversity and promote inclusion  
Foster creativity and know-how preservation  
Ensure wellbeing and fair workplace

# Prada Group People Highlights

The Prada Group is represented all over the world by a mixed universe of cultures, skills and nationalities.

All activities are geared towards the interaction of the cultural and experiential knowledge of new talents with their own identity values.

113

Nationalities

+13,700

Employees  
in the World

63%

Female  
Employees

59%

Women in  
managerial positions

89%

Permanent  
Contracts

17

average number of training  
hours per employee

# Diversity, Equity & Inclusion

Diversity, an essential element of social sustainability, is a fundamental value for the Prada Group.

The appreciation of everyone's unique qualities is our foundation for creating an inclusive work environment that allows people to reach their full potential. Today, in an increasingly integrated and globalised society, one of our primary objectives is to understand and support everyone.

In February 2019, the Prada Group established its DE&I Advisory Council, a group of leading minds such as:

**Theaster Gates**

Artist, social innovator and  
Founder of Rebuild Foundation

**Joyce F. Brown**

President of Fashion  
Institute of Technology

**Mariarosa Cutillo**

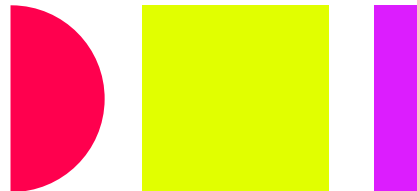
Chief of Strategic Partnerships  
of the United Nations Population  
Fund (UNFPA)

**Sarah Lewis**

Associate Professor of History of  
Art and Architecture and African  
and African American Studies at  
Harvard University

In October 2021 **Malika Savell** has been appointed as Chief Diversity, Equity & Inclusion Officer, Prada Group, The Americas.

PRADA Group



DIVERSITY, EQUITY & INCLUSION

# Pillars

## For **CULTURE**

**We commit to sharing our values  
and to build a sustainable society**

Contribute to cultural debate

Further sustainability literacy

Inspire scientific evolution

# Prada Group Culture Highlights

3

permanent venues between Milan and Venice

17

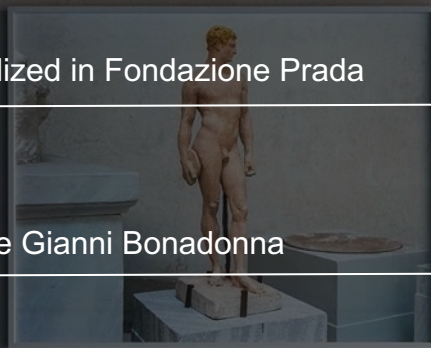
exhibitions and cultural projects realized in Fondazione Prada

2

Fellowship assigned with Fondazione Gianni Bonadonna

300

secondary school students reached by Sea Beyond programme



Section 5

---

# Fondazione Prada



# Fondazione Prada

Created in 1993 by Miuccia Prada and Patrizio Bertelli, Fondazione Prada was born with the idea that culture is deeply useful and necessary as well as attractive and engaging.

It investigates the present through an experimental and multidisciplinary programme which includes art and photography exhibitions, film projects, conferences and scientific activities, musical and performance initiatives.

Fondazione Prada is active in its **Milan headquarters** in the South of Milan, in the **Osservatorio outpost at Galleria Vittorio Emanuele II** in the Milan city centre, and at the historical building of **Ca' Corner della Regina in Venice**. It also regularly realizes exhibition projects in two external venues, **Prada Aoyama in Tokyo** and **Prada Rong Zhai in Shanghai**.

Section 6

---

# Luna Rossa



## LUNA ROSSA

Luna Rossa Prada Pirelli is the Italian team representing the Circolo della Vela Sicilia in its Challenge for the 37<sup>th</sup> edition of the America's Cup.

The team is animated by vision, expertise and passion, the true driving forces behind its quest for the oldest trophy in the history of sport.

Luna Rossa represents the highest expression of sportsmanship and technological innovation whose endeavor, throughout the years, has captured the hearts of Italians and of sailing enthusiasts around the world.

PRADA Group

[pradagroup.com](http://pradagroup.com)