PRADA Group
WHO WE ARE
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
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
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**
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**.
Group

Values

Be DRIVERS OF CHANGE
PRADA Group

for PLANET
for PEOPLE
for CULTURE

UNIQUENESS OF TALENTS
BEYOND BOUNDARIES
SUSTAINABLE PATHS

SPIRIT OF EXCELLENCE

INNOVATIVE TRADITION

RE-THINK THE RULES
Corporate Governance Model

- **Shareholders’ Meeting**
  - **Audit Firm**
  - "Organismo di Vigilanza" ex Legislative Decree 231/2001
  - **Board of Directors**
  - **Chief Executive Officer**
  - **Audit and Risk Committee**
  - **Remuneration Committee**
  - **Nomination Committee**
  - **Sustainability Committee**
  - **Board of Statutory Auditors**
  - **Shareholders’ Meeting**

*PRADA Group*
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 11th, 2023.
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.
Global Presence

**AMERICAS**
- 104 Stores
- 4 Headquarters

**EUROPE**
- 209 Stores
- 24 Production sites
- 8 Headquarters

**MIDDLE EAST AND AFRICA**
- 23 Stores
- 1 Headquarters

**ASIA PACIFIC**
- 190 Stores
- 9 Headquarters

**JAPAN**
- 86 Stores
- 1 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»
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

<table>
<thead>
<tr>
<th>Region</th>
<th>Owned</th>
<th>Franchises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>209</td>
<td>-</td>
</tr>
<tr>
<td>Americas</td>
<td>104</td>
<td>-</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>190</td>
<td>21</td>
</tr>
<tr>
<td>Japan</td>
<td>86</td>
<td>-</td>
</tr>
<tr>
<td>Middle East and Africa</td>
<td>26</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>612</strong></td>
<td><strong>26</strong></td>
</tr>
</tbody>
</table>

### NUMBER OF STORES BY BRAND

<table>
<thead>
<tr>
<th>Brand</th>
<th>Owned</th>
<th>Franchises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prada</td>
<td>422</td>
<td>21</td>
</tr>
<tr>
<td>Miu Miu</td>
<td>145</td>
<td>5</td>
</tr>
<tr>
<td>Church's</td>
<td>37</td>
<td>-</td>
</tr>
<tr>
<td>Car Shoe</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Marchesi 1824 and others</td>
<td>6</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>612</strong></td>
<td><strong>26</strong></td>
</tr>
</tbody>
</table>

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.
Section 2

HISTORY

A Journey through Our History
A Journey through our History

1913
Opening of first Prada store in Milan, in Galleria Vittorio Emanuele II

1973
Miuccia Prada joins the family business

1977
Miuccia Prada’s creativity meets Patrizio Bertelli’s entrepreneurial spirit

1983

1993
Miuccia Prada’s creative inspiration leads her to the Miu Miu brand

1997
First Prada Menswear Collection

1999
The Prada Group acquires Church’s, the historic English brand of handcrafted footwear

2001
First Prada Group’s «garden factory» Car Shoe acquisition

2004
First sustainability report publication

2009
Prada S.p.A. listed on the Main Board of the Hong Kong Stock Exchange

2010
The Prada Group acquires Pasticceria Marchesi

2011
Fondazione Prada opens its headquarters in Milan

2013
The Prada Group strengthens its commitment to sustainability introducing the Sustainability Committee

2014
The Prada epicenters stores open in Tokyo, New York and Los Angeles

2015
The Prada Group acquires Luna Rossa team was born

2020
2021
2022
2023
The Prada Group new corporate governance
The Prada Group and UNESCO-IOC launch Sea Beyond, a sustainability programme on ocean preservation
Prada converted the entire nylon production into Re-Nylon
Raf Simons takes on the creative direction of the brand with Miuccia Prada

History

PRADA Group
Section 3

BRANDS

The Six Brands
Know-How
Licences
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 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 37th 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.
Brands

Prada
Brands

Miu Miu
Church's
Brands

Car Shoe
Brands

Marchesi 1824
Brands

Luna Rossa
Brands

Know-How
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
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.
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
We commit to shaping our operations to reduce our footprint.

Mitigate our impact on climate change.
Preserve the ecosystems.
Embrace circular thinking.
### Environment

**Prada Group Planet Highlights**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;65%</td>
<td></td>
<td>of the energy purchased at global scale is renewable</td>
</tr>
<tr>
<td>16</td>
<td></td>
<td>owned Photovoltaic plants</td>
</tr>
<tr>
<td>+52%</td>
<td></td>
<td>self-produced electricity from 2019</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>LEED Certifications for Building Design &amp; Construction</td>
</tr>
<tr>
<td>70</td>
<td></td>
<td>LEED Interior Design &amp; Construction</td>
</tr>
<tr>
<td>171</td>
<td></td>
<td>LEED Operations &amp; Maintenance</td>
</tr>
<tr>
<td>97%</td>
<td></td>
<td>Certified or recycled paper for packaging</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>LEED Interior Design &amp; Construction</td>
</tr>
</tbody>
</table>

**At 31 December 2022**
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
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**

At 31 December 2022
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.
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

At 31 December 2022
Section 5

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 Prada Pirelli is the Italian team representing the Circolo della Vela Sicilia in its Challenge for the 37th 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.