

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

PRADA S.p.A.

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

DATE OF BOARD MEETING

The board of directors (the “**Board**”) of PRADA S.p.A. (the “**Company**”) hereby announces that a meeting of the Board will be held on Monday, 19 September 2011 for the purpose of, among other matters, approving the announcement of the interim results of the Company and its subsidiaries for the six months ended 31 July 2011 for publication.

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

Hong Kong, 6 September 2011

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.