Hong Kong Public Offering — YELLOW Form

Use this form if you want the Hong Kong Offer Shares allocated to you to be registered in the name of HAGCC Nominees Limited ("HAGCC Nominees") and deposited directly into the Central Clearing and Settlement System ("CCASS") for credit to your CCASS Investor Participant stock account or the stock account of your designated CCASS Participant.

By completing this Application Form, you make the representation as to its accuracy or completeness and especially disclaim any liability whatsoever for any cost or expense arising to or in reliance upon the whole or any part of the contents of this Application Form.

Applications will be accepted until 12:00 noon on June 16, 2011. You must read the conditions and instructions attached to this Application Form. To be valid, you must complete all parts of this Application Form. Please write clearly in ink.

To: 
PRADA S.p.A. (the "Company")
Roma 2, 00191 Rome, Italy

CLSA Creditanstalt Bankverein, Milan Branch

The Hong Kong Underwriters

Date: 
June 16, 2011

Applicant(s) (All joint applicants must sign):

Signed by (all applicant(s) (all joint applicants must sign):

For broker use, this form is endorsed by

Broker no.

Endorsement

Broker’s chop

Endorsement
Use this form if you want the Hong Kong Offer Shares allocated to you to be registered in the name of HKSCC Nominees Limited ("HKSCC Nominees") and deposited directly into the Central Clearing and Settlement System ("CCASS") for credit to your CCASS Participant stock account or the stock account of your designated CCASS Participant.

To be completed in BLOCK letters in English in ink, except as stated otherwise. Joint applicants should give the address of the first-named applicant only. Please see paragraph 2 under the section "How to make your application" overleaf.

**Nm**

**Occupation**

(please delete as appropriate)

**Telephone number**

Can be used for checking the validity of Application Forms and otherwise for processing the application for Hong Kong Offer Shares and such data will be transferred to a third party for the accomplishment of such purposes.

For nominees: Please provide an account number or identification code for each beneficial owner (in the case of joint beneficial owners, each beneficial owner). If you are a nominee and you do not complete this section, this application will be treated as being made for your benefit.

Tick this box if you apply for 1,000,000 or more Hong Kong Offer Shares and wish to collect refund cheques in person from the Company's Hong Kong Share Registrar, Computershare Hong Kong Investor Services Limited, Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong on the day of dispatch/collection of share certificate(s)/refund payment instructions/refund cheques which is expected to be on Thursday, June 23, 2011. Please see the section overview headed "Refund of your money" for details of when, where and how to collect your refund cheques(s) (if any).

Any alteration to any application detail that you provide on this form should be authorised by the signature of the applicant.

**For bank use**

Please fill in name(s) and address as Hong Kong as set out above in BLOCK letters in English.

Please see the section overleaf headed "Refund of your money" for details of when, where and how to collect your refund cheques(s) (if any).

### Address Label 地址標牌

**Please fill in name(s) and address as Hong Kong as set out above in BLOCK letters in English.**

#### Name 姓名／名稱

**英文姓名／名稱**

**中文姓名／名稱**

**Note:**

- Cheque or banker's cash orders should be crossed "Account Payee Only" and made payable to "HSBC Nominees (Hong Kong) Limited — PRADA Public Offer".

- If you are a nominee and you do not complete this section, this application will be treated as being made for your benefit.

For designated CCASS Participant or Corporate CCASS Investor Participant, please also affix the company chop bearing its company name.

For bank use 請填寫銀行空白

### Details for CCASS Participant 中央結算系統參與者資料

#### Participant ID. of the designated CCASS Participant or CCASS Investor Participant

指定中央結算系統參與者或中央結算系統投資者戶口持有人的參與者編號

#### For designated CCASS Participant or Corporate CCASS Investor Participant, please also affix the company chop bearing its company name

請於商標印上公司公司名稱

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GLOBAL OFFERING

Unless otherwise stated, terms used have the same meanings accredited therein in the Prospectus.

Terms and conditions of application

A. Who may apply

1. You (or your company, and/or any person(s) for whom you are applying) must be at least 18 years of age or older and must have a valid Hong Kong identity card or passport.
2. If you are an individual, your name on the completed Application Form must be the same as the name(s) on your Hong Kong identity card(s).
3. Application Form must be completed in blank ink and signed by you (or your authorized representative). Unlegible or incomplete application forms will be rejected.

B. Confirmation of circumstances

1. You must confirm that the information you provide in the Application Form is correct and complete, and that you have reviewed and understood the information provided by the Company and the Joint Global Coordinators in the Prospectus and the Application Form.
2. You must confirm that you are not an associate of any of the above.

C. Multiple applications

1. You may apply for up to 21,163,800 Offer Shares in the Hong Kong Public Offering and/or International Placing.
2. Applications of more than one person cannot be accepted as a single application.
3. One application may only be submitted by one person, whether individually or jointly.
4. Applications may not be made in respect of any person for whose account you are applying.

D. Price

1. The price of HK$5 million (excluding brokerage, SFC transaction levy and Hong Kong Stock Exchange trading fee payable) or any lesser number allocated to you, may be accepted.
2. The Company, the Joint Bookrunners or their respective agents and nominees have full discretion to reject or accept any applications, and subject to any conditions they think fit, including production of such documentation as the Joint Global Coordinators, the Joint Lead Managers and the Underwriters think fit.

E. Agreement and warranty

1. You agree to accept the Hong Kong Public Offering and/or the International Placing as described in the Prospectus and this Application Form and agree to be bound by them.
2. You agree that you have reviewed and understood the information provided by the Company and the Joint Global Coordinators in the Prospectus and the Application Form.
3. You agree that you will not apply for any number of Offer Shares where such number (whether individually or jointly) is not acceptable to the Company, the Joint Bookrunners or their respective agents and nominees.

F. Effect of completing and submitting this Application Form

1. You must agree to accept the Hong Kong Public Offering and/or the International Placing as described in the Prospectus and this Application Form and agree to be bound by them.
2. If the number of any person for whose account you are applying are/is an associate of any of the above, you must confirm that the information you provide in the Application Form is correct and complete, and that you have reviewed and understood the information provided by the Company and the Joint Global Coordinators in the Prospectus and the Application Form.
3. You must agree that you have reviewed and understood the information provided by the Company and the Joint Global Coordinators in the Prospectus and the Application Form.
4. You must agree that you have reviewed and understood the information provided by the Company and the Joint Global Coordinators in the Prospectus and the Application Form.
5. You must agree that you have reviewed and understood the information provided by the Company and the Joint Global Coordinators in the Prospectus and the Application Form.
If you have applied for less than 1,000,000 Hong Kong Offer Shares or you have applied for 1,000,000 or more Hong Kong Offer Shares but have not indicated on your Application Form that you will collect your refund (where applicable), your refund cheque(s) will be sent to the address in the Application Form and will be made payable to the name of the first-named applicant. The Company will not issue any refund in respect of any application for less than 1,000,000 Hong Kong Offer Shares or an application for 1,000,000 or more Hong Kong Offer Shares but not accompanied by an indication of whether you will collect your refund cheque(s) (where applicable).

For the purpose of making refunds, all cheques must be crossed "Account Payee Only" and be made payable to Computershare Hong Kong Investor Services Limited (the "Company") and deposited directly into the Central Clearing and Settlement System ("CCASS") for credit to your CCASS Investor Participant stock account or the stock account of your designated CCASS Participant.

Refund of your monies

If your application is revoked:

1. The collateral contract will become effective in Hong Kong on 20 December 1996.

2. If your application is revoked before Wednesday, July 13, 2011, the Company will refund to you the difference between the Offer Price and the trading fee thereon, the Company will refund to you the surplus application monies for the Hong Kong Offer Shares, including the related brokerage of 1.0%, SFC transaction levy of 0.003%, and Hong Kong Stock Exchange trading fee of 0.005%. No interest will be paid thereon.

3. If your application is revoked after Wednesday, July 13, 2011, except by means of one of the procedures referred to in the Prospectus, the Company will not offer any Hong Kong Offer Shares to any person before Wednesday, July 13, 2011, or after that date until such revocation is effective in Hong Kong on 20 December 1996.

4. If your application is accepted only in part, the Company will refund to you the surplus application monies for the Hong Kong Offer Shares, including the related brokerage of 1.0%, SFC transaction levy of 0.003%, and Hong Kong Stock Exchange trading fee of 0.005%. No interest will be paid thereon.

If you do not collect your refund cheque(s) (where applicable) personally, your refund will be despatched promptly after the relevant date in accordance with the instructions on your Application Form.

5. If your application is accepted only in part, the Company will refund to you the surplus application monies for the Hong Kong Offer Shares, including the related brokerage of 1.0%, SFC transaction levy of 0.003%, and Hong Kong Stock Exchange trading fee of 0.005%. No interest will be paid thereon.

6. If your application is accepted only in part, the Company will refund to you the surplus application monies for the Hong Kong Offer Shares, including the related brokerage of 1.0%, SFC transaction levy of 0.003%, and Hong Kong Stock Exchange trading fee of 0.005%. No interest will be paid thereon.

7. Your application may only be revoked before Wednesday, July 13, 2011, if a person responsible for the Revocation Procedure has not been notified of your application, and that person shall be liable to the Company and its agents for all losses incurred thereby.

8. The right is reserved to present all or any remittances for payment. However, your cheque or banker’s order will be dishonoured on its first presentation.

9. The application lists will be open on 21 June 2011 for applications and revocations of applications. The lists will remain open on weekdays between 9:00 a.m. and 4:30 p.m. on the next Business Day after the closing date of the application lists.

10. Your Application Form and any Revocation Form, if applicable, must be deposited promptly thereafter to you by ordinary post to the address on the Application Form or your own risk.

11. If you have applied for less than 1,000,000 Hong Kong Offer Shares or you have applied for 1,000,000 or more Hong Kong Offer Shares but have not indicated on your Application Form that you will collect your refund (where applicable), your refund cheque(s) will be sent to the address in the Application Form and will be made payable to the name of the first-named applicant.