

*Unless otherwise defined herein, terms in this announcement shall have the same meaning as defined in the prospectus dated 13 June 2011 (the “Prospectus”) issued by Prada S.p.A. (the “Company”).*

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## **PRADA S.p.A.**

Via A. Fogazzaro n. 28, Milan, Italy

Registry of Companies of Milan, Italy: No. 10115350158

*(Incorporated under the laws of Italy as a joint-stock company)*

**(Stock Code: 1913)**

### **VOLUNTARY ANNOUNCEMENT**

#### **Update on potential requirement to dematerialize shares of the Company**

The Company is pleased to announce that the Company is not required to dematerialize its shares. As a result, no action is required to be taken by our shareholders.

As mentioned in the Prospectus of the Company dated 13 June 2011, the Company and its Italian legal advisors were of the view that regulations in force in Italy regarding dematerialization of shares should not apply to the Company as a result of its Shares being listed on the Hong Kong Stock Exchange.

Notwithstanding the above the Company has submitted to the Italian public authority responsible for regulating the Italian securities market a formal confirmation of the interpretation of the Italian relevant regulations referred to above.

In this respect, on 20 October 2011, the Company has received written confirmation from the authority mentioned above that it is not required to dematerialize its Shares under the Italian legislation currently in force.

This announcement is made on a voluntary basis for the purposes of providing an update on this matter.

For and on behalf of  
**PRADA S.p.A.**  
**Mr. Carlo Mazzi**  
*Deputy Chairman*

Milan (Italy), 4 November 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.*