

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)

12 September 2011

Dear Shareholder,

Election of Language and Means of Receipt of Corporate Communications

Pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the By-laws of PRADA S.p.A. (the “Company”), the Company will make available the following options for you to elect to receive future corporate communications (the “Corporate Communications”) of the Company, which means any document(s) issued or to be issued by the Company for the information or action of any holders of its securities, including but not limited to (a) the directors’ report and its annual accounts together with a copy of the auditors’ report; (b) the interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form, in the following manner:

- (1) to read future Corporate Communications published on the Company’s website at www.pradagroup.com (the “Website Version”) in place of receiving printed copies, and receive an email notification or a printed notification letter of the publication of a Corporate Communication on the Company’s website; or
- (2) to receive only the printed English version of all future Corporate Communications; or
- (3) to receive only the printed Chinese version of all future Corporate Communications; or
- (4) to receive both the printed English and Chinese versions of all future Corporate Communications.

In order to increase efficiency in communication with Shareholders and to contribute to environmental protection, the Company recommends you to select the Website Version. To make your election, please mark (X) in the appropriate box on the enclosed reply form and sign and return it by post or by hand to the Company c/o the Company’s share registrar in Hong Kong (the “Hong Kong Share Registrar”), Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong. If you post your reply in Hong Kong, you can use the mailing label in the reply form and do not need to affix a stamp on the envelope. Otherwise, please affix an appropriate stamp.

If the Company does not receive the duly completed and signed reply form from you on or before 10 October 2011, you are deemed to have consented to read the Website Version in place of receiving printed copies, and only a printed notification letter of the publication of the Corporate Communication on the Company’s website will be sent to you by post at your address as appearing in the Company’s register of members maintained by the Hong Kong Share Registrar.

You have the right at any time by reasonable notice in writing to the Company c/o the Hong Kong Share Registrar to change the choice of language and/or means of receipt of Corporate Communications. You may also send such a notice by email to prada.ecom@computershare.com.hk. Even if you have chosen (or are deemed to have consented) to receive all future Corporate Communications using electronic means but for any reason have difficulty in receiving or gaining access to the Corporate Communication, the Company will promptly upon your request send the Corporate Communication to you in printed form free of charge.

Please note that (a) printed copies of the English and Chinese versions of all future Corporate Communications will be available from the Company or the Hong Kong Share Registrar on request; and (b) the same will also be available on the Company’s website at www.pradagroup.com and the website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk.

If you have any queries in relation to this letter, please call the Company’s telephone hotline at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. from Monday to Friday, excluding public holidays.

By order of the board of Directors
PRADA S.p.A.
Carlo Mazzi
Deputy Chairman

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