

Unless otherwise defined herein, terms in this announcement shall have the same meaning as defined in the prospectus dated June 13, 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

Publication of Tax Booklet on the Company’s Website

Reference is made to the Prospectus in which the Company has informed its Shareholders that a tax booklet (both in English and Chinese) would have been produced as soon as practicable after Listing (the “**Tax Booklet**”).

The Tax Booklet is aimed to (i) describe the Italian tax law concerning dividend distributions and capital gains on a sale of shares; (ii) give a sample of Italian Tax Return form and (iii) explain the steps to be taken in order to file a tax return.

The Company is pleased to announce that the Tax Booklet is now available on the Company’s website at <http://www.pradagroup.com>.

This announcement is made on a voluntary basis.

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

Milan (Italy), 18 November 2011

As of 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.