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**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)**

**STABILIZING ACTIONS AND  
END OF STABILIZATION PERIOD**

The Company announces that the stabilization period in connection with the Global Offering ended on July 15, 2011, being the last business day closest to the 30th day after the last day for lodging applications under the Hong Kong Public Offering. The stabilizing actions undertaken by Goldman Sachs (Asia) L.L.C., its affiliates or any person acting for it during the stabilization period were:

- (i) over-allocations of an aggregate of 63,489,000 Shares in the International Placing, representing approximately 15% of the number of the Offer Shares initially available under the Global Offering before any exercise of the Over-allotment Option;
- (ii) successive market purchases were made at HK\$39.50 per Share (excluding brokerage, stamp duty, SFC transaction levy and the Hong Kong Stock Exchange trading fee);
- (iii) the borrowing of an aggregate of 63,489,000 Shares from Prada Holding B.V. pursuant to the Stock Borrowing Agreement dated June 17, 2011 to cover over-allocations in the International Placing; and
- (iv) the full exercise of the Over-allotment Option by the Joint Global Coordinators on behalf of the International Underwriters on June 30, 2011 in respect of an aggregate of 63,489,000 Shares, representing approximately 15% of the Offer Shares initially available under the Global Offering before any exercise of the Over-allotment Option, at the Offer Price per Share to cover over-allocations in the International Placing.

The Company makes this announcement pursuant to section 9(2) of the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong) and announces that the stabilization period in connection with the Global Offering ended on July 15, 2011, being the last business day closest to the 30th day after the last day for lodging applications under the Hong Kong Public Offering.

The stabilizing actions undertaken by Goldman Sachs (Asia) L.L.C., its affiliates or any person acting for it, as stabilizing manager, during the stabilization period were:

- (i) over-allocations of an aggregate of 63,489,000 Shares in the International Placing, representing approximately 15% of the number of the Offer Shares initially available under the Global Offering before any exercise of the Over-allotment Option;
- (ii) successive market purchases were made at HK\$39.50 per Share (excluding brokerage, stamp duty, SFC transaction levy and the Hong Kong Stock Exchange trading fee);

- (iii) the borrowing of an aggregate of 63,489,000 Shares from Prada Holding B.V. pursuant to the Stock Borrowing Agreement dated June 17, 2011 entered into between Prada Holding B.V. and Goldman Sachs International to cover over-allocations in the International Placing. Such Shares were returned and redelivered to Prada Holding B.V. in accordance with the terms of the Stock Borrowing Agreement; and
- (iv) the full exercise of the Over-allotment Option by the Joint Global Coordinators on behalf of the International Underwriters on June 30, 2011 in respect of an aggregate of 63,489,000 Shares, representing approximately 15% of the Offer Shares initially available under the Global Offering before any exercise of the Over-allotment Option, at the Offer Price per Share to cover over-allocations in the International Placing.

The last purchase made by the stabilizing manager on the market during the course of the stabilization period was on June 27, 2011 at the price of HK\$39.50 per Share.

Details of the exercise of the Over-allotment Option are more particularly described in the announcement of the Company dated July 3, 2011.

The Company continues to comply with the public float requirements under Rule 8.08(1)(a) of the Listing Rules as modified by a waiver accepted by the Hong Kong Stock Exchange upon exercising its discretion under Rule 8.08(1)(d) of the Listing Rules. No new Shares or securities convertible into equity securities of the Company may be issued within six months from the Listing Date save for the situations set out in Rule 10.08 of the Listing Rules.

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

Hong Kong, July 18, 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.*