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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)

DATE OF BOARD MEETING

The Board of Directors (the “**Board**”) of PRADA S.p.A. (the “**Company**”) hereby announces that a meeting of the Board of Directors will be held on Thursday, 29 March 2012 for the purpose of, among other matters, approving the announcement of the annual results of the Company and its subsidiaries for the year ended 31 January 2012 for publication and considering the recommendation on the payment of a final dividend.

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

Milan (Italy), 8 March 2012

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.