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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)

POLL RESULTS OF ANNUAL GENERAL MEETING HELD ON MAY 22, 2012 AND DISTRIBUTION OF FINAL DIVIDEND

PRADA S.p.A. (the “**Company**”) is pleased to announce the poll results in respect of the resolutions proposed at the annual general meeting held on Tuesday, May 22, 2012 (the “**AGM**”). All resolutions were duly passed.

The final dividend of the Company for the year ended January 31, 2012 will be distributed on or about Tuesday, July 3, 2012.

I. VOTING RESULTS AT THE ANNUAL GENERAL MEETING HELD ON MAY 22, 2012

At the AGM of the Company held on Tuesday, May 22, 2012 at 4:00 p.m. Hong Kong time (10:00 a.m. CET time) at Four Seasons Hotel, Grand Ballroom, Level 2, 8 Finance Street, Central, Hong Kong, a poll was demanded by the Chairman for voting on each of the proposed resolutions as set out in the Notice of AGM dated April 20, 2012.

The Company is pleased to announce that as the required majority of votes was obtained, each of the following resolutions was duly passed as an ordinary resolution at the AGM and the voting details were as follows:

	Ordinary Resolutions	Number of Votes (%)	
		For	Against
1.	To approve the Audited Separate Financial Statements, which show a net income of Euro 238,998,883, and the Audited Consolidated Financial Statements of the Company for the year ended January 31, 2012 and to receive the Reports of the Directors, the Statutory Auditors and the External Auditor; related and ensuing resolutions.	2,379,088,641 (100.0000%)	0 (0.0000%)
2.	(a) To approve the allocation of the net income for the year ended January 31, 2012 as follows: (i) Euro 11,949,944 to the legal reserve of the Company; (ii) Euro 127,941,200 to Shareholders as final dividend; (iii) Euro 99,107,739 to retained earnings;	2,379,087,741 (100.0000%)	900 (0.0000%)
	(b) To declare and distribute before July 31, 2012 a final dividend of Euro/cents 5 per share; related and ensuing resolutions.	2,375,485,027 (100.0000%)	900 (0.0000%)
3.	(a) To approve that the Board will consist of nine Directors and will be appointed for a term of three financial years, ending on the date of the shareholders' meeting called to approve the financial statements for the last year of the Board office;	2,378,263,041 (99.9662%)	805,000 (0.0338%)
	(b) To re-elect Ms. Miuccia PRADA BIANCHI as Director;	2,324,851,952 (97.7297%)	54,007,739 (2.2703%)
	(c) To re-elect Mr. Patrizio BERTELLI as Director;	2,363,298,177 (99.3371%)	15,769,764 (0.6629%)
	(d) To re-elect Mr. Carlo MAZZI as Director;	2,377,239,132 (99.9231%)	1,828,809 (0.0769%)
	(e) To re-elect Mr. Donatello GALLI as Director;	2,377,128,232 (99.9231%)	1,828,809 (0.0769%)

	Ordinary Resolutions	Number of Votes (%)	
		For	Against
	(f) To re-elect Mr. Marco SALOMONI as Director;	2,374,571,374 (99.8110%)	4,496,067 (0.1890%)
	(g) To re-elect Mr. Gaetano MICCICHÈ as Director;	2,338,890,257 (98.3158%)	40,066,784 (1.6842%)
	(h) To re-elect Mr. Gian Franco Oliviero MATTEI as Director;	2,378,546,521 (99.9781%)	520,920 (0.0219%)
	(i) To re-elect Mr. Giancarlo FORESTIERI as Director;	2,378,673,821 (99.9834%)	394,120 (0.0166%)
	(j) To re-elect Mr. Sing Cheong LIU as Director;	2,378,673,821 (99.9834%)	394,120 (0.0166%)
	(k) To elect Ms. Miuccia PRADA BIANCHI as Chairperson of the Board.	2,356,878,338 (99.2216%)	18,488,939 (0.7784%)
4.	To approve the aggregate compensation of the Directors for each financial year of their three years term in the overall amount of Euro 2,700,000 per year, of which: Euro 360,000 will be Directors' fees, Euro 2,180,000 will be additional fees to be paid to Executive Directors and Euro 160,000 will be fees for members of the Board's committees.	2,377,066,441 (99.9299%)	1,667,400 (0.0701%)
5.	(a) To elect the following persons as members of the board of statutory auditors of the Company for a term of three financial years, ending on the date of the shareholders' meeting called to approve the financial statements for the last year of the board of statutory auditors' office;	2,376,016,441 (99.9825%)	416,200 (0.0175%)
	(b) To re-elect Mr. Antonino PARISI as statutory auditor;	2,376,016,441 (99.9825%)	416,200 (0.0175%)
	(c) To elect Mr. Roberto SPADA as statutory auditor;	2,350,428,201 (99.9823%)	416,200 (0.0177%)
	(d) To elect Mr. David TERRACINA as statutory auditor;	2,350,428,201 (99.9823%)	416,200 (0.0177%)
	(e) To re-elect Mr. Marco SERRA as alternate statutory auditor;	2,376,015,941 (99.9825%)	416,700 (0.0175%)

	Ordinary Resolutions	Number of Votes (%)	
		For	Against
	(f) To elect Mr. Cristiano PROSERPIO as alternate statutory auditor;	2,376,015,941 (99.9825%)	416,700 (0.0175%)
	(g) To elect Mr. Antonino PARISI as the Chairperson of the board of statutory auditors.	2,376,016,441 (99.9825%)	416,200 (0.0175%)
6.	To approve the aggregate compensation for the board of statutory auditors for each financial year of their three years term in the overall amount of Euro 130,000 per year.	2,376,766,241 (100.0000%)	0 (0.0000%)

Notes:

- (1) Number of shares entitling the holder to attend and vote on all the resolutions at the AGM: 2,558,824,000 shares.
- (2) The shareholders and authorized proxies holding an aggregate of 2,558,553,199 shares, representing 99.99% of the total shares of the Company were present at the commencement of the AGM.
- (3) There were no restrictions on the Company's shareholders to cast votes on any of the resolutions proposed at the AGM.
- (4) Number of shares entitling the holder to attend and abstain from voting in favour of any of the resolutions proposed at the AGM as set out in Rule 13.40 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules"): Nil.
- (5) No party stated its intention in the Company's circular dated April 20, 2012 to vote against any resolutions or to abstain from voting on any resolutions at the AGM.
- (6) Number of shares that are required under the Listing Rules to abstain from voting: Nil.
- (7) Computershare Hong Kong Investor Services Limited, the Company's share registrar, acted as the scrutineer for the vote taking at the AGM.

II. DISTRIBUTION OF FINAL DIVIDEND

Following the approval by the shareholders of the Company at the AGM, the Company is pleased to announce the details relating to the payment of a final dividend for the year ended January 31, 2012 to the shareholders as follows:

The Company will distribute a final dividend of Euro/cents 5 per share for the year ended January 31, 2012 for a total amount of Euro 127,941,200.

The payment shall be made in Euro to the shareholders recorded in the Company's shareholder register held at the Company's registered office in Milan (Italy) and in Hong Kong dollars to the shareholders recorded in the shareholder register held in Hong Kong. The relevant exchange rate is Euro 1: HK\$9.837, being the opening buying T/T rate of Hong Kong dollars to Euros as announced by the Hong Kong Association of Banks (www.hkab.org.hk) on May 22, 2012 (the date of the approval of the dividend by the shareholders).

In order to qualify for the payment of the final dividend, all transfers accompanied by the relevant share certificate(s) must be lodged with the Company's Hong Kong share registrar, Computershare Hong Kong Investor Services Limited, at Shop 1712-16, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong not later than 4:30 p.m. on Monday, May 28, 2012. The shareholder registers in Milan and Hong Kong of the Company will be closed from Tuesday, May 29, 2012 to Wednesday, May 30, 2012, both days inclusive, during which no share transfer can be registered. The final dividend will be paid to shareholders recorded on the Company's shareholder register on Wednesday, May 30, 2012. The final dividend will be payable on or about Tuesday, July 3, 2012.

The final dividend will be paid net of 20% Italian withholding tax. Further details on the Italian withholding tax are included in the Tax Booklet, which is available on the Company's website (www.pradagroup.com).

Shareholders should seek independent professional advice in relation to the procedures and timing involved in obtaining a refund of withholding tax, if applicable.

For and on behalf of
PRADA S.p.A.
Ms. Patrizia Albano
Joint Company Secretary

Hong Kong, May 22, 2012

*As at the date of this announcement, the Company's Chairperson, Legal Representative and Director is Ms. Miuccia PRADA BIANCHI and the other Directors are Mr. Patrizio BERTELLI, Mr. Carlo MAZZI, Mr. Donatello GALLI, 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.**

* According to the Italian laws and the Company's by-laws, the executive and non-executive roles of the Directors will be decided at the first Board meeting after the AGM, which is scheduled to take place on June 7, 2012. A voluntary announcement will be made by the Company to inform the shareholders of these roles in due course.