

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)

SHAREHOLDERS' COMMUNICATION POLICY

1. PURPOSE

1.1 PRADA S.p.A. (the “**Company**”) is committed to providing shareholders of the Company (the “**Shareholders**”) and other stakeholders (including potential investors) with balanced and understandable information about the Company and its subsidiaries (the “**Group**”).

1.2 This Policy sets out the standards of the Company in relation to communicating with its Shareholders.

2. GENERAL POLICY

2.1 The Board shall maintain an on-going dialogue with Shareholders and the investment community, and will regularly review this Policy to ensure its effectiveness.

2.2 Information shall be communicated to Shareholders and the investment community mainly through the Group’s financial reports (interim and annual results), annual general meetings (“**AGM**”) and other general meetings that may be convened, as well as by making available all the disclosures published on the website of The Stock Exchange of Hong Kong Limited (“**SEHK**”) at www.hkexcom.hk and on the Company’s website at www.pradagroup.com.

3. COMMUNICATION STRATEGIES

Corporate Website

3.1 The Company’s corporate website facilitates effective communications with shareholders, investors and other stakeholders, making corporate information and other relevant financial and non-financial information available electronically and on a timely basis. This includes extensive information about the Group’s performance and activities via the Annual Report, Interim Report, press releases, announcements and presentations.

3.2 A dedicated Investors section is available on the Company’s website at www.pradagroup.com. To facilitate the on-going dialogue with the investment community, the Company has a team of investor relators, based both in Milan, Italy and in Hong Kong.

Shareholders’ Meetings

3.3 The Company regards AGM as an important event as it provides an opportunity for the Board to communicate with the Shareholders.

- 3.4 Shareholders are encouraged to participate in general meetings or to appoint proxies to attend and vote at the meetings for and on their behalf if they are unable to attend the meetings.
- 3.5 Board members, in particular, either the chairmen or members of Board committees, appropriate management executives and a representative of the external auditor will attend AGM to answer Shareholders' questions.

Investment Community Communications

- 3.6 The Company endeavours to maintain a high level of transparency in communication with shareholders and the financial community in general. The Company has maintained regular dialogue and fair disclosure with institutional shareholders, fund managers, analysts and the finance media. Management attends investor meetings on a regular basis and has participated in some investor conferences.

Shareholders' Enquiries

- 3.7 Enquiries about Corporate Governance or other matters to be put to the Board and the Company should be directed to Group Corporate Affairs Director and Joint Company Secretary by email at corporateaffairs@pradagroup.com or at the Company's address: Via Antonio Fogazzaro n.28, Milan 20135, Italy

However, the Company will not normally deal with verbal or anonymous enquiries.

Note: Shareholders' information may be disclosed as required by law.

- 3.8 Shareholders should direct their questions about their shareholdings, transfer and registration of shares and dividend warrants, etc to the Company's Hong Kong Share Registrar, as follows:

Computershare Hong Kong Investor Services Limited
17M Floor, Hopewell Centre
183 Queen's Road East
Wanchai
Hong Kong

Telephone: (852) 2862 8628
Fax: (852) 2865 0990
email address: hkinfo@computershare.com.hk

4. SHAREHOLDERS' PRIVACY

- 4.1 The Group recognises the importance of Shareholders' privacy and will not disclose Shareholders' information without their consent, unless required by law to do so.

29 March 2012