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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)

CHANGE OF DIRECTOR, CHANGE OF MEMBERSHIP OF THE REMUNERATION COMMITTEE AND NOMINATION COMMITTEE

The Board of Directors (the “**Board**”) of PRADA S.p.A. (the “**Company**”, and together with its subsidiaries, the “**Group**”) hereby announces that Mr. Marco Salomoni resigned as a Non-executive Director of the Company with effect from December 19, 2013 due to his own decision to devote more time to his other commitments. Mr. Marco Salomoni also resigned as member of the Remuneration Committee and the Nomination Committee, with effect from the same date.

Mr. Marco Salomoni confirmed that there has no disagreement with the Board during his term of office and there is no other matter relating to his resignation that needs to be brought to the attention of the shareholders of the Company.

The Board also announces that Ms. Alessandra Cozzani has been appointed as Executive Director of the Company, with effect from December 20, 2013.

Ms. Alessandra Cozzani

Ms. Alessandra Cozzani, aged 50, has been appointed as Executive Director of the Company on December 20, 2013. Ms. Cozzani holds directorships in subsidiaries of the Company. She has been the Group Investor Relations Director since July 2010 and she is responsible for managing financial communication and for relationships with investment community. Ms. Cozzani joined the Group in 2000 and has covered different managerial roles within the Finance department. In 2003, she was appointed as Group Financial Reports Director. Ms. Cozzani obtained a degree “cum laude” (with praise) in Business Administration from the University of Genoa in 1988. She started her career as an auditor at Coopers & Lybrand (1989 to 1995). Prior to joining the Group, she worked

in Castelletti International Transports, the Italian subsidiary of an international logistic company (now Schenker Group) for five years, most of the time as Finance and Control Director. She has not held any directorship in other listed companies in Hong Kong or overseas in the last three years.

Ms. Cozzani does not have any relationship with other directors, senior management, substantial shareholders or controlling shareholders of the Company and does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Ms. Cozzani has entered into a letter of employment with the Company for the tenure until the date of the first shareholders' general meeting called after her appointment, presumably the shareholders' general meeting called to approve the financial statements of the Company for the year ending January 31, 2014. Ms. Cozzani is entitled to receive an annual director's fee of Euro 40,000. Pursuant to Ms. Cozzani's employment agreement for the financial year ended January 31, 2013, she received remuneration and other benefits of Euro 171,208, bonus and other incentives of Euro 84,902, benefits in kind of Euro 11,278 and pension, healthcare and TFR contributions of Euro 91,545. Her remuneration is determined on the basis of her relevant working experience and expertise, responsibility and workload.

Save as disclosed above, there is no other information that needs to be disclosed pursuant to Rule 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, and there are no other matter that need to be brought to the attention of the shareholders of the Company, in relation to the appointment of Ms. Cozzani.

Remuneration Committee and Nomination Committee

Mr. Carlo Mazzi, the Company Executive Director and the Company Deputy Chairman, has been appointed as member of the Remuneration Committee and the Nomination Committee of the Company with effect from December 20, 2013.

Ms. Mazzi is entitled to receive additional annual fees of Euro 10,000 and Euro 10,000 as member of the Remuneration Committee and the Nomination Committee, respectively.

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The Board would like to express its sincere gratitude to Mr. Salomoni for his invaluable contributions to the Company during his tenure of service and extend its warm welcome to Ms. Cozzani in joining the Board.

By Order of the Board
PRADA S.p.A.
Carlo Mazzi
Deputy Chairman

Milan, Italy, December 20, 2013

As at the date of this announcement, the Company's executive directors are Ms. Miuccia PRADA BIANCHI, Mr. Patrizio BERTELLI, Mr. Carlo MAZZI, Mr. Donatello GALLI and Ms. Alessandra COZZANI; the Company's non-executive director is 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.