

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

This announcement is for information purposes only and does not constitute an invitation or a solicitation of an offer to acquire, purchase or subscribe for securities or an invitation to enter into an agreement to do any such things, nor is it calculated to invite any offer to acquire, purchase or subscribe for any securities. Neither this announcement nor any copy hereof may be taken into or distributed in the United States. The securities referred to herein have not been and will not be registered under the United States Securities Act of 1933 (the “Securities Act”), as amended, and may not be offered or sold within the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. This announcement is not an offer of securities for sale in Hong Kong and the United States or elsewhere. No public offer of the securities referred to herein will be made in the United States or in any other jurisdiction where such an offering is restricted or prohibited.

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)*

Announcement – Publication of Prospectus

Reference is made to the announcement of PRADA S.p.A. (the “**Company**”) dated July 25, 2013 in relation to proposed issue by the Company of €130 million 2.75 per cent. Notes due 2018 (the “**Notes**”).

The prospectus relating to the Notes has been published on the website of the Irish Stock Exchange. To view the full version of the prospectus, please paste the following URL into the address bar of your browser:

<http://www.ise.ie/app/DeptSecurityDocuments.aspx?progID=-1&uID=4837&FIELDSORT=docId>

Milan (Italy), August 1, 2013

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

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.