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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)

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:


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

Milan (Italy), August 1, 2013
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.