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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)*

LICENSE AGREEMENT BETWEEN PRADA S.A. AND COTY GENEVA S.A. VERSOIX

Introduction

This announcement is made by PRADA S.p.A. (the “**Company**” and together with its subsidiaries the “**Prada Group**”) on a voluntary basis. The purpose of this announcement is to keep the shareholders and potential investors of the Company informed of the latest business development relating to the Prada Group.

Announced transaction

The Company is pleased to announce that on October 30th, 2013, its wholly owned subsidiary, Prada S.A. (the “**Licensor**”) entered into a license agreement with Coty Geneva S.A. Versoix (the “**Licensee**”), aimed at creating, developing and distributing fragrances under the “Miu Miu” brand. The Licensee is an independent third party, which is principally engaged in the beauty industry.

The Prada Group has gained a ten-year extensive experience in the fragrances market through the distribution - on the basis of a license agreement with Puig S.L., a major Spanish cosmetics company - of “Prada” branded perfumes.

The Prada Group now consolidates its presence in the perfume market as the “Miu Miu” brand joins the universe of prestige fragrances.

Created in 1993, Miu Miu - the other vision of Miuccia Prada (the Company’s Chairperson) on fashion - is a brand with a strong personality, which has evolved during the years into one of the leading luxury brands in the world.

The Licensee has a proven reputation for faithfully translating the core values of highly selective and sophisticated designer brands into successful fragrance businesses.

“The agreement with Coty, an internationally recognized reference in the luxury fragrance market, marks a major step forward in Miu Miu’s development plan” said Patrizio Bertelli, Chief Executive Officer of the Company. *“I am therefore sure that, leveraging on Coty’s know-how and Miu Miu’s strong identity, this partnership will be a worldwide success of mutual satisfaction to both companies”*.

“Miu Miu is one of the most refined and respected luxury houses in the world and one of the fastest growing global brands in the whole fashion industry” said Michele Scannavini, Chief Executive Officer of the Licensee. *“It is an exciting opportunity for Coty to build a worldwide fragrance business for Miu Miu and also to further build our own market share in the prestige fragrance market.”*

The “Miu Miu” fragrance line is expected to be launched in 2015.

General information on the Licensor and the Licensee

The Prada Group is one of the world leaders in the luxury goods sector where it operates with the Prada, Miu Miu, Church’s and Car Shoe brands in the design, production and distribution of luxury handbags, leather goods, footwear, apparel and accessories and, through license agreements, eyewear and fragrances.

The Miu Miu trademark is owned by Prada S.A., a wholly owned subsidiary of the Company and part of the Prada Group.

The Licensee is a leading global beauty company founded in Paris in 1904 and listed on the New York Stock Exchange. It is a pure play beauty company with a portfolio of well-known fragrances, color cosmetics and skin & body care products sold in over 130 countries and territories. Its product offering includes a number of global brands.

For and on behalf of

PRADA S.p.A.

Mr. Carlo Mazzi

Deputy Chairman

Milan (Italy), October 30th, 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.