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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)*

POLL RESULTS OF SHAREHOLDERS' GENERAL MEETING HELD ON MAY 23, 2013 AND DISTRIBUTION OF FINAL DIVIDEND

PRADA S.p.A. (the “**Company**”) is pleased to announce the poll results in respect of the resolutions proposed at the shareholders’ general meeting held on Thursday, May 23, 2013 (the “**AGM**”). All resolutions were duly passed.

The final dividend of the Company for the year ended January 31, 2013 will be distributed on or about Thursday, June 20, 2013.

I. VOTING RESULTS AT THE SHAREHOLDERS' GENERAL MEETING HELD ON MAY 23, 2013

At the AGM of the Company held on Thursday, May 23, 2013 at 12:00 noon CET time / 6:00 p.m. Hong Kong time at the Company’s registered office at Via A. Fogazzaro n. 28, Milan, Italy with the video-conference system located at the registered office of Prada Asia Pacific Limited at 36/F, Gloucester Tower, The Landmark, 11 Pedder Street, Central, Hong Kong, a poll was demanded by the Chairman for voting on each of the proposed resolutions as set out in the Notice of AGM dated April 19, 2013.

The Company is pleased to announce that as the required majority of votes was obtained, each of the following resolutions was duly passed as an ordinary resolution at the AGM and the voting details were as follows:

	Ordinary Resolutions	Number of Votes (%)		
		For	Against	Abstain
1.	(a) To approve the Audited Separate Financial Statements, which show a net income of Euro 288,296,583, and the Audited Consolidated Financial Statements of the Company for the year ended January 31, 2013.	2,412,926,752 (99.969855%)	0 (0.00%)	727,600 (0.030145%)
	(b) To approve the allocation of the net income for the year ended January 31, 2013 as follows: (i) Euro 4,786,769 to the legal reserve of the Company; (ii) Euro 230,294,160 to Shareholders as a final dividend, in particular to declare and distribute a final dividend of Euro/cents 9 per share to be paid on or about Thursday, June 20, 2013; (iii) Euro 53,215,654 to retained earnings.	2,412,926,852 (99.969859%)	0 (0.00%)	727,500 (0.030141%)
2.	To appoint Deloitte & Touche S.p.A. as the auditor (“ <i>revisore legale dei conti</i> ”) of the Company for a term of three financial years (financial year ending January 31, 2014 to financial year ending January 31, 2016), ending on the date of the shareholders’ general meeting called to approve the financial statements for the last year of the auditor’s appointment and to approve its remuneration of Euro 472,000, for each financial year of its three-year term, for the provision to the Company of the audit of the Separate Financial Statements and the Consolidated Financial Statements, which is included in the overall annual remuneration of Euro 1,605,000 for Deloitte & Touche S.p.A. and its network in respect of provision of audit services to the Prada Group as a whole. The auditor’s annual remuneration shall be subject to adjustment in accordance with changes in relevant applicable laws or additional requirements for the audit services as well as the annual upward adjustment linked to index of ISTAT – the Italian National Institute for Statistics.	2,412,926,752 (99.969855%)	0 (0.00%)	727,600 (0.030145%)

Notes:

- (1) Number of shares entitling the holder to attend and vote on all the resolutions at the AGM: 2,558,824,000 shares.
- (2) The shareholders and authorised proxies holding an aggregate of 2,413,654,352 shares, representing 94.33% of the total shares of the Company were present at the commencement of the AGM.
- (3) There were no restrictions on the Company's shareholders to cast votes on any of the resolutions proposed at the AGM.
- (4) Number of shares entitling the holder to attend and abstain from voting in favour of any of the resolutions proposed at the AGM as set out in Rule 13.40 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**"): Nil.
- (5) No party stated its intention in the Company's circular dated April 19, 2013 to vote against any resolutions or to abstain from voting on any resolutions at the AGM.
- (6) Number of shares that are required under the Listing Rules to abstain from voting: Nil.
- (7) Computershare Hong Kong Investor Services Limited, the Company's Hong Kong share registrar, acted as the scrutineer for the vote taking at the AGM.

II. DISTRIBUTION OF FINAL DIVIDEND

Following the approval by the shareholders of the Company at the AGM, the Company is pleased to announce the details relating to the payment of a final dividend for the year ended January 31, 2013 to the shareholders as follows:

The Company will distribute a final dividend of Euro/cents 9 per share for the year ended January 31, 2013 for a total amount of Euro 230,294,160.

The payment shall be made in Euro to the shareholders recorded in the section of the Company's shareholders' register kept by the Company at its registered office in Milan (Italy) and in Hong Kong dollars to the shareholders recorded in the section of the Company's shareholders' register kept in Hong Kong. The relevant exchange rate is Euro 1: HK\$9.9485, being the opening buying T/T rate of Euros to Hong Kong dollars as announced by the Hong Kong Association of Banks (www.hkab.org.hk) on Thursday, May 23, 2013, being the day of approval of the dividend by the shareholders.

In order to qualify for the payment of the final dividend, all transfers accompanied by the relevant share certificate(s) must be lodged with the Company's Hong Kong share registrar, Computershare Hong Kong Investor Services Limited, at Shop 1712-16, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong or with the Company's registered office in Milan (Italy), Via Antonio Fogazzaro n. 28, if the transfer concerns shares registered in the section of the Company's shareholders' register kept by the Company at its registered office, no later than 4:30 p.m. (Hong Kong time) on Wednesday, May 29, 2013. The shareholders' register of the Company in Milan and in Hong Kong (both sections) will be closed from Thursday, May 30, 2013 to Friday, May 31, 2013, both days inclusive, during which period no share transfers can be registered. The final dividend will be paid to shareholders recorded on the Company's shareholders' register on Friday, May 31, 2013. The final dividend will be payable on or about Thursday, June 20, 2013.

The final dividend will be paid net of 20% Italian withholding tax. Further details on the Italian withholding tax are included in the Tax Booklet, which is available on the Company's website (www.pradagroup.com).

Shareholders should seek independent professional advice in relation to the procedures and timing involved in obtaining a refund of withholding tax, if applicable.

For and on behalf of

PRADA S.p.A.

Mr. Carlo Mazzi

Deputy Chairman

Milan (Italy), May 23, 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.