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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)*

Acquisition of New Business

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Section 307B(1) of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

PRADA S.p.A. (the “**Company**” and, together with its subsidiaries, the “**Group**”) is pleased to announce that the Company entered into a sale and purchase agreement with Mr. Angelo Giovanni Marchesi and his wife, Ms. Maria Rita Lacchini, for the acquisition of 80% of the issued share capital of Marchesi Angelo S.r.l. (the “**Target**” and, the transaction as a whole, the “**Acquisition**”) on March 14, 2014.

The Target is the owner of the historic confectionery “*Pasticceria Marchesi*”, founded in 1824, and based in the center of Milan.

Following the Acquisition, Mr. Angelo Giovanni Marchesi will continue to manage the Target together with, among others, Mr. Patrizio Bertelli – the Chief Executive Officer of the Company.

The Acquisition is aimed at enhancing the “*Pasticceria Marchesi*” brand, a synonym to quality in the Italian food industry, joining it with PRADA and MIU MIU brands, leaders in the luxury goods market, within the Group’s development worldwide.

The Company confirms that, to the best of the Directors’ knowledge, information and belief, having made all reasonable enquiries, Mr. Angelo Giovanni Marchesi and Ms. Maria Rita Lacchini, are not connected persons (as defined in the Listing Rules) of the Company. In addition, the Acquisition does not constitute a notifiable transaction for the Company under Chapter 14 of the Listing Rules.

By order of the Company
PRADA S.p.A.
Mr. Carlo Mazzi
Chairperson

Milan (Italy), March 14, 2014

As at the date of this announcement, the Company's executive directors are Mr. Carlo MAZZI, Ms. Miuccia PRADA BIANCHI, Mr. Patrizio BERTELLI, 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.