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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)*

Merger between Prada Holding B.V. and Gipafin S.à.r.l.

PRADA S.p.A. (the “**Company**”, and together with its subsidiaries, the “**Prada Group**”) is pleased to announce that **Prada Holding B.V.**, the Company’s immediate holding company, will be merged by incorporation into **Gipafin S.à.r.l.**, Prada Holding B.V.’s sole shareholder (the “**Merger**”). Upon completion of the Merger process (currently expected by December 2014), Prada Holding B.V. will cease to exist and Gipafin S.à.r.l., the Company’s new immediate holding company, will be re-named as “**Prada Holding S.à.r.l.**”. Subject to applicable laws and regulatory approvals, Prada Holding S.à.r.l.’s legal seat - together with the legal seat of other companies in the Company’s control chain - will be transferred from Luxembourg to Italy.

The corporate reorganisation described above is intended to simplify the control structure of the Company and will have no impact on the Prada Group.

General information on the Company, Prada Holding B.V. and Gipafin S.à.r.l.

As at the date of this announcement, Prada Holding B.V. is the controlling holding company of the Company and owns approximately 80% of the issued capital in the Company, and Prada Holding B.V. is in turn wholly owned by Gipafin S.à.r.l..

The Prada Group is one of the world’s most prestigious fashion luxury goods groups where it operates with the Prada, Miu Miu, Church’s and Car Shoe brands in the design, development, manufacture, advertising, promotion and distribution of luxury handbags, leather goods, footwear, apparel and accessories and, through license agreements, eyewear and fragrances.

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

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

Milan (Italy), October 21, 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.