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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 22, 2014 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 22, 2014 (the “**AGM**”). All resolutions were duly passed.

The final dividend of the Company for the year ended January 31, 2014 will be distributed on or about Friday, June 20, 2014.

I. VOTING RESULTS AT THE SHAREHOLDERS' GENERAL MEETING HELD ON MAY 22, 2014

At the AGM of the Company held on Thursday, May 22, 2014 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 Chairperson for voting on each of the proposed resolutions as set out in the Notice of annual general meeting dated April 15, 2014.

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 (Approximate percentage to two decimal places)		
		For	Against	Abstain
1.	To approve the Audited Separate Financial Statements, which show a net income of Euro 395,574,305 and the Audited Consolidated Financial Statements of the Company for the year ended January 31, 2014 together with the Reports of the Board of Directors, the Board of Statutory Auditors and the Independent Auditors.	2,380,461,306 (100.00%)	0 (0.00%)	101 (0.00%)
2.	To approve the allocation of the net income for the year ended January 31, 2014 as follows: (i) Euro 281,470,640 to Shareholders as a final dividend, in particular to declare and distribute a final dividend of Euro/cents 11 per share to be paid on or about Friday, June 20, 2014 and (ii) Euro 114,103,665 to retained earnings.	2,380,367,806 (100.00%)	93,600 (0.00%)	1 (0.00%)
3.	To elect Ms. Alessandra COZZANI as a Director of the Company for a term expiring on the date of the shareholders' general meeting called to approve the financial statements for the year ending January 31, 2015.	2,374,261,773 (99.74%)	6,199,533 (0.26%)	101 (0.00%)
4.	To approve the aggregate compensation for the Directors for the financial year ending January 31, 2015 in the overall amount of Euro 3,400,000, of which: Euro 360,000 will be Directors' fees, Euro 2,880,000 will be additional fees to be paid to Executive Directors and Euro 160,000 will be fees for members of the Board's committees.	2,175,379,270 (91.38%)	195,800,336 (8.23%)	9,281,801 (0.39%)

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 2,380,461,407 shares, representing 93.03% 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 15, 2014 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, 2014 to the shareholders as follows:

The Company will distribute a final dividend of Euro/cents 11 per share for the year ended January 31, 2014 for a total amount of Euro 281,470,640.

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\$10.499, 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 22, 2014, 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: (a) 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 if the transfer concerns shares registered in the section of the Company's shareholders' register kept by Company's Hong Kong share registrar, or (b) 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, in any case no later than 4:30

p.m. (Hong Kong time) on Wednesday, May 28, 2014. The Company's shareholders' register will be closed from Thursday, May 29, 2014 to Friday, May 30, 2014, 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 30, 2014 and the payment date will be on or about Friday, June 20, 2014.

The final dividend will be paid net of 20% Italian withholding tax. Further details on the Italian withholding tax have been disclosed 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.

By Order of the Company

PRADA S.p.A.

Mr. Carlo Mazzi

Chairperson

Milan (Italy), May 22, 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.*

* According to Italian law and the Company's by-laws, the executive role of a Director who is elected at the AGM is conferred at the first Board meeting after the AGM. In relation to the confirmation of Ms. COZZANI's executive role, the first Board meeting after the AGM is scheduled to take place on June 5, 2014.