

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

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)

PRELIMINARY SALES FIGURES FIRST HALF OF FINANCIAL YEAR 2015

<p>This announcement is made pursuant to Rule 13.09 of the Listing Rules and Section 307B(1) of the Securities and Futures Ordinance. PRADA S.p.A. provides its preliminary sales figures for the six months ended July 31, 2015.</p>

PRADA S.p.A. (the “**Company**” and, together with its subsidiaries, the “**Group**”) is pleased to announce the preliminary sales figures of the Group for the six months ended July 31, 2015. 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.

The consolidated net revenues of the Group for the six months ended July 31, 2015 amounted to Euro 1,823 million, with a 4% increase compared to the corresponding period in 2014, entirely thanks to the retail channel which more than compensated for a decrease in wholesale channel sales.

Indeed, the sales of the wholesale channel for the period ended July 31, 2015 totaled Euro 248 million and are down by 14% at current exchange rates, in keeping with the strategy of rationalization of the network of wholesale partners.

Vice-versa the sales of the Group’s retail network have grown by 8% at current exchange rates to stand at Euro 1,552 million, benefiting from the positive effect of exchange rates accompanied by a general improvement in sales performance.

The European market has continued to grow with revenues up at both current exchange rates +12% and constant exchange rates +11%, thanks to a steady flow of tourists together with a recovery in consumption by domestic customers.

The Japanese market has also performed extremely well with growth at both current exchange rates +12% and constant exchange rates +5%; double digit rates of growth were achieved throughout the second quarter.

Meanwhile, the Asia Pacific market shows a similar negative trend, as in the first quarter of the year, offset by a positive rate exchange effect. Hong Kong and Macau remain the main drivers affecting the performance in this geographical area.

At current exchange rates, sales increased in the Americas and in the Middle East reaching 15% growth in both markets; in the Middle East, performance improved significantly in real terms in the second quarter.

The Prada brand has recorded 5% growth at current exchange rates which is entirely attributable to the exchange rate effect, mainly because of the adverse economic situation in the Asian market. Meanwhile, Miu Miu brand continues to grow with revenues up at both current exchange rates +19% and constant exchange rates +6%, showing an acceleration in the second quarter of the year.

Church's has also achieved sales growth + 19% with the volumes trend also remaining largely positive. Finally, Car Shoe has performed broadly in line with prior year.

Mr. Patrizio Bertelli, Chief Executive Officer of the Company, commented: *“Sales in the first half of 2015 reflect an economic and exchange rate landscape that remains rather volatile with the continuing weakness of important markets like Hong Kong and Macau and the uncertainty that is looming on other Asian markets. Our distribution structure, which has achieved an appropriate global presence, together with our awareness of the specific needs of the various markets, has enabled us to compensate for the drop in sales in Asia Pacific thanks to growth on markets which are currently more dynamic like Europe and Japan. We will continue to prioritize measures intended to sustain long-term growth focusing on our manufacturing tradition and innovation, as again confirmed recently by the success of our latest collections”*.

The information contained in this announcement is based on a preliminary assessment of the management accounts of the Group for the six months ended July 31, 2015, which have not been audited or reviewed by the Company's auditors. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

The unaudited interim consolidated results of the Group for the six months ended July 31, 2015 are tentatively scheduled to be announced by the Company on September 30, 2015.

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

Milan, Italy, August 7, 2015

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.