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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)

VOLUNTARY ANNOUNCEMENT

Publication of Updated Tax Booklet on the Company's Website

The Company is pleased to announce that an updated Tax Booklet is now available on the Company's website at <http://www.pradagroup.com>.

The updated Tax Booklet has been amended to inform, among other matters, that following the entering into force of the double tax agreement signed between the Government of the Italian Republic and the Government of the Hong Kong Special Administrative Region of the People's Republic of China, capital gains realized from the sale of the shares in an Italian company by shareholders resident in Hong Kong are no longer subject to taxation in Italy applying from the year of assessment beginning on January 1, 2016.

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

Milan, Italy, April 21, 2016

As at the date of this announcement, the Company's executive directors are Mr. Carlo MAZZI, Ms. Miuccia PRADA BIANCHI, Mr. Patrizio BERTELLI and Ms. Alessandra COZZANI; the Company's non-executive director is Mr. Stefano SIMONTACCHI and the Company's independent non-executive directors are Mr. Gian Franco Oliviero MATTEI, Mr. Giancarlo FORESTIERI and Mr. Sing Cheong LIU.