

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)

DISCONTINUATION OF PUBLICATION OF PRELIMINARY SALES FIGURES

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 Board of Directors (the “**Board**”) of PRADA S.p.A. (the “**Company**” and together with its subsidiaries the “**Group**”) hereby announces that the Company will no longer publish the preliminary sales figures of the Group for the first six-month period and for the full year of any financial period (“**Preliminary Sales Figures Announcements**”). Following the change of the financial year end date - approved by the Annual General Meeting of the Company’s shareholders on May 31, 2017 - which was shifted to December 31 of any financial year (effective as of the current financial year) the Company will be allowed to shorten the period between the closure of the relevant reporting term and the publication of the full results in accordance with the applicable Listing Rules.

In light of the above reason and considering the fact that the Company will continue to fulfill its disclosure obligations in compliance with the Listing Rules by publishing the Group’s annual and half-year financial results and any other announcement necessary to comply with the obligations under Part XIVA of the Securities and Futures Ordinance, the Board is of the view that the publishing of the Preliminary Sales Figures Announcements may be discontinued with immediate effect, as of the current six-month period ending July 31, 2017.

The unaudited interim consolidated results of the Group for the six months period ending July 31, 2017 is tentatively scheduled to be announced by the Company in early September 2017.

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

Milan (Italy), June 29, 2017

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 directors are Mr. Stefano SIMONTACCHI and Mr. Maurizio CEREDA and the Company's independent non-executive directors are Mr. Gian Franco Oliviero MATTEI, Mr. Giancarlo FORESTIERI and Mr. Sing Cheong LIU.