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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 31, 2017, AMENDMENT OF BY-LAWS: CHANGE OF FINANCIAL YEAR END 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 Wednesday, May 31, 2017 (the “**AGM**”). All resolutions were duly passed.

Article 27.1 of the Company’s By-laws was approved to amend to the following: “The financial year of the Company will close on 31 December of each year.”.

The final dividend of the Company for the year ended January 31, 2017 will be paid on Tuesday, June 20, 2017.

I. VOTING RESULTS AT THE SHAREHOLDERS’ GENERAL MEETING HELD ON MAY 31, 2017

At the AGM of the Company held on Wednesday, May 31, 2017 at 12:00 noon CET time or 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 Chairman for voting on each of the proposed resolutions as set out in the notice of the AGM dated April 26, 2017.

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 extraordinary resolution or ordinary resolution (as the case may be) at the AGM and the voting details were as follows:

		Number of Votes (Approximate percentage to two decimal places)		
Part 1 - Extraordinary Resolution		For (note 8)	Against (note 8)	Abstain (note 8)
1.	To approve the amendment of Article 27.1 of the By-laws to the following: "The financial year of the Company will close on 31 December of each year."	2,411,713,975 (94.25%)	230,900 (0.01%)	22 (0.00%)
Part 2 - Ordinary Resolutions		For	Against	Abstain
1.	To approve the Audited Separate Financial Statements, which show a net income of Euro 183,355,460 and the Audited Consolidated Financial Statements of the Company for the year ended January 31, 2017 together with the Reports of the Board of Directors, the Board of Statutory Auditors and the Independent Auditors.	2,411,733,875 (99.99%)	211,000 (0.01%)	22 (0.00%)
2.	To approve the distribution of Euro 307,058,880 to the shareholders, in the form of a final dividend of Euro/cents 12 per share to be paid on Tuesday, June 20, 2017. The total amount to be distributed comprises: (i) Euro 183,355,460 which represent the net income of the Company, for the year ended January 31, 2017 and (ii) Euro 123,703,420 which represent a utilization of retained earnings of the Company.	2,411,944,875 (100%)	0 (0.00%)	22 (0.00%)

Notes:

- (1) The total number of shares entitling the holder to attend and vote on all the resolutions at the AGM is 2,558,824,000 shares.
- (2) The shareholders and authorised proxies or corporate representatives, holding an aggregate of 2,411,944,897 shares, representing 94.26 % 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) There was no share of the Company entitling the holder to attend and abstain from voting in favour of the resolutions 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**").
- (5) No parties indicated to the Company to state their intention in the Company's circular containing the notice of the AGM dated April 26, 2017 to vote against or abstain from voting on any of the resolutions at the AGM.
- (6) No shareholder of the Company was required to abstain from voting at the AGM under the Listing Rules.
- (7) Computershare Hong Kong Investor Services Limited, the Company's share registrar in Hong Kong, acted as the scrutineer for the vote taking at the AGM.
- (8) As required by the applicable Italian laws and the Company's By-laws, in respect of the extraordinary resolution numbered 1 to calculate the percentage of the votes casted in favor, against or abstained the entire issued share capital of the Company was used as denominator.

II. AMENDMENT OF BY-LAWS: CHANGE OF FINANCIAL YEAR END

Article 27.1 of the Company's By-laws was approved to amend to the following : "The financial year of the Company will close on 31 December of each year."

The Company will announce the unaudited interim results for the 6-month period from February 1 to July 31, 2017 on or before September 30, 2017 (not affected); and the audited results for the 11-month period from February 1 to December 31, 2017 on or before March 31, 2018.

Thereafter, the Company will announce its unaudited interim results for the 6-month period from January 1 to June 30 and the audited annual results for the 12-month period from January 1 to December 31 on or before August 31 and March 31 each year, respectively.

III. 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, 2017 to the shareholders as follows:

The Company will distribute a final dividend of Euro/cents 12 per share for the year ended January 31, 2017 for a total amount of Euro 307,058,880.

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 HK\$ 8.598 : Euro 1, being the opening buying T/T rate of Hong Kong dollars to Euros as announced by the Hong Kong Association of Banks (www.hkab.org.hk) on Wednesday, May 31, 2017, 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) or 10:30 a.m. (CET time) on Tuesday, June 6, 2017. The Company's shareholders' register (both sections) will be closed on Wednesday, June 7, 2017, during which no share transfers can be registered. The final dividend will be paid to shareholders recorded on the Company's shareholders' register on Wednesday, June 7, 2017 and the payment date will be Tuesday, June 20, 2017.

The final dividend will be paid net of 26% Italian withholding tax. Further details on the Italian withholding tax have been disclosed in the updated 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

Chairman

Milan (Italy), May 31, 2017

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 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.