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# **PRADA S.p.A.**

*Via A. Fogazzaro n. 28, Milan, Italy  
Registry of Companies of Milan Monza Brianza Lodi, Italy: No. 10115350158  
(Incorporated under the laws of Italy as a joint-stock company)  
(Stock Code: 1913)*

## **VOLUNTARY ANNOUNCEMENT IN RELATION TO PRADA GROUP WHOLESALE STRATEGY**

This announcement is made by PRADA S.p.A. (the “**Company**” and together with its subsidiaries the “**Prada Group**”) on a voluntary basis. The purpose of this announcement is to keep the shareholders and potential investors of the Company informed of the latest business development relating to the Prada Group.

The Company is pleased to announce that on Thursday May 16<sup>th</sup> 2019, its Board of Directors - having analysed in detail the structure of its wholesale channels and noted the growing complexity and fragmentation of the wholesale market - resolved on additional rationalisation of its network of independent partners.

The Prada Group considers it essential to ensure greater consistency in pricing policies across retail and digital channels.

This strategic review is intended to further strengthen the Prada Group brands with the aim of supporting sustainable long term growth.

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

Milan (Italy), May 20<sup>th</sup>, 2019

*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, Mr. Sing Cheong LIU and Mr. Maurizio CEREDA.*