Dear Shareholder,

PRADA S.p.A. (the “Company”)

1. Online Shareholder’s General Meeting (“Online SGM”) of the Company

The Online SGM of the Company will be held on Friday, January 28, 2022 at 12:00 noon CET time or 7:00 p.m. Hong Kong time by way of electronic means only.

Online Attendance at the SGM

By attending the Online SGM, you will be able to view a live webcast of the Online SGM, cast your vote on the resolutions in real time and submit questions to the Company. You can log in only from 11:15 a.m. to 11:55 a.m. CET time or 6:15 p.m. to 6:55 p.m. Hong Kong time on January 28, 2022 to the SGM online platform by visiting the website http://meetings.computershare.com/PradaSGM2022 and entering the following details:

- Shareholder Number: your 10-digit shareholder reference number starting with “C” (“SRN”) printed under the barcode on the top right corner of this letter
- Last Name: your surname as registered with the Company’s Hong Kong Share Registrar

Under Italian law, the Company has to announce at the commencement of the Online SGM the number of shares and percentage present.

You should allow ample time to check into the online platform to complete the related procedures and remain logged in until the commencement of and during the Online SGM, as you will not be able to re-enter the online platform as of 5 minutes before the start of the Online SGM.

Please keep the login details in safe custody for use at the Online SGM and do not disclose them to anyone else.

For corporate shareholders who wish to attend the Online SGM, please call Computershare Hong Kong Investor Services Limited, the Company’s Hong Kong Share Registrar, at its hotline (852) 2862 8555 for arrangement.

2. Notice of Publication of Circular and Proxy form in relation to the Online SGM of the Company (“Current Corporate Communication”)

The English and Chinese versions of the Company’s Current Corporate Communication are available on the Company’s website at www.pradagroup.com and the HKEXnews’s website at www.hkexnews.hk. If you have chosen to receive the Corporate Communications in printed form(s), the arranged printed form(s) of the Current Corporate Communication in your selected language(s) is enclosed.

If you would like to receive a printed version of the Current Corporate Communication in English language version only, or in Chinese language version only or in both English and Chinese language versions, or if you would like to change your choice of language(s) and/or means of receipt of the Company’s future Corporate Communications, please complete the Change Request Form on the reverse side and sign and return it by post or by hand to the Company c/o the Company’s share registrar in Hong Kong (the “Hong Kong Share Registrar”), Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wan chai, Hong Kong. If you post your reply in Hong Kong, you can use the mailing label in the Change Request Form and do not need to affix a stamp on the envelope. Otherwise, please affix an appropriate stamp. You may also send an email with a scanned copy of the Change Request Form to prada.ecom@computershare.com.hk. The Change Request Form may also be downloaded from the Company’s website at www.pradagroup.com or the HKEXnews’s website at www.hkexnews.hk.

If you have chosen (or are deemed to have consented) to read the website version of the Corporate Communications but for any reason you have difficulty in receiving or gaining access to the Current Corporate Communication, the Company will promptly upon your request send the Current Corporate Communication to you in printed form free of charge.

You are entitled at any time by reasonable notice in writing to the Company c/o the Hong Kong Share Registrar or by email to prada.ecom@computershare.com.hk to change your choice of language(s) and/or means of receipt of future Corporate Communications, notwithstanding any contrary instructions previously conveyed to you by the Company.

If you have any queries in relation to this letter, please call the telephone hotline of the Hong Kong Share Registrar at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays.

By order of the Board
PRADA S.p.A.
Mr. Paolo Zannoni
Chairman

#Corporate Communications include but are not limited to (a) the directors’ report and its annual accounts together with a copy of the auditor’s report; (b) the interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.
Change Request Form

To:                   PRADA S.p.A. (the “Company”)
                    (Stock Code:1913)
c/o Computershare Hong Kong Investor Services Limited
17M Floor, Hopewell Centre, 183 Queen's Road East
Wanchai, Hong Kong

We/We would like to receive a printed version of the Current Corporate Communication of the Company in the manner as indicated below:

Part A

I/We would like to receive both the printed English and Chinese copies.

I/We would like to receive a printed copy in English.

I/We would like to receive a printed copy in Chinese.

I/We would like to receive only the printed English version of all future Corporate Communications;

OR

I/We would like to receive only the printed Chinese version of all future Corporate Communications;

Please specify your name and address clearly in ENGLISH BLOCK LETTERS on the top left hand corner in this Change Request Form.

Part B

I/We would like to change the choice of language(s) and/or means of receipt of future Corporate Communications of the Company as indicated below:

(Please mark ONLY ONE (X) of the following boxes and put in a signature):

I/We would like to read the Website version of all future Corporate Communications published on the Company’s website in place of receiving printed copies and receive a printed notification of the publication of the Website Version;

OR

I/We would like to have printed a copy in Chinese and receive a printed notification of the publication of the Website Version;

OR

I/We would like to have printed an English version and receive a printed notification of the publication of the Website Version;

OR

I/We would like to receive all future Corporate Communications in English and Chinese versions;

OR

I/We would like to receive future Corporate Communications in the language(s) and/or means of receipt as indicated below:

Please complete all your details clearly.

Contact telephone number

Name(s) and address of Shareholder(s):

Signature(s)

Notes

1. Please complete all your details clearly. Please specify your name and address clearly in ENGLISH BLOCK LETTERS on the top left hand corner in this Change Request Form if you downloaded this form from the web.

2. If you share accounts are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on this Change Request Form in order to be valid.

3. Please declare in writing that you have not instructed your broker to change the language(s) or means of receipt for the Company’s future communications.

4. For the avoidance of doubt, we do not accept any special instructions written on this Change Request Form.