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PRADA S.p.A.

Registered office at 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 with limited liability)
(Stock Code: 1913)

APPOINTMENT OF JOINT COMPANY SECRETARIES

The Board of directors (the “**Board**”) of PRADA S.p.A. (the “**Company**”) hereby announces the appointment of Ms. Stefania Cane (“**Ms. Cane**”) as a joint company secretary of the Company with effect from July 29, 2021. Ms. Ying-Kwai Yuen (“**Ms. Yuen**”), the existing company secretary of the Company, will be the other joint company secretary of the Company, with effect from July 29, 2021.

Biographical details of Ms. Cane and Ms. Yuen are set out below:

Ms. Cane, aged 43, joined the Company as Corporate Affairs Counsel in June 2011 and has been appointed as the Deputy Director of Group Corporate Affairs of the Company since July 2018. She has also been appointed as the board secretary of the Company since June 4, 2021. Ms. Cane advises the Directors of the Company on compliance with the Hong Kong Listing Rules and other relevant laws and regulations. Ms. Cane has been heavily involved in all the corporate transactions of the Company since its listing in June 2011, including drafting and reviewing contractual agreements and documentation, announcements, circulars, corporate governance and directors’ reports for annual reports. Prior to joining the Company, she worked as an associate at the banking and finance department of BonelliErede Law Firm from September 2006 to January 2009 and then worked as a senior associate at the corporate department of Paul Hastings, Janofsky & Walker (Europe) LLP Law Firm from January 2009 to June 2011. Ms. Cane graduated from Università degli Studi di Milano (The University of Milan) in 2003 with a Master’s degree *cum laude* (with praise) in Law and has been a qualified lawyer in Italy since 2006.

Ms. Yuen, aged 55, has joined the Company as a joint company secretary since May 2011 and is responsible for corporate secretarial duties. Ms. Yuen has over 25 years of experience in the corporate secretariat and compliance areas of listed companies and professional firms. Ms. Yuen obtained a Master’s degree in Business Administration (Executive) from City University of Hong Kong in 2003 and has been a fellow of The Hong Kong Chartered Governance Institute (formerly known as “The Hong Kong Institute of Chartered Secretaries”) and The Chartered Governance Institute in the United Kingdom since 2001.

The Board is of the view that, having regard to Ms. Cane's background and work experience as set out in this announcement, her ample understanding of the Company's business, operations and corporate and compliance management and her close working relationship with the Board and senior management of the Company in Italy, Ms. Cane is capable of discharging her duties as a company secretary of the Company.

As the Company is incorporated in Italy with its headquarters and main business operations in Italy while being listed in Hong Kong, the Company is of the view that it would be in the best interests of the Company and of good corporate governance to have both Ms. Cane, who possesses the relevant qualification and experience in Italian legal and corporate administrative matters, and Ms. Yuen, who is familiar with the Hong Kong regulatory environment, to act as the joint company secretaries of the Company.

The Company has demonstrated to the satisfaction of The Stock Exchange of Hong Kong Limited that Ms. Cane, by virtue of her relevant experience, is capable of discharging the functions of a company secretary under Rule 3.28 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board would like to extend its welcome to Ms. Cane on her new appointment.

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

Milan (Italy), August 2, 2021

As at the date of this announcement, the Company's executive directors are Mr. Paolo ZANNONI, Ms. Miuccia PRADA BIANCHI, Mr. Patrizio BERTELLI, Ms. Alessandra COZZANI and Mr. Lorenzo BERTELLI; the Company's non-executive director is Mr. Stefano SIMONTACCHI and the Company's independent non-executive directors are Ms. Marina Sylvia CAPROTTI, Mr. Maurizio CEREDA and Mr. Yoël ZAOUÏ.