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PRADA S.p.A.

Registered office at Milan (Italy), Via A. Fogazzaro n. 28
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)

PROPOSED ADOPTION OF NEW BY-LAWS

The board of directors (the “**Board**”) of PRADA S.p.A. (the “**Company**”) announces that it proposes to amend the existing By-Laws of the Company (the “**Existing By-Laws**”) by adopting a new set of By-Laws of the Company (the “**New By-Laws**”) in substitution for, and to the exclusion of, the Existing By-Laws at the forthcoming Annual General Meeting of the Company to be held on May 27, 2021 (the “**AGM**”). This announcement is made pursuant to Rule 13.51(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

A summary of the amendments brought about by the adoption of the New By-Laws are set out below:

1. to provide possibility of having the general meetings held by electronic means only;
2. to provide possibility of having the board of Directors and the board of Statutory Auditors meetings held by electronic means only;
3. to insert the office of an honorary chairperson of the Company to be appointed by the Board of Directors;
4. to delete some references to provisions under the Italian laws not applicable to the Company;
5. to make consequential as well as other house-keeping amendments to the Existing By-laws.

The proposed adoption of the New By-Laws is subject to the passing of an extraordinary resolution at the AGM, to be approved by the shareholders of the Company in accordance with the applicable laws and regulations. A circular containing, among other things, particulars relating to the proposed amendments to the Existing By-Laws brought about by the adoption of the New By-Laws, together with a notice convening the AGM, will be published and despatched to the shareholders of the Company in due course.

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

Milan (Italy), April 18, 2021

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.