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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)*

VOLUNTARY ANNOUNCEMENT Notice of Call of the Shareholders' General Meeting

This announcement is made on a voluntary basis to make available to all shareholders of PRADA S.p.A. (the “**Company**”) the information that the Company is required to publish in accordance with the Italian law and the Company’s by-laws within forty days before the date of the annual Shareholders’ General Meeting. The information and documentation that the Company must make available to its shareholders for the annual Shareholders’ General Meeting according to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited will be published and dispatched in due course.

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The Extraordinary and Ordinary Shareholders’ General Meeting of PRADA S.p.A. (the “**Company**”) is hereby convened in a single call to be held on Thursday, May 27, 2021 at 12:00 noon, CET time/6:00 p.m., Hong Kong time (the “**Meeting**”) to discuss and, if thought fit, pass resolutions on the following:

AGENDA

Extraordinary part

1. Adoption of new By-Laws; related and resulting resolutions

Ordinary part

2. Approval of the Audited Separate Financial Statements for the year ended 31 December 2020 and the Audited Consolidated Financial Statements for the year ended 31 December 2020 together with the reports of the Board of Directors, the Board of Statutory Auditors and the Independent Auditor;
3. Allocation of net result;
4. Determination of the number of members and term of office of the Board of Directors; election of the members of the Board of Directors; election of the Chairman of the Board of Directors;
5. Determination of the remuneration of the Board of Directors;
6. Election of the members of the Board of Statutory Auditors; election of the Chairman of the Board of Statutory Auditors;
7. Determination of the remuneration of the Board of Statutory Auditors; and
8. Distribution of a final dividend.

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Attendance at the Meeting

Shareholders entitled to attend and vote at the Meeting – exclusively through a proxy granted to the Exclusive Proxy of all shareholders, as specified below – are those recorded on the Company’s shareholders’ register on **Tuesday, May 25 2021** (*record date*). For this purpose, all transfers of shares, accompanied by the relevant share certificates must be lodged, **no later than 10:30 a.m. (CET time)/4:30 p.m. (Hong Kong time) on Monday, May 24, 2021**, with:

- (i) the Company’s registered office at Via Antonio Fogazzaro, 28, Milan 20135, Italy, if the transfer concerns shares registered in the section of the Company’s shareholders’ register kept by the Company at its registered office, or
- (ii) the Company’s Hong Kong Share Registrar, Computershare Hong Kong Investor Services Limited (hereinafter “**Computershare**”), at Shops 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 the Company’s Hong Kong Share Registrar.

The Company’s shareholders’ register will be closed from **Tuesday, May 25, 2021 to Thursday, May 27, 2021**, both days inclusive, during which period no share transfers can be registered.

Representation and vote exclusively through proxy granted to the Exclusive Proxy of Shareholders (proxy form)

In order to contain the risks connected with the COVID-19 health emergency, attendance at the Meeting shall be permitted exclusively through the Exclusive Representative of Shareholders appointed by the Company, pursuant to art. 106 of Law Decree no.18 of 17 March 2020, converted into Law no. 27 of 24 April 2020 and as extended by law decree no. 83 of 31 December 2020, converted with amendments into Law no .21 of 26 February 2021. Therefore, physical attendance of shareholders shall not be permitted.

As a consequence, shareholders entitled to attend and vote at the Meeting shall necessarily appoint “Slaughter and May” of Hong Kong (hereinafter the “**Exclusive Proxy**”) to represent them at the Meeting, by means of a written form of proxy with voting instructions.

For this purpose, all interested persons shall use the appropriate proxy form published on the websites of the Company at www.pradagroup.com and The Stock Exchange of Hong Kong Limited at www.hkexnews.hk.

The form of proxy, duly filled in and signed and containing the voting instructions on all topics on the agenda, shall be delivered to Computershare, the person designated by the Company to collect and verify these proxies, in the manner and at the address expressly specified in the above-mentioned form, no later than 48 hours before the time fixed for the holding of the Meeting, i.e. **no later than 12:00 noon (CET time)/6:00 p.m. (Hong Kong time) on Tuesday, May 25, 2021**.

Along with the proxy, delegating shareholders registered in the section of the Company’s shareholders’ register kept by the Company at its registered office, shall send the documents testifying to their identity, as well as their qualifications and powers, if they are legal persons.

Proxies shall not be effective with respect to the proposed resolutions for which no voting instructions have been given.

Finally, it is specified that votes cannot be casted electronically or by correspondence.

Conduct of the Meeting

The Meeting shall take place exclusively through electronic means and the instructions relating to participation shall be disclosed by the Company individually to the persons entitled to participate.

As a consequence, the members of the company bodies, the secretary, the representatives of the auditor and the Exclusive Proxy of shareholders shall be guaranteed the possibility of attending the Meeting through electronic means, according to what will be communicated by the Company.

Right to raise queries before the Meeting

Shareholders entitled to be represented in the Meeting may raise queries on the topics in the agenda before the Meeting. Queries must be received by the Company in writing via email at the following addresses, pradaspa@pec.prada.com and/or corporateaffairs@pradagroup.com, **by no later than the close of business of Tuesday, May 18, 2021**. Those recorded on the Company's shareholders' register on **Tuesday, May 25 2021** (*record date*) will be entitled to receive a reply. Answers to queries received from eligible persons within the above-mentioned terms and that are pertinent to the topics in the agenda will be replied on the website of the Company www.pradagroup.com no later than **May 25, 2021**. The Company will be entitled to give a single reply to the queries having the same or similar content.

The Company shall not reply to any queries that are not compliant with the above-mentioned terms and conditions.

Documents

Documents provided in accordance with applicable laws with respect to the items on the agenda will be published on the websites of the Company at www.pradagroup.com and The Stock Exchange of Hong Kong Limited at www.hkexnews.hk.

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.