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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)**

### **INSIDE INFORMATION ANNOUNCEMENT**

#### **PRADA GROUP UNAUDITED COMMERCIAL AND FINANCIAL UPDATE**

PRADA S.p.A. (the “**Company**” and, together with its consolidated subsidiaries, the “**Prada Group**”) is pleased to provide a commercial and financial update of the performance of the Prada Group for the full year 2021. This announcement is made pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Prada Group confirms the robust business growth trend anticipated during the Capital Markets Day of November 18, 2021. The second half of 2021 showed significant improvement in terms of revenues, margins and cash generation.

Total Group revenues for the full year 2021 amounted to Euro 3,364 million, up 41% compared to 2020 and 8% compared to 2019, both at constant exchange rates, boosted by the excellent performance of the Retail channel.

Sales in Directly Operated Stores, including e-commerce, in the second half of the year, grew 27% vs 2020 and 21% vs 2019, both at constant exchange rates.

A significant increase in EBIT was posted, supported by the higher contribution from the Retail channel as well as by full-price sales. Rationalization of the Wholesale channel continues, consistent with the Prada Group’s strategy.

The strong cash flow generation enabled the Prada Group to achieve a sound Net Financial surplus as of December 31, 2021.

Patrizio Bertelli, Chief Executive Officer of Prada S.p.A., commented as follows:

*"2021 was a year full of challenges but we proved to be ready and quickly responded to the needs of an extremely dynamic market, putting in place actions that allowed us to understand changes in consumer behaviour effectively. The Prada Group has the capabilities and resources to set itself apart and deliver on its future growth objectives".*

The above information is based solely on preliminary internal data currently available, which have not been audited or reviewed by the auditors of the Company. Therefore, the above information and data may be subject to modification during the preparation of the Prada Group' consolidated financial statements for 2021 financial year. The announcement of the consolidated results of the Prada Group for the financial year ended December 31, 2021 and the relevant 2021 annual report will be published in due course.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By Order of the Company  
**PRADA S.p.A.**  
**Mr. Paolo Zannoni**  
*Chairman*

Milan (Italy), January 18, 2022

*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.*