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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 EXECUTIVE DIRECTOR

The Board of Directors (the “**Board**”) of PRADA S.p.A. (the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce that Mr. Andrea Bonini has been appointed by the Board as an Executive Director of the Company with effect from November 8, 2022.

The biographical details of Mr. Andrea Bonini are set out as follows:

Mr. Andrea Bonini, aged 42, has been the Chief Financial Officer of the Company since May 2, 2022 and holds directorships in subsidiaries of the Company. Mr. Bonini has 19 years of experience in corporate finance and relevant experience in the luxury industry. He started his professional career in Milan-based M&A boutique Gallo & C. in 2003. In 2005, Mr. Bonini joined the Investment Banking Division of Goldman Sachs International, based in London, where he held the position of Managing Director since 2015. At Goldman Sachs, he was part of the Italy Coverage team until 2013 and subsequently joined the Consumer Retail Group, with responsibility for Luxury and Brands in Europe.

Mr. Bonini graduated in Business Administration from Bocconi University in Milan in 2003.

Mr. Bonini reports to Ms. Miuccia Prada Bianchi and Mr. Patrizio Bertelli, Chief Executive Officers and Executive Directors of the Company.

Mr. Andrea Bonini has entered into a letter of appointment with the Company for an initial term until the date of forthcoming shareholders’ annual general meeting to approve the financial statements of the Company for the year ending December 31, 2022 (“**2023 AGM**”). Mr. Bonini’s appointment as an Executive Director will be subject to election by the shareholders at the 2023 AGM and his mandate as an Executive Director, if so elected, shall lapse at the same time as the other current Directors (i.e. the date of

the shareholders' annual general meeting to be called to approve the financial statements of the Company for the year ending December 31, 2023).

Mr. Bonini shall be paid a director's fee of Euro 50,000 per annum. Such amount is subject to review from time to time and proration for any incomplete year of service. The emoluments specified in the employment agreement appointing Mr. Bonini as the Chief Financial Officer of the Company (including salary, benefits in kind, pension, healthcare and TFR contributions) shall be approximately Euro 82,700 per month in aggregate, and he may also be entitled to a discretionary bonus and other incentives. Such emoluments are determined with reference to his relevant experience and expertise, responsibilities and duties that he has contributed to building the Group's financial performance and investment strategy and his executive roles and is subject to review by the Remuneration Committee and the Board from time to time.

Except as disclosed herein, as of the date of this announcement, Mr. Bonini (i) does not hold any other major appointments and professional qualifications or directorships in any other listed companies in Hong Kong or overseas in the last three years; (ii) does not have any relationship with other directors, senior management or substantial shareholders or controlling shareholders of the Company (as defined in the Listing Rules); (iii) does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong); and (iv) there is no information concerning Mr. Bonini that needs to be disclosed pursuant to paragraphs 13.51(2)(h) to 13.51(2)(v) of the Listing Rules, nor any other matters that need to be brought to the attention of the shareholders of the Company in relation to his appointment.

The Board would like to welcome Mr. Bonini in joining the Board.

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

Milan (Italy), November 9, 2022

As at the date of this announcement, the Company's executive directors are Mr. Paolo Zannoni, Ms. Miuccia PRADA BIANCHI, Mr. Patrizio BERTELLI, Mr. Lorenzo BERTELLI and Mr. Andrea BONINI; 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, Mr. Yoël ZAOUÏ, Ms. Pamela Yvonne CULPEPPER and Ms. Anna Maria RUGARLI.