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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)

Announcement

Proposed Appointment of new Chief Executive Officer and Executive Director and Proposed Change of Chairman

PRADA S.p.A. (the “**Company**”) has been informed of the intention of Prada Holding S.p.A., its controlling shareholder, to propose to the Board of Directors (the “**Board**”) and to the concerned board members of the Company that:

1. At the Board meeting of the Company to be held on January 26, 2023, Mr. Andrea Guerra will be recommended as the new Chief Executive Officer and Executive Director of the Company while Ms. Miuccia Prada Bianchi will maintain her role in the Board as Executive Director and the position of Creative Director of Miu Miu and Prada (the latter together with Mr. Raf Simons); Mr. Patrizio Bertelli will remain as the Executive Director of the Company; upon appointment of Mr. Andrea Guerra, Ms. Miuccia Prada Bianchi and Mr. Patrizio Bertelli will cease to act as the Chief Executive Officers of the Company; and
2. At the Annual Shareholders Meeting (the “**2023 AGM**”) for the approval of the 2022 financial statements of the Company, Mr. Patrizio Bertelli will be recommended as the Chairman of the Board of the Company and Mr. Paolo Zannoni will be recommended as Executive Deputy Chairman of the Board of the Company.

The above proposals will be subject to applicable corporate governance processes and the fulfilment of legal and regulatory requirements (including but not limited to the approval of the Company’s Board and, if applicable, the shareholders of the Company).

At the same time as the 2023 AGM, according to the intentions of Prada Holding S.p.A., Mr. Paolo Zannoni will be appointed Chairman of Prada Holding S.p.A.

Mr. Andrea Guerra - amongst many other high profile roles - was CEO of Luxottica Group S.p.A. and CEO of Hospitality Excellence at LVMH Moët Hennessy Louis Vuitton SE.

Ms. Miuccia Prada Bianchi and Mr. Patrizio Bertelli commented: “*This is a fundamental step we have decided to undertake, while completely engaged in the company, to contribute more to the evolution of the Prada Group and to ease the succession of Lorenzo Bertelli, the future leader of the Group. We thank Andrea Guerra for being willing to take the job, with the aim of achieving a steady and sustainable growth. Andrea Guerra, with his long professional experience, has shown entrepreneurial skills in businesses where the founders are present and engaged, blending their culture and the needs of a company continuously evolving and active on international markets.*”

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

Milan (Italy), December 6, 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.