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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)

CHANGE OF COMPANY SECRETARY, AUTHORISED REPRESENTATIVE, ALTERNATE AUTHORISED REPRESENTATIVE AND PROCESS AGENT

The Board of Directors of PRADA S.p.A. hereby announces that with effect from December 31, 2023:

1. Ms. YUEN Ying Kwai will resign as the Company Secretary, Authorised Representative and Process Agent;
2. Ms. TONG Pui Ting, Wendy will be appointed as the Company Secretary, Authorised Representative and Process Agent; and
3. Ms. TONG Pui Ting, Wendy will cease to be an Alternate Authorised Representative to Mr. Patrizio BERTELLI and Ms. CHENG Wing Han, Cynthia will be appointed as an Alternate Authorised Representative in place of Ms. Tong.

Change of Company Secretary, Authorised Representative, Alternate Authorised Representative and Process Agent

The Board of Directors (the “**Board**”) of PRADA S.p.A. (the “**Company**”) hereby announces that Ms. YUEN Ying Kwai (“**Ms. Yuen**”) will resign as (i) the Company Secretary of the Company; (ii) the authorised representative of the Company under Rule 3.05 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Authorised Representative**”); and (iii) an authorised representative of the Company for accepting services of process or notices on behalf of the Company in Hong Kong under

Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) (the “**Process Agent**”), with effect from December 31, 2023.

Ms. Yuen has confirmed that she has no disagreement with the Board and there is no matter in relation to her resignation that needs to be brought to the attention of the shareholders of the Company.

Following the resignation of Ms. Yuen, Ms. TONG Pui Ting, Wendy (“**Ms. Tong**”) will be appointed as the Company Secretary, the Authorised Representative and the Process Agent of the Company, with effect from December 31, 2023. In addition, Ms. Tong will cease to be an Alternate Authorised Representative to Mr. Patrizio BERTELLI and Ms. CHENG Wing Han, Cynthia, Head of Regional Investor Relations, will be appointed as an Alternate Authorised Representative in place of Ms. Tong with effect from December 31, 2023.

Ms. Tong joined the Company as Asia Corporate Affairs Counsel in January 2013. Since joining, she has been involved in managing the corporate secretarial and other corporate matters, listing compliance and data privacy matters in the Asia Pacific region.

Prior to joining the Company, from 2009 to 2012, she completed her training and thereafter worked as an associate in the corporate department of Slaughter and May Hong Kong office. She was admitted as a solicitor of Hong Kong by the High Court of Hong Kong in 2011. Ms. Tong graduated from the University of New South Wales in Sydney with Bachelor of Commerce and Laws double degree with Distinction in 2007 and obtained the Postgraduate Certificate in Laws with Distinction from the University of Hong Kong in 2008.

The Board would like to take this opportunity to express its gratitude to Ms. Yuen for her valuable contribution to the Company during her tenure of service, and to welcome Ms. Tong to her additional roles in the Company.

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

Milan (Italy), December 21, 2023

As at the date of this announcement, the Company’s executive directors are Mr. Patrizio BERTELLI, Mr. Paolo ZANNONI, Ms. Miuccia PRADA BIANCHI, Mr. Andrea GUERRA, Mr. Andrea BONINI and Mr. Lorenzo BERTELLI; and the Company’s independent non-executive directors are Mr. Yoël ZAOUÏ, Ms. Marina Sylvia CAPROTTI, Mr. Maurizio CEREDA, Ms. Pamela Yvonne CULPEPPER and Ms. Anna Maria RUGARLI.