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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)

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 thirty 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 (the “**Listing Rules**”) will be published and dispatched in due course.

* ... * ... *

The Annual Shareholders’ General Meeting (“**AGM**”) of Prada S.p.A. (“**Prada**” or the “**Company**”) is convened in a **single call** for **Thursday, April 30, 2026, at 10:00 a.m. CET time** (corresponding to 4:00 p.m., Hong Kong time) (the “**Meeting**”), to discuss and resolve on the following:

AGENDA

1. Presentation of Prada’s Financial Statements as of December 31, 2025, and Consolidated Financial Statements as of December 31, 2025, together with the Directors’ Report, the Board of Statutory Auditors’ Report and the Independent Auditors’ Report: approval of Prada’s Financial Statements as of December 31, 2025, and Consolidated Financial Statements as of December 31, 2025.
2. Allocation of net income for the year ended December 31, 2025, and dividend distribution.
3. Appointment of a member of the Board of Directors previously coopted.

* ... * ... *

Attendance and representation at the AGM

As permitted by the emergency regulations set forth in Article 106 of Law Decree No. 18 of March 17, 2020, as converted with amendments by Law No. 27 of April 24, 2020, and last confirmed by the Law Decree No. 200 of December 31, 2025, as converted with amendments by Law No. 26 of February 27, 2026, any person entitled to attend and vote at the AGM may submit questions and vote only by audio/video link via special online platform (the “**Platform**”), in accordance with the provisions of Articles 13.2, 13.3 and 17.3 of the Company’s By-laws.

Those who are registered on the Company’s shareholder register at the beginning of **Tuesday, April 28, 2026** (*record date*) will be eligible to attend the AGM and exercise voting rights.

For this purpose, transfers of shares of the Company, accompanied by the relevant share certificates, if issued, shall be deposited, **by 10:30 a.m., CET time, corresponding to 4:30 p.m., Hong Kong time, on Monday, April 27, 2026**, at:

- (i) the registered office of the Company located in Milan, Via Antonio Fogazzaro, 28, Italy, if the transfer concerns shares registered in the section of the shareholders’ register kept by the Company itself, or
- (ii) the entity in charge of the management of the Company’s shareholder register section maintained in Hong Kong, *i.e.*, Computershare Hong Kong Investor Services Limited (“**Computershare**”), located at Shops 1712-16, 17th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong, if the transfer relates to shares registered in the shareholder register section maintained in Hong Kong.

Accordingly, the Company’s shareholders register will be closed from **Tuesday, April 28, 2026** to **Thursday, April 30, 2026**, both days inclusive, when no transfers of shares of the Company may be recorded.

Registration on the Platform **will begin 45 minutes before** the time set by this call for the start of the AGM, and **will end at 9:55 a.m. CET, corresponding to 3:55 p.m. Hong Kong time.**

Any person entitled to attend the AGM may be represented by proxy. For this purpose, the proxy form to be published on the website of the Company www.pradagroup.com and the Hong Kong Stock Exchange www.hkexnews.hk shall be used. The proxy, duly completed and signed, must be delivered to the person appointed by the Company for this purpose (and expressly specified in the aforesaid form), peremptorily **at least 48 hours before** the time set by this call for the commencement of the Meeting, *i.e.*, **by 10:00 a.m. CET time, corresponding to 4:00 p.m. Hong Kong time, on Tuesday, April 28, 2026.**

Conduct of the AGM

The AGM will be held without the physical participation of shareholders, solely via audio/video connection to the Platform. Instructions on how to attend and vote will be communicated by the Company individually to all eligible persons.

Informational Documentation

The documents relating to the items on the agenda of the AGM and the full texts of the proposed resolutions, together with the related explanatory reports required by applicable regulations, will be posted on the Company's website www.pradagroup.com and the website of the Hong Kong Stock Exchange www.hkexnews.hk.

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

Milan (Italy), March 19, 2026

As at the date of this announcement, the Company's executive directors are Mr. Patrizio BERTELLI, Mr. Paolo ZANNONI, Mr. Andrea GUERRA, Ms. Miuccia PRADA BIANCHI, Mr. Andrea BONINI and Mr. Lorenzo BERTELLI; and the Company's independent non-executive directors are Mr. Yoël ZAOUÏ, Ms. Ilaria RESTA, Ms. Cristiana RUELLA, Ms. Pamela Yvonne CULPEPPER and Ms. Anna Maria RUGARLI.