

PRESS RELEASE

PRADA GROUP CONTINUES TO DELIVER SOLID PERFORMANCE WITH RETAIL SALES UP 9% IN THE NINE MONTHS ENDED 30 SEPTEMBER 2025

Milan, 23 October 2025 – The Prada S.p.A. Board of Directors today reviewed and approved the consolidated revenue performance for the nine months ended 30 September 2025.

Key highlights (*growth percentage at constant currency*)

- **Net Revenues** of **€4,070 mln**, up **9%** yoy; 19 consecutive quarters of growth for the Group
- **High-quality Retail Sales** of **€3,647 mln**, up **9%** yoy, driven by **like-for-like, full price sales**; **Q3** at **+8%**, in line with Q2, against same challenging comps in the prior-year period (+18%)
- **Prada** accelerated to **-1%** in Q3, with Retail Sales at **-2%** over the nine months
- **Miu Miu** solid at **+41%** over the nine months; Q3 at **+29%** against comps of +105% in Q3-24
- **Growth across all regions**

Patrizio Bertelli, Prada Group Chairman and Executive Director, commented:

“The consistency of our results, in a complex macroeconomic environment, confirms the strength of our brands and the validity of our strategy. With the one just closed, the Group has delivered 19 quarters of uninterrupted growth. We continue to focus on creativity, product excellence and craftsmanship as foundations for enduring relevance and long-term development. These principles guide us as we navigate an evolving landscape with confidence, discipline and responsibility.”

Andrea Guerra, Group Chief Executive Officer, added:

“Our performance confirms the health of our brands and further solid, diligent execution by our teams. Prada accelerated versus the previous quarter; Miu Miu has maintained a sustained growth trajectory for 4 years, including in this quarter that was facing triple-digit comps. Despite a still challenging environment, we remain confident in our trajectory, focusing on products and experiences that spark emotional engagement, while further improving our speed and flexibility.”

Net Revenues¹

	9M-24 € mln	9M-25 € mln	change at reported fx	change at constant fx
Net Revenues	3,829	4,070	+6%	+9%
Retail Sales	3,425	3,647	+6%	+9%
Wholesale Sales	314	322	+3%	+4%
Royalties	91	101	+11%	+11%

Retail Sales by brand *(growth percentage at constant currency)*

The Retail channel recorded growth of **+9.3%** yoy over the nine months, driven by **like-for-like, full price sales**, with a solid Q3 at **+7.6%** yoy.

Prada showed good resilience, with Retail Sales at **-1.6%** over the nine-month period and **-0.8%** in Q3. The brand continued to express its creative dynamism, driving a well-balanced product category mix and a consistent focus across strategic price points. The highly acclaimed Womenswear SS26 fashion show offered a unique reflection on the role of clothes in reaction to the overloaded contemporary culture. Campaigns such as Prada Galleria, Couleur Vivante and Fall / Winter 25 combined the unveiling of new products with the enhancement of icons in visual celebrations of the brand's aesthetic. Prada's authentic brand narrative was further enriched by the last Prada Mode held in London, an immersive opportunity to investigate contemporaneity through the lenses of the brand.

Miu Miu progressed on a healthy growth trajectory at **+41%** yoy, with Q3 at **+29%**, driven by widespread appreciation across categories and geographies, as its captivating aesthetics continued to nurture the global influence of the brand. The well received SS26 fashion show underlined the social importance of work in women's life. The FW25 campaign reimagined wardrobe archetypes through a fluid interplay of tailoring and feminine silhouettes, while the Atheneum pop-up initiative embedded collegiate codes with the brand's irreverence. The launch of Miutine marked the first fragrance in collaboration with L'Oreal and a further step into the Beauty segment. Special artistic projects such as 30 Blizzards at Art Basel Paris 2025 and Women's Tales provided a powerful platform for cultural engagement.

¹ Unaudited figures

Retail Sales by geography *(growth percentage at constant currency)*

	9M-24 € mln	9M-25 € mln	change at reported fx	change at constant fx
Asia Pacific	1,139	1,216	+7%	+10%
Europe	1,089	1,137	+4%	+6%
Americas	576	637	+11%	+15%
Japan	466	474	+2%	+3%
Middle East	154	182	+18%	+21%
Retail Sales	3,425	3,647	+6%	+9%

Double digit growth in **Asia Pacific** over the period, **+10%**, with some improvement in trends in Mainland China over the quarter.

Positive performance in **Europe** over the nine months, **+6%**, supported by both domestic and tourist spending. Q3 broadly in line with Q2 characterised by softer tourism and local demand proving resilient.

Good progression in **Americas** over the period, **+15%**, with Q3 in sequential acceleration.

Japan up **3%** against exceptional high tourism in 2024, particularly in H1; Q3 improved, driven by both solid local and increased traveller demand.

Solid growth in **Middle East**, **+21%**, with Q3 in moderation on high comps.

For further information:

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About Prada Group

Pioneer of a dialogue with contemporary society across diverse cultural spheres and an influential leader in luxury fashion, Prada Group founds its identity on essential values such creative independence, transformation, and sustainable development, offering its brands a shared vision to interpret and express their spirit. The Group owns some of the world's most prestigious luxury brands, Prada, Miu Miu, Church's, Car Shoe, the historic Pasticceria Marchesi and Luna Rossa, and works constantly to enhance their value by increasing their visibility and appeal. The Group designs, manufactures and distributes ready-to-wear collections, leather goods and footwear in more than 70 countries through a network of 620 stores (at June 30, 2025) as well as e-commerce channels, selected e-tailers and department stores around the world. The Group, which also operates in the eyewear and beauty sector through licensing agreements, has 25 owned factories and 15,529 employees. For more information, please visit www.pradagroup.com.