

PRESS RELEASE

PRADA GROUP DELIVERS SOLID 9M-26 PERFORMANCE, WITH NET REVENUES AT +15%, +4% ORGANIC

Milan, 22 October 2026 – The Prada S.p.A. Board of Directors today reviewed and approved the consolidated revenue performance for the nine months ended 30 September 2026.

Key highlights (*growth percentage at constant currency*)

- **Net Revenues** of €4,541 mln, up 15% yoy, +4% organic¹; **Q3 at +11%**, continuing to exhibit **organic growth of +1%** in a **challenging environment**
- **Retail Sales** of €3,934 mln, up 11% yoy, +2% organic against +9% in the 9M-25; **Q3 stable** on an organic basis, showing good resilience sustained by brand desirability and effective retail initiatives
- **Solid performance** for **Prada**, with **Retail Sales growth of +2%** in the 9-month period, and positive **Q3 at +1%**
- **Miu Miu** ended the period at +1%, against comps of +41% in the 9M-25; **excluding the impact of Middle East, Q3 was broadly stable**
- In Q3, the **Americas remained the best performing region**, exhibiting solid yoy growth, while **APAC and Japan were stable**; **Europe remained in line with the previous quarters**, more muted. **Middle East** showed **QoQ improvement but continued to weight negatively** on performances, particularly for Miu Miu
- **Versace** contributed to the period with **Net Revenues of €441 mln**

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

“The environment remains complex and volatile, requiring focus, agility and rigorous execution. Against this backdrop, we continue to build on the foundations of creativity, product excellence, and manufacturing know-how. The recent opening of the production facility in Piancastagnaio in Tuscany, a fully integrated hub dedicated to Leather Goods, reiterates the Group’s industrial vision, rooted in the respect for the territory and the quality of the working environment. While market turbulence is likely to persist, we are confident in our ability to navigate the challenges ahead and will continue to build for the long term, staying true to our identity and leveraging the strengths of our organisation.”

Andrea Guerra, Group Chief Executive Officer, added:

“The third quarter unfolded against a particularly challenging industry backdrop. In this context, the Group showed good resilience, underpinned by brand desirability and strong retail execution. Prada ended the 9-month period and the quarter in positive territory, supported by

¹ Organic data exclude the contribution from Versace, constant fx

vibrant creativity and an ever-open dialogue with contemporaneity; the new spaces in Milan's Galleria blend heritage and future in a unique destination where the brand's history began. Miu Miu delivered a steady performance, against +41% growth in the 9M-25; its positioning remains sharp and the retail metrics very robust. Versace continued to lay the foundations for the creative debut in 2027. Looking ahead, we will continue to nurture brand desirability, preserving credibility and authenticity with discipline and ambition."

Net Revenues²

	9M-25 € mln	9M-26 € mln	change at reported fx	change at constant fx	change at constant fx (organic)
Net Revenues	4,070	4,541	+12%	+15%	+4%
Retail Sales	3,647	3,934	+8%	+11%	+2%
Wholesale	322	428	+33%	+35%	+17%
Royalties	101	178	+77%	+77%	+16%

Retail Sales by brand (growth percentage at constant currency)

Retail channel delivered **+11%** yoy growth in the first nine months, **+2%** organic against +9% in the 9M-25; Q3 was stable, sustained by brand desirability and effective retail execution, showing good resilience against +8% in Q3-25 and a more challenging backdrop.

Prada remained solid, with Retail Sales at **+2%** over the nine-month period and **+1%** in Q3, supported by positive performance in Americas and Asia Pacific, including China, and broadly stable trends in Europe and Japan year-on-year. Innovation and cultural relevance continued to sustain desirability, supported by a balanced and dynamic product category mix. The well-received Womenswear SS27 fashion show celebrated Prada's longstanding fascination with skirts and their multifaceted nature. Novelties across Leather Goods further enriched the range, while vibrant creativity translated into compelling Ready-to-Wear and Footwear offerings. In September the brand unveiled the new Prada Galleria project, a multi-floor experience of fashion, food and culture, offering a full immersion into Prada world's complexity alongside an enhanced and customisable retail experience.

Miu Miu's Retail Sales grew at **+1%** in the 9 months, with **Q3 at -3%**, reflecting challenging comps (+41% in the 9M-25 and +29% in Q3-25) and a less favourable geographical mix in the current environment; excluding the impact of Middle East, Q3 was broadly stable. Desirability remains high with retail metrics very robust. The acclaimed SS27 fashion show reimagined the everyday wardrobe through the application of elements of beauty and iconic collaborations on footwear and denim. Over the period, the brand continued to enrich

² Unaudited figures

its total-look offering, with visibility supported by itinerant pop-ups under the new Miu Miu Vinyl Club format. The unveil of Miu Miu Shanghai IFC lounge, a one-of-a-kind environment providing intimate hospitality for an immersive and personalised retail journey, further elevated the engagement between the brand and its clients.

Versace continued to advance on its strategic priorities, with efforts centred on managing the transition while setting the foundations for the new creative debut in 2027. The integration within the Group is progressing on track.

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

	9M-25 € mln	9M-26 € mln	change at reported fx	change at constant fx	change at constant fx (organic)
Asia Pacific	1,216	1,344	+10%	+12%	+5%
Europe	1,137	1,180	+4%	+5%	-3%
Americas ³	661	851	+29%	+33%	+13%
Japan ³	450	424	-6%	+5%	+2%
Middle East	182	136	-25%	-23%	-23%
Retail Sales	3,647	3,934	+8%	+11%	+2%

Asia Pacific delivered a solid performance over the period, **up 12%, +5% organic**, supported by effective retail execution; Q3 remained stable, with subdued traffic environment in Mainland China offset by continuing positive trends elsewhere in the region, particularly in Korea, HK and Macau.

Unchanged dynamics in **Europe**, **up 5%** over the 9 months, **-3% organic**, with Q3 displaying trends broadly in line with Q2.

Strong performance in **Americas**, **+33%, +13% organic**, driven by robust domestic demand; Q3 remained very solid, albeit softening on high comps.

Japan recorded positive growth over the 9 months, **+5%, +2% organic**, supported by steady local demand; Q3 was stable, moderating QoQ reflecting tougher comps.

Middle East was **down 23%** over the period, **-23% organic**, as conditions in the region remain challenging, albeit improving QoQ sustained by local consumption.

³ In December 2025 the Group revised the allocation of Hawaii from Japan to the Americas. Comparative information has been restated accordingly

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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 as 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, Versace, 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 832 stores (at June 30, 2026) 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 24 owned factories and 17,816 employees.