

PRESS RELEASE

**THE PRADA GROUP ANNOUNCES THE APPOINTMENT OF MALIKA SAVELL
AS CHIEF DIVERSITY, EQUITY AND INCLUSION OFFICER FOR PRADA NORTH AMERICA**

New York – Milan, October 21st 2020 - The Prada Group is proud to announce that Malika Savell has been appointed as Chief Diversity, Equity and Inclusion Officer for Prada North America.

In her role, Malika will be responsible for developing policies, strategies and programs to help ensure diverse representation of cultures and perspectives at all levels of the company. She will be in charge of working with the Group's global leadership to strengthen the inclusive culture and advancement for the company's talents. Malika's expertise and extensive experience leading diversity initiatives at global luxury companies will be instrumental in supporting the Group's mission and vision. Malika reports to Prada USA CEO, Marcelo Noschese.

Malika will work closely with Prada's Diversity and Inclusion Advisory Council, chaired by artist and activist Theaster Gates and award-winning writer, director and producer Ava DuVernay, to continue providing opportunities for students of color and investing in scholarship, internship and apprenticeship programs. Malika will also collaborate with the Council and the Group's creative and design teams to keep the company abreast of global social awareness around race, culture and politics.

"Malika is a dynamic, impact driven leader and I am excited to welcome her to Prada", said Lorenzo Bertelli, Group Head of Corporate Social Responsibility. *"She brings a wealth of exceptional skills and experiences to Prada and I, and the entire executive team, look forward to working alongside her to strengthen our culture and diversity and inclusion efforts within the company and throughout the fashion industry."*

"For over a century, Prada's visionary work has shaped the course of the fashion industry and continues to connect individuals and creatives worldwide through a shared appreciation of innovation, style, and quality," said Malika Savell, Chief Diversity, Equity and Inclusion Officer for Prada North America. *"I'm honored to be part of a strong leadership team that supports our talented employees by enhancing the company culture and global influence to ensure that the Prada Group continues to reflect the diverse world we live in."*

Previously, Malika was the Director of Cultural Diversity- Partnerships & Engagement at Louis Vuitton Moët Hennessy (LVMH). Malika has been recognized for creating diversity, brand equity and inclusion initiatives that help drive engagement and experiences for internal and external stakeholders such as consumers, communities and employees.

In 2018, she was named *Event Marketers' 35 Under 35*, a list of the top 35 experiential marketers in the U.S. under the age of 35. She holds a Bachelor of Arts in Media Studies from Hunter College in New York and obtained her certification in Diversity and Inclusion from Cornell University.

For further information:
Prada Press Office
corporatepress@prada.com
www.pradagroup.com

Prada Group

Prada S.p.A. is a global leader in the luxury goods industry. The Group, which owns the Prada, Miu Miu, Church's and Car Shoe brands, produces and distributes luxury leather goods, footwear and apparel benefitting from a supply chain which includes 22 owned industrial sites. It also operates in the food sector with Marchesi 1824 and in the eyewear and fragrance industries under licensing agreements.

The Group employs nearly 14,000 people and its products are sold in 70 countries worldwide through 641 directly operated stores as of December 31, 2019, brand's e-commerce, a selection of luxury department stores and multi-brand stores in the most prestigious locations as well as through the most important e-tailers.

The Prada Group is synonymous with innovation, transformation and independence and it is committed to promote a business culture oriented towards sustainability. These principles offer its brands a shared vision in which they are able to express their essence.

The company is listed on the Hong Kong Stock Exchange as 1913.HK.