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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 CHIEF FINANCIAL OFFICER

This announcement is made pursuant to Rules 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

PRADA S.p.A. (the “**Company**”, and together with its subsidiaries, the “**Group**”) hereby announces the strategic appointment of Mr. Andrea Bonini as the Chief Financial Officer (“**CFO**”) of the Company with effect from May 2, 2022.

The biographical details of Mr. Andrea Bonini are set out as follows:

Mr. Andrea Bonini, age 42, started his professional career in Milan-based M&A boutique Gallo & C. in 2005. Mr. Bonini joined the Investment Banking Division of Goldman Sachs International, based in London, where he held the position of Managing Director since 2015. At Goldman Sachs, he was part of the Italy Coverage team until 2013 and subsequently joined the Consumer Retail Group, with responsibility for Luxury and Brands in Europe.

Mr. Bonini graduated in Business Administration from Bocconi University in Milan in 2003.

Mr. Bonini will report to Ms. Miuccia Prada Bianchi and Mr. Patrizio Bertelli, Chief Executive Officers and Executive Directors of the Company, and will be responsible for the Group’s Administration, Finance, Control, Tax and Investor Relations.

Ms. Alessandra Cozzani has held the role of the CFO of the Company since February 19, 2016 and has decided to leave the Company from September 30, 2022 to embrace other professional opportunities.

Ms. Cozzani will remain in her position as an Executive Director of the Company for some months.

The Company would like to thank Ms. Cozzani for her contribution and for the commitment and dedication that she has always demonstrated during her long career with the Prada Group and extend its welcome to Mr. Bonini on his appointment as the CFO.

By Order of the Company
PRADA S.p.A.
Mr. Paolo Zannoni
Chairman

Milan, Italy, March 23, 2022

As at the date of this announcement, the Company's executive directors are Mr. Paolo ZANNONI, Ms. Miuccia PRADA BIANCHI, Mr. Patrizio BERTELLI, Ms. Alessandra COZZANI and Mr. Lorenzo BERTELLI; the Company's non-executive director is Mr. Stefano SIMONTACCHI and the Company's independent non-executive directors are Ms. Marina Sylvia CAPROTTI, Mr. Maurizio CEREDA, Mr. Yoël ZAOUÏ, Ms. Pamela Yvonne CULPEPPER and Ms. Anna Maria RUGARLI.