

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

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)

APPOINTMENT OF EXECUTIVE DEPUTY CHAIRMAN AND LEAD INDEPENDENT DIRECTOR

The Board of Directors of PRADA S.p.A. would like to announce the following appointments, both effective from May 11, 2023:

1. Mr. Paolo Zannoni has been appointed as the Executive Deputy Chairman of the Board of Directors; and
2. Mr. Yoël Zaoui has been appointed as the Lead Independent Director of the Company.

Appointment of Executive Deputy Chairman

The Board of Directors (the “**Board**”) of PRADA S.p.A. (the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce that Mr. Paolo Zannoni has been appointed by the Board as the Executive Deputy Chairman with effect from May 11, 2023.

Mr. Zannoni remains as an Executive Director and continues to serve as a member of Remuneration Committee of the Company and be responsible for the Legal Affairs, Corporate Affairs, Investor Relations, Internal Auditing, Data Protection and Security of Corporate Assets, including cybersecurity and Compliance and Equity Investments of the Group.

Mr. Paolo Zannoni, aged 74, is appointed as the Executive Deputy Chairman of the Board on May 11, 2023 and was the Chairman of the Board from May 27, 2021 to April 27, 2023. He has been international advisor at Goldman Sachs since 2019, providing advice to the firm's business across Italy and the rest of Europe. He is currently secretary of the Board of Directors of Beretta Holding S.p.A. He served as Chairman of the Board of Autogrill S.p.A., listed on the Italian Stock Exchange, from 2019 to 2022, Chairman of Dolce & Gabbana Holding S.r.l. from 2007 to 2021 and Chairman of the Italian energy and telecommunications Prysmian Group from 2005 to 2012. Prior to this, Mr. Zannoni spent a number of years enhancing the Goldman Sachs investment banking franchise in Italy. He joined Goldman Sachs in 1994, was named managing director in 1997, partner in 2000 and was Chairman of the Italian investment banking business between 2000 and 2013. He also spent a period as co-chief executive officer of Goldman Sachs Russia. Prior to joining Goldman Sachs, Mr. Zannoni was a vice president at Fiat S.p.A. and a lecturer at Yale University. He continues to be an executive fellow at the Yale School of Management, an advisory board member of International Center for Finance (ICF) and a board member of the Jackson Institute for Global Affairs. Mr. Zannoni earned an MA and an MPhil in Political Science from Yale University. He also earned a BA from the University of Bologna.

Appointment of Lead Independent Director

Mr. Yoël Zaoui has been appointed as the lead independent director of the Company ("**Lead Independent Director**") with effect from May 11, 2023. The Lead Independent Director is not an executive position in the Company and does not have any management role in the Company or any of its subsidiaries. Subsequent to this appointment, Mr. Zaoui will continue to serve as an Independent Non-Executive Director, the chairman of the Audit and Risk Committee and a member of Remuneration Committee of the Company.

Mr. Yoël Zaoui, aged 62, has been elected as an Independent Non-Executive Director of the Company since May 27, 2021. He is a co-founder of Zaoui & Co., a firm established in 2013 to advise select clients on mergers, acquisitions and other strategic and financial transactions, as well as major investment decisions. Mr. Zaoui began his investment banking career at Goldman Sachs in 1988, and, over a 24-year career at Goldman Sachs, was responsible for some of Europe's largest and more defining corporate transactions in a period of unprecedented growth. Mr. Zaoui was the first European investment banker to have joined Goldman Sachs's top governing body, the management committee, a position he held from 2008 until his retirement in 2012. Prior to Goldman Sachs, Mr. Zaoui worked at Arthur Andersen in Paris (1983-1986). Mr. Zaoui was educated in France and the US; he obtained a diploma from the Ecole des Hautes Etudes Commerciales (HEC, 1982), a DEA doctoral degree in Finance from Universite Paris-Dauphine (1983) and an MBA from Stanford University (1988). Mr. Zaoui continues to be actively involved with his alma maters, serving as a member of the Cercle des Grands Donateurs de la Fondation HEC. Mr. Zaoui is decorated by His Majesty the King of Morocco Mohamed VI of the Order of Wissam.

The Board would like to extend the warmest welcome to Mr. Zannoni and Mr. Zaoui to their additional roles in the Company.

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

Milan (Italy), May 11, 2023

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