

PACKAGING
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— 1. Introduction

Pioneering sustainable material innovation is at the heart of the Prada Group's operations, driving the exploration of alternative materials and processes. Committed to a circular approach, the Group prioritizes responsible sourcing and optimized disposal methods for packaging, that actively minimize its environmental footprint while enhancing the integrity of its supply chains.

— 2. Our Commitments

Building responsible supply chains is key to the Prada Group's business strategy, as the Company recognizes that its ability to create long-term value, market relevance, resilience and reputation extends beyond its own operations to the entire supply chain. To achieve this, the Group actively promotes its Code of Ethics, to which all suppliers are required to formally adhere, alongside the Human Rights Policy and the Suppliers Code of Conduct. These documents serve as fundamental tools to ensure that suppliers adhere to the highest standards of ethical behavior, respect for human rights, and social responsibility. Indeed, the Group places significant emphasis on working with suppliers who can demonstrate full compliance with international labor standards, following those defined by the International Labour Organization (ILO). Suppliers are expected to ensure fair wages, safe and healthy working conditions, and the absence of forced labor, child labor, or any form of modern slavery. They must also uphold workers' rights to freedom of association and collective bargaining and eliminate discrimination in hiring, employment, and professional development practices.

To ensure the quality and safety of its products the Group requires all its suppliers to align with its Product Restricted Substance List (PRSL) and the Zero Discharge of Hazardous Chemicals Manufacturing Restricted Substances List (ZDHC MRSL).

The PRSL contains a list of chemicals and concentration limits that must be respected on finished products, in order to safeguard consumers' health. On the other hand, the MRSL, which limits or bans the use of more than three hundred hazardous or potentially hazardous chemicals in manufacturing processes, guarantees that manufacturing processes comply with environmental and safety criteria for workers, customers and the planet. By implementing these measures, the Group reinforces its effort to ethical and sustainable practices, minimizing the environmental impact of its operations and actively contributing to the development of a responsible global supply chain.

Given the fact that the most important and visible impacts of packaging arise from the waste generation, the Prada Group is actively strengthening its sustainability roadmap by advancing circular solutions in terms of materials and use, in both B2C and B2B packaging¹. The focus is on extending the lifespan of materials, reducing waste, and promoting a circular economy model in the packaging lifecycle.

In terms of B2C packaging, the Group is focusing on ensuring it is easily recyclable and gradually expanding its range of reusable options. For instance, the introduction of refillable packaging in the beauty line, which allows customers to reuse the same container multiple times instead of disposing of it after a single use. This reflects the ongoing effort to minimize environmental impact and foster circular economy.

At B2B level, the Prada Group prioritizes efficiency in its operations as part of its sustainability strategy, aiming to minimize environmental impact, especially carbon emissions from transportation, while ensuring high operational performance. Key initiatives include sustainable packaging solutions such as durable crates and containers, replacing single-use packaging to reduce waste and enabling multiple shipments; and optimized logistics operations to improve transport routes and maximize load capacity and shipment saturation.

¹ Packaging is categorized into B2C and B2B based on its final use. For the Group, B2C packaging refers to the primary product packaging and retail packaging, designed for products sold directly to customers. B2B packaging refers to the logistics packaging, designed for the transportation and storage of goods.

This strategy creates long-term value while minimizing environmental impact, aligning with the Prada Group's broader ambition to adopt a regenerative model that reduces dependency on virgin resources and encourages the responsible use of materials.

As part of its operational strategy, the Group encourages its long-term suppliers to adopt certifications that demonstrate their commitment to sustainable sourcing practices, further strengthening the relationship with Prada.

HIERARCHY OF PACKAGING MATERIALS

	PAPER & CARDBOARD	PLASTIC	OTHER
Preferred materials	<ol style="list-style-type: none"> 1. Recycled and certified 2. Virgin and certified 3. Recycled and non-certified 	<ol style="list-style-type: none"> 1. Recycled and certified 2. Bio-based 	<ol style="list-style-type: none"> 1. GRS/GOTS certified fibers 2. Certified fibers other than GRS/GOTS
Phasing out	Not recycled and non-certified	Virgin (no PVC)	Virgin fibers

— 3. Plastic Packaging

The Group has adopted the sustainability targets set out in The Fashion Pact coalition, for both B2C and B2B packaging:

- phase out problematic and unnecessary plastics² in B2C and B2B packaging, by 2025 and 2030 respectively;
- strive to make at least 50% of all plastic B2C and B2B packaging from 100% recycled content, by 2025 and 2030 respectively.

Strengthening its sustainability goals, the Prada Group takes decisive action to eliminate all plastic packaging that cannot be reused, recycled, or composted. Virgin plastic, due to its non-biodegradable nature, contributes significantly to environmental pollution, the degradation of marine ecosystems, and the depletion of resources.

The Group is committed to keeping the percentage of plastic packaging below 10% of its total packaging materials, shifting to more sustainable options, such as paper and cardboard.

² To identify unnecessary plastics, The Fashion Pact is relying upon guidelines that have been articulated by the Ellen MacArthur Foundation. As defined, "problematic or unnecessary plastic packaging is not reusable, recyclable, or compostable..." (The Fashion Pact - First Steps to Transform Our Industry, 2020, note 39).

Where this is not possible, plastic packaging should be made with at least 85% recycled content or with biomaterials derived from non-edible plant components.

In addition, all plastic used by the Group is fully recyclable.

The Group also bans PVC (polyvinyl chloride) because its production and disposal release hazardous chemicals, including dioxins. The use of plasticizers such as phthalates in PVC can leach into the environment, contaminating air, soil and water, harming marine life and entering the food chain.

The Prada Group extends its effort to manage the plastic lifecycles more responsibly.

— 4. Paper & Cardboard Packaging

The Prada Group's approach to paper and cardboard packaging is deeply rooted in sustainability, prioritizing the use of low-impact materials that reduce environmental harm. By selecting certified and recycled materials, the Group minimizes resource depletion, carbon emissions, and waste generation while promoting responsible sourcing practices.

Central to this commitment is the use of certified paper, particularly materials endorsed by the Forest Stewardship Council (FSC).

To further reduce its environmental footprint, Prada strictly sources paper materials from manufacturers that adopt meticulous processes aimed at eliminating, or at the very least significantly reducing, the use of harmful and detrimental substances such as chlorine, which can lead to soil and water contamination.

As part of its Sustainability Strategy, the Prada Group has set a clear target to ensure that more than 95% of its paper and cardboard packaging is FSC-certified and/or made with recycled materials. This commitment reflects a proactive effort to adopt innovative, environmentally friendly solutions that are in line with the principles of circularity and support the transition to a more sustainable future.

FSC CERTIFICATION & TYPES

FSC certification is a globally recognized standard that guarantees wood and paper products come from responsibly managed forests. It ensures that sourcing practices do not contribute to deforestation, forest degradation, or the loss of biodiversity, while also safeguarding the rights of local communities and indigenous peoples, by preventing illegal logging and overexploitation, preserving ecosystems, and promoting reforestation efforts and encouraging transparent and traceable supply chains.

FSC-certified paper packaging from the Group holds one of the following certifications:

- **FSC 100%:** The FSC 100% label applies to paper products made entirely from inputs sourced from FSC-certified forests.
- **FSC Recycled:** The FSC Recycled label indicates that the wood or paper used in the product comes from recycled and recovered materials.
- **FSC Mix:** The FSC Mix label refers to products made from a combination of certified materials, recycled materials (at least 70%), and/or controlled materials.