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PRADA S.p.A.

Via A. Fogazzaro n. 28, Milan, Italy

Registry of Companies of Milan, Italy: No. 10115350158

(Incorporated under the laws of Italy as a joint-stock company)

(Stock Code: 1913)

PRELIMINARY SALES FIGURES FIRST HALF OF FINANCIAL YEAR 2012

This announcement is made pursuant to Rule 13.09 of the Listing Rules. PRADA S.p.A. provides the preliminary sales figures for the six months ended July 31, 2012.

PRADA S.p.A. (the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce the preliminary sales figures of the Group for the six months ended July 31, 2012. This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Group recorded revenues of Euro 1,547.8 million in the first half of the financial year ended July 31, 2012, a 36.5% increase as compared to the same period of 2011.

The retail channel, on which the Group’s strategy concentrates, contributed sales of Euro 1,229.4 million or 80.6% of the Group’s total (an increase of 47.2% compared to the first half of 2011); wholesale sales also increased by 4.8% (compared to the first half of 2011).

Strong directly operated stores sales’ growth which posted a significant 19% SSSG (Same Store Sales Growth).

All geographical areas contributed strongly to the Group’s sales growth, compared to the same period of last year (figures as reported):

Italy +21.7%,
Europe +37.3%,
Asia Pacific +45%,
Americas +31%,
Japan +34.2%.

The growth of the business was driven mainly by the Prada and Miu Miu brands which grew by 40.5% and 23.6% (compared to the same period of last year), respectively.

In the first half of 2012, in line with its strategy, the Group continued to develop its retail network, opening 28 new stores and taking the total number of directly-operated stores to 414 at the end of July 2012, of which 263 Prada, 102 Miu Miu, 43 Church's and 6 Car Shoe.

Mr. Patrizio Bertelli, Chief Executive Officer of the Company, has expressed his satisfaction with these results which were achieved in an extremely difficult economic environment with the market continuing to reward the Company for its unyielding commitment to style and the pursuit of quality.

The information contained in this announcement is based on a preliminary assessment of the management accounts of the Group for the six months ended July 31, 2012, which has not been audited or reviewed by the Company's auditors. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

The unaudited interim results of the Group for the six months ended July 31, 2012 are tentatively scheduled to be announced by the Company on September 24, 2012.

By Order of the Board
PRADA S.p.A.
Mr. Carlo Mazzi
Deputy Chairman

Milan, Italy, August 6, 2012

As at the date of this announcement, the Company's executive directors are Ms. Miuccia PRADA BIANCHI, Mr. Patrizio BERTELLI, Mr. Carlo MAZZI and Mr. Donatello GALLI; the Company's non-executive directors are Mr. Marco SALOMONI and Mr. Gaetano MICCICHÈ and the Company's independent non-executive directors are Mr. Gian Franco Oliviero MATTEI, Mr. Giancarlo FORESTIERI and Mr. Sing Cheong LIU.