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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)**

### **ANNOUNCEMENT**

#### **Proposed Issue of Notes**

The Board of Directors of PRADA S.p.A. (the “**Company**”) is pleased to announce that the Company is proposing to issue €130 million 2.75 per cent. Notes due 2018 (the “**Notes**”). The Notes will be issued to professional and institutional investors and the settlement date is currently scheduled to be on 1 August 2013 (European time) (the “**Proposed Issue**”). Application has been made to the Irish Stock Exchange for the Notes to be admitted to the official list and trading on its regulated market.

The Directors of the Company are of the view that the Proposed Issue represents an appropriate and cost-efficient source of medium term financing.

The net proceeds of the Proposed Issue will be applied for the general corporate purposes of the Company and its subsidiaries.

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

Milan, Italy, 25 July 2013

*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.*