

Via A. Fogazzaro n. 28, 20135 Milan, Italy Registry of Companies of Milan Monza Brianza Lodi, Italy: No. 10115350158

意大利米蘭蒙扎布里亞納洛迪公司註冊處:編號10115350158

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

(根據意大利法律註冊成立的股份有限公司)

(Stock code/股份代號:1913)

15 March 2024

Dear registered shareholder(s),

Arrangement of Electronic Dissemination of Corporate Communications

Pursuant to Rule 2.07A of the Rules Governing The Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") under the expansion of paperless listing regime and electronic dissemination of corporate communications that came into effect on 31 December 2023, PRADA S.p.A. (the "Company") is writing to inform you that the Company has adopted electronic dissemination of corporate communications (the "Corporate Communication"), which mean any documents issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary interim report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular and (f) a proxy form.

Please note that both the English and Chinese versions of all future Corporate Communications will be available electronically on the website of the Company at www.pradagroup.com and the HKEXnews website at www.hkexnews.hk in place of printed copies. You need to proactively check the Company's website or the HKEXnews website to keep up with the publication of Corporate Communications.

Solicitation of electronic contact details

To ensure timely receipt of the Actionable Corporate Communications (Note), the Company recommends you provide your email address by scanning your personalized QR code printed on the enclosed reply form (the "Reply Form"). Alternatively, you may sign and return the Reply Form to the Company's Hong Kong share registrar (the "Share Registrar"), Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong.

If the Company does not receive a functional email address in your reply, until such time that the functional email address is provided to the Share Registrar, the Company will send the Actionable Corporate Communications (Note) in printed form in the future.

If you want to receive the Corporate Communications in printed form, please complete the enclosed Reply Form and send it to the Share Registrar or send an email to prada.ecom@computershare.com.hk specifying your name, address and request to receive the Corporate Communications in printed form. Please note that such instruction shall be valid for one year starting from the receipt date of your instruction and will expire thereafter.

Should you have any queries relating to this letter, please contact the Share Registrar at (852)2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. (Hong Kong time), Mondays to Fridays, excluding Hong Kong public holidays.

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

Note: Actionable Corporate Communication is any corporate communication that seeks instructions from issuer's securities holders on how they wish to exercise their rights or make an election as the issuer's securities holder.

各位登記股東:

以電子方式發布公司通訊之安排

根據自 2023 年 12 月 31 日起生效的擴大無紙化制度及以電子方式發布公司通訊規定下香港聯合交易所有限公司證券上市規則(「**上市規則**」)第 2.07A 條,PRADA S.p.A.(「**公司**」)謹此通知 閣下,公司已採用以電子方式發布公司通訊(「**公司通訊**」)之安排,該公司通訊是指公司為向其任何證券持有人提供資訊或提醒其採取行動而發布或將要發布的任何文件,包括但不限於(a)董事報告、年度帳目以及審計報告副本以及(如適用)財務摘要報告; (b)中期報告及其中期報告摘要(如適用); (c)會議通知; (d)上市文件; (e)通函和 (f)委任表格。

請注意,所有未來公司通訊的英文版和中文版將在公司網站 www.pradagroup.com 和披露易網站 www.hkexnews.hk 上提供,以代替印刷本。 閣下需要主動查看公司網站或披露易網站以留意公司通訊的發布。

徵集電子聯絡資料

為確保及時收到可供採取行動的公司通訊^(開註),公司建議 閣下透過掃描本函背頁之回條(「回條」)上列印的 閣下專屬二維碼來提供 閣下的電子郵件地址。或者, 閣下也可以簽署回條並交回公司的香港股份過戶登記處(「股份過戶處」)香港中央證券登記有限公司,地址為香港灣仔皇后大道東 183 號合和中心 17M 樓。

如果公司沒有收到 閣下的有效電子郵件地址,直至股份過戶處收到 閣下有效的電子郵件地址前,本公司未来將以印刷本形式發送可供採取行動的公司通訊 ^(mit) 。

若 閣下希望收取未來公司通訊之印刷版,請填妥回條或發送電子郵件至 <u>prada.ecom@computershare.com.hk</u>,並註明 閣下的姓名、地址以及收取公司通訊印刷版的要求。 請注意,收取未來公司通訊印刷版之指示由收悉 閣下指示當日起計一年內有效,此後將過期。

如 閣下對本函件有任何疑問,請於辦公時間星期一至五(香港公眾假期除外)上午 9 時正至下午 6 時正(香港時間)期間致電股份過戶處(852)2862 8688 查詢。

承董事會命 PRADA S.p.A. 執行副主席 Paolo Zannoni 先生

2024年3月15日

附註:可供採取行動的公司通訊指任何涉及要求發行人的證券持有人指示其擬如何行使其有關證券持有人的權利或選擇的公司通訊。

To:	Computershare Hong Kong Investor Services Limited (The "Share Registrar")		致:	香港中央證券登記有限公司 「股份過戶處」)		
	17M Floor, Hopewell Centre			香港灣仔皇后大道東 183 號		
	183 Queen's Road East, Wan Chai, Hong Kong			合和中心 17M 樓		
	e <u>choose ONLY ONE</u> of the options below) 以下選項中 只選擇其中一項)					
					Personalized QR Code	
Option 1: Provide your email address for receipt of future Actionable Corporate 專屬二種碼						
	Communications ^(Note 3) of the Company via electronic dissemination by scanning					
-	your personalized QR code					
選	選項1: 掃瞄 閣下專屬二維碼提供 閣下之電子郵件地址,以接收公司通過電子方式					
發佈的可供採取行動的未來公司通訊 <i>哪些。</i>						
You are NOT required to return this Reply Form if you choose Option 1.						
如選擇了選項 1, 閣下無須交回本回條。						
	对应注] 应负 I,	で四体。				
(Note 3)						
Option 2: I/we hereby provide my/our email address in writing for receipt of future Actionable Corporate Communications (Note 3) of the following listed						
company (the "Company") via electronic dissemination.						
<u> 選項 2: </u> 本人/吾等現以書面提供本人/吾等之電子郵件地址,以確保收到以下上市公司(「公司」)通過電子方式發佈的可供採取行動的未來公司通訊 ^{個框} ³						
Name of Securities holder(s) 證券持有人姓名 : Name of the listed company 上市公司名稱 :						
PRADA S.p.A.						
Email address 電郵地址: (Notes 3 / 附註 3)						
Ш						
Option 3: I/we hereby request for receipt of Corporate Communications* in printed form (Please mark "✓" in the below box if applicable)						
選項3: 本人/吾等現要求收取公司通訊 [*] 印刷版 (如適用,請在以下方格內劃上「✓」號)						
I/we would like to receive future Corporate Communications* in printed copy and noted that this instruction is valid only for one year starting from the date of receipt of your instruction. (Notes 5)						
本人/我們欲收取未來公司通訊"的印刷本,並已知悉本指示由收取指示日期起計一年內有效。 ^(<i>附註 5</i>)						
	Printed English version 英文印刷本 Printed Chinese version	中文印刷本	Printed En	glish and Chinese versions 中、英文印	7刷本	
Siana	ture(s): (Notes 1)	Contact number:		Date:		
答名	/MUSE 41	聯絡電話號碼:		日期:		
					-	
1. Plea	Notes 刑法。 1. Please complete all your details clearly. If your shares are held in joint names, all of the joint shareholders should jointly sign this Reply Form in order to be valid. 請清楚報要 關下之所者資料,如屬聯名投資,則本回接領由所有聯名投東聯合資素,方為有效。					
2. Any	2. Any Reply Form with no signature or otherwise incorrectly completed will be void. 任何回嫁若未有養素成在其他方面填寫不正確,則本回錄終棄作廢。					
	Company does not receive a functional email address in your reply, the Company will send the Actionable Cities holders on how they wish to exercise their rights or make an election as the issuer's securities holder.	Corporate Communications in p	rinted form in th	e future. Actionable Corporate Communication is any corp	orate communication that seeks instructions from issuer's	
如公司沒有收到 關下的有效電子翻件地址,本公司未来將以印刷本形式發送可供採取行動的公司通訊。可供採取行動的公司通訊指任何涉及要求發行人的證券持有人指示其擬如何行使其有關 證券持有人的權利的公司通訊。 4. If you provide more than one email address by QR code, email, reply form and/or other means, only the latest one email address provided will be registered.						
如 關下通過二種碼、電郵、回條及/或其他方式提供多於一個的電子郵件地址、只有 關下最後提供的電子郵件地址將會被用於登記。 5. If you mark "√" in the box in Option 3, no email address will be registered and only Corporate Communications® in printed form will be received.						
如 關下在選項3方格內劃上「V」號,將不會有電子郵件地址被登記,只有公司選訊。的印刷版會被收取。 6. For the avoidance of doubt, the Company does not accept any other instructions given on this Reply Form.						
	存疑,在本回條上的任何額外指示,公司將不予處理。					

* Unless otherwise specified, Corporate Communications refer to any documents issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to the annual report, interim report, notice of meeting, circular

(iii) Your Personal Data may be discolored in Transaction (Application (Application Application App

and proxy form. 除非另有註明,公司通訊乃指公司已發出或將予發出以供其任何證券的持有人參照或採取行動的任何文件,其中包括但不限於年報、中期報告、會議通告、通面及代表委任表格。

r Personal Data provided in this Keyly Form will be used in connection with, including but not limited to, the Company's electronic dissemination of Corporate Communications and to lause with you on other matters relating to your boddings in the Lompany, Your supply or Personal provide sufficient information, the Company may not be able to provise your instructions and order requests asterdard in this Reply Form.

IN PERSON OF A PRINT OF THE PROVIDE O

Queen's Road East, Wan Chai, Hong Kong or by email at <u>Privacy Officer@computershare.com.hk.</u> 當下有權相據(私藝格別)的條文意製之或修改,能下的個人責料,任何該等意製及或條本個人責料的要求均須以書面方式解答室股份過戶度(地址為香港灣行皇后大道夏 183 號合和中心 175M 樓)向香港縣私主任提出,或是這電新至 <u>Privacy Officer@computeshare.com.hk.</u>

REPLY FORM 回條

Mailing Label 部 寄 精 蓋 Computershare Hong Kong Investor Services Limited 香港中央證券登記有限公司 Freepost No. 簡便回郵號碼: 37 Hong Kong 香港

(i) "Personal Data" in this statement has the same meaning as "personal data" in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong (*PDPO*)、本規明や指的「信人共和」の言義と対象による。
 (ii) Apple (1868年9) 」) 中 「富人共和」の言義と解析を表現する。
 (iii) Apple (1868年9) 」) 中 「富人共和」の言義という。
 (iii) Apple (1868年9) 」) 中 「富人共和」の言義という。

PERSONAL INFORMATION COLLECTION STATEMENT 牧集個人資料聲明

Please cut the mailing label and stick it on an envelope to return this form to us.

No postage is necessary if posted in Hong Kong.

當 關下寄回此回條時,請將郵寄標籤剪貼於信封上。 如在本港投寄, 關下無需支付郵賣或貼上郵票。