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PRADA

December 14th, 2018

From: Miuccia Prada

To: ALL THE EMPLOYEES

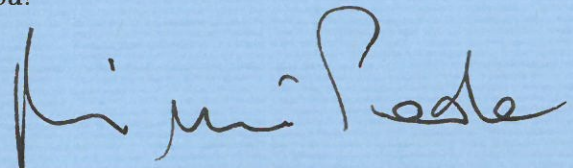
Last Monday, I was proud to receive the "Outstanding Achievement Award" from the prestigious British Fashion Council "for the exceptional results and the influence on the fashion industry achieved, at a global scale, over the years".

The award pays tribute to our constant pursuit of excellence and our desire to keep improving, a concept of central importance that has guided both you and me in our work.

My thoughts turn to you, and it is to you all that I would like to dedicate this award, with thanks for the work, commitment and loyalty that you have always shown, both to me and to the company, particularly at the most difficult moments. Without you it would not have been possible to achieve "the exceptional results" acknowledged by this leading institution.

This award is not the final destination in our journey; it should provide us with new stimulus as we strive for the very best. I am sure that I can always count on your help as we work towards this common goal, our shared passion.

My heartfelt thanks once again to all of you!



MP/pm