PRADA GROUP PRESENTS THE "SHAPING A SUSTAINABLE DIGITAL FUTURE" CONFERENCE AT FONDAZIONE PRADA

Milan, 19 November 2018 – Prada Group tomorrow presents "Shaping a Sustainable Digital Future", the second edition in a series of conferences that intend to stimulate an insightful debate on the most significant societal changes.

Tomorrow's event, at Fondazione Prada Milan, will discuss the interplay between sustainability and digitalization in terms of risks and opportunities. The agenda of the day will include a full morning discussion moderated by professors of the Schools of Management from both Politecnico di Milano and Yale University. Business leaders and representatives of institutions and international organizations will debate the overarching theme and add their insights and experience, and examine how technology contributes to the sustainable development of business and society, and to reflect on the pressing risks posed by technology's onward march.

The first round table discussion - opened by Professor Vittorio Grilli, Chairman of Italy as well as Chairman of the Corporate & Investment Bank EMEA at J.P. Morgan and former Italian Minister of Economy and Finances - will investigate the socio-geopolitical impacts triggered by the digital evolution nowadays.

A keynote speech by Professor Nicholas Negroponte, Chairman Emeritus at MIT Media Lab, will follow, titled "Beyond Digital".

The second round table will start with the "Hackathon" winning students presenting a project which explores the impacts of digital technologies on cultural identities of both individuals and communities*.

The Conference will be **live-streamed** on **www.pradagroup.com** starting tomorrow **at 9:30 am CET**; an overview of the event as well as the agenda of the day and the gallery of the speakers is already available online in a dedicated section.

Follow the day on social media via **@Prada**, which will tweet key findings live from the event. Join the conversation with **#sustainabledigitalization**

*The Student contests and the Hackathon

The Schools of Management of Politecnico di Milano and Yale University have conducted a student contest with the objective of enriching the Conference's discussion. Twenty-two groups of three students each, equally distributed between the two universities, were selected to explore the 2018 main topic.

All projects were submitted to a jury of Professors and Prada representatives, and only six teams were invited to go further.
The finalists took part in a "Hackathon" - an intense full day working session - at the Yale School of Management on October 26th and 27th, during which students merged into three teams to develop new ideas addressing sustainable issues through digital technologies.
Each group produced thought-provoking results that will be showed at the Conference's venue and one of them will present their case in front of the audience.

For further information:

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About PRADA Group

The PRADA Group (HKSE Code: 1913) is a world leader in the luxury goods sector where it operates with the Prada, MiuMiu, Church's and Car Shoe brands in the production and distribution of luxury handbags, leather goods, footwear, apparel and accessories.
The Group also operates in the food sector with Marchesi 1824 and in the eyewear and fragrance segments, under licensing agreements, applying the same criteria of excellence and high quality. Its products are sold in 70 countries worldwide through a network that includes 625 directly operated stores (DOS, at 31 December 2017) and a select network of luxury department stores, independent retailers, e-tailers and franchise stores.

About Yale School of Management

The mission of the Yale School of Management is educating leaders for business and society. The school's students, faculty, and alumni are committed to understanding the complex forces transforming global markets and using that understanding to build organizations—in the forprofit, nonprofit, entrepreneurial, and government sectors—that contribute lasting value to society.

About Politecnico di Milano School of Management

The School of Management - SoM - was established formally in 2003 and groups together MIP (the Graduate School of Business founded in 1979) and DIG (the Department of Management Engineering - Dipartimento di IngegneriaGestionale), established in 1990, bringing together all research and education operations in the field of management, an area of major importance at PoliMI, with our MSc in Management Engineering being taught since 1982. In 2007, the School of Management first achieved the prestigious EQUIS accreditation (European Quality Improvement System) and joined the circle of around the 140 leading business schools accredited by EFMD (European Foundation for Management Development).
In 2009, the School was included for the first time in the Financial Times rankings of top European Business Schools.