

Registered Office  
via Antonio Fogazzaro, 28  
20135 Milano  
phone +39.02.550281  
fax +39.02.55028859

Incorporated with limited liability  
Share Capital  
Euro 255.882.400,00 i.v.  
P. iva e C.F. 10115350158  
R.I. Milano Monza Brianza Lodi  
R.E.A. 1343952 MI

Hong Kong Office  
8th Floor, One Taikoo Place  
979 King's Road,  
Quarry Bay,  
Hong Kong  
phone +852.3526 7100  
fax +852.2526 1796

Industrial Office  
via Lungarno, 1213-1261  
località Valvigna  
52028 Terranuova B.ni (AR)  
phone +39.055.91961/91931  
fax +39.055.9738373

PRADA spa

Milan and New York, May 13<sup>th</sup> 2021

From: **CORPORATE SOCIAL RESPONSIBILITY**  
Lorenzo Bertelli



**DIVERSITY EQUITY INCLUSION**  
Malika Savell



To: All employees

*Subject:*

*Diversity, Equity & Inclusion - 2021 Initiatives*

Dear Colleagues,

At Prada Group, we've had many conversations about diversity, equity and inclusion that have focused on how we can continue to create a working environment in which everyone feels welcome, respected and empowered. While many of our efforts in this area are rightly centred on our internal culture, to truly be an agent for change, Prada Group must also look outward, ensuring that we continue our work to create opportunities within communities around the world.

Recognizing the powerful role we all can play as a company, we are pleased to announce the launch of some significant initiatives - which you can read about in greater detail below and in the attached press release - that will further deepen our commitment to diversity, equity and inclusion both within Prada Group and in the fashion industry as a whole.

To broaden the reach of these efforts, we are proud to be partnering with the Fashion Institute of Technology (FIT), UNFPA, the United Nations sexual and reproductive health agency, and our Diversity and Inclusion Advisory Council Co-Chair Theaster Gates on key programmes and initiatives that touch upon different parts of the fashion and design industry where we believe we can have the greatest impact. Our aim is that these programmes will work to advance the careers of aspiring fashion professionals, while also investing in the next generation of diverse talent.

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From: L. Bertelli, M, Savell  
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These initiatives mark actionable progress towards a more inclusive industry, and we will continue to build on this momentum to create more opportunities to increase representation both within the Prada Group and within our industry.

We are grateful for your continued engagement and feel privileged to work alongside so many of you who are passionate believers in the power that comes when we build diverse, equitable and inclusive organizations.

This is just the beginning, and we are looking forward to continuing this important and exciting journey over the months and years to come.

Please do not hesitate to reach out to us with any ideas or questions.

Best Regards,

Lorenzo Bertelli and Malika Savell

Attachment 1

LB/MS/vb

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- **Generation Prada Internship:** The Prada Group will launch a paid internship experience for diverse talent, providing hands-on opportunities across Prada Group's corporate and retail teams. The Group will work with various organisations to attract and recruit a diverse set of applicants. This internship is designed to equip the next generation of leaders with professional development experiences and enhance the pipeline for diverse talent.
- **Prada Group FIT Scholarships:** In partnership with the Fashion Institute of Technology (FIT), an internationally recognised college for design, fashion, art, communications and business that is part of the State University of New York (SUNY) system, the largest comprehensive system of higher education in the United States, Prada will offer a scholarship to a top-performing, diverse American student pursuing a fashion career. Prada will also offer a scholarship to a top-performing female student from Ghana or Kenya. Both scholarships will cover full tuition, as well as room and board for their respective AAS (Associate of Applied Science) and BA (Bachelor's Degree) programme. The scholarship recipients will be mentored by industry leaders and have the opportunity to work at Prada Group. The first scholarships will be awarded for enrollment in fall 2021.
- **Prada Group UNFPA Education Module:** In partnership with the UNFPA, the United Nations sexual and reproductive health agency, Prada Group will develop an educational module for young women that uses fashion and design as a powerful tool to affect social change and promote gender equality. This module will be developed for and with young women in Kenya and Ghana to empower them socially and economically. The collaboration represents a unique opportunity to increase the social impact of the fashion industry for women and girls to create more inclusive and equal societies.
- **Prada + Dorchester Industries Experimental Design Lab:** Prada is partnering with Dorchester Industries, founded by Prada Group's Diversity and Inclusion Advisory Council Co-Chair Theaster Gates, to create a three-year Design Lab that will recruit and award talented designers of colour in Chicago, New York and Los Angeles. Each cohort will work on defined projects and the Design Lab will act as a space of exchange and training for future designers and creatives. Each year, the Prada Group will award a grant to an artist or designer to encourage their practice and allow them to launch a capsule of their choosing in the space.