

Milan, 9th September, 2021

Dear Colleagues,

At this moment, we are experiencing a new and exciting momentum that is driven by a rediscovery of who we are at our core. In once again finding our true essence, we've put it back at the center of everything we do.

Our values, illustrated in our Prada Group Manifesto, are a crucial part of our company's DNA. These values help us all to adapt to continuously changing scenarios, making clear that we are committed to always expressing our opinions on the challenges facing the world we live in with courage and conviction.

They state a clear call to action: to be the "Drivers of Change". Each and every one of us has the power to create positive change through our daily actions and from within our work environment.

By aligning our work with the company's objectives, we take an active role in Prada Group's impact on society.

We want to reinforce cooperation and collaboration; a strengthening of the sense of belonging and the feeling of being part of the extensive Prada Group community that is made up of extraordinary people.

Dialogue has always been an integral part of Prada Group's philosophy of action. Today, more immediate forms of communication are essential in building bridges among us all, and our internal platforms are key in achieving this goal.

As we continuously work to create an increasingly inclusive company, we must keep on elevating diverse voices within the Group, investing in talent development, and expanding opportunities throughout our industry.

DRIVERS OF CHANGE

PRADA Group

This is why today we are launching "Drivers of Change", Prada Group's corporate narrative project that will help to further strengthen our community.

Let's all join in this journey by sharing our own stories, experiences and the ways in which we each interpret our values.

Let's be DRIVERS OF CHANGE, together.

Lorenzo Bertelli