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# PRADA Group

**PRADA S.p.A.**  
**(Stock Code: 1913)**

## **ANNOUNCEMENT OF UNAUDITED REVENUES FOR THE NINE-MONTH PERIOD ENDED SEPTEMBER 30, 2026**

*(unless otherwise stated, all variations are presented at constant exchange rates. Organic growth is calculated at constant exchange rates, excluding the contribution of Versace.)*

- Net revenues of Euro 4,541 million, up 15% yoy, +4% organic. Third quarter at +11%, continuing to exhibit organic growth of +1% in a challenging environment;
- Retail sales of Euro 3,934 million, up 11% yoy, +2% organic, against +9% in the nine-month period of 2025. Third quarter stable on an organic basis, showing good resilience sustained by brand desirability and effective retail initiatives;
- Solid performance for Prada, with retail sales growth of +2% in the nine-month period, and positive third quarter at +1%;
- Miu Miu ended the period at +1%, against comps of +41% in the nine-month period of 2025. Excluding the impact of Middle East, the third quarter was broadly stable;
- Americas best performing region in the nine months, exhibiting strong growth yoy; Asia Pacific and Japan positive over the period. Unchanged dynamics in Europe. Middle East continued to weigh negatively on performances, albeit improving quarter-on-quarter;
- Versace contributed to the period with net revenues of Euro 441 million.

## Unaudited revenues for the nine months ended September 30, 2026

The Board of Directors (the “**Board**”) of Prada S.p.A. (the “**Company**”) announces the unaudited revenues of the Company and its subsidiaries (collectively, the “**Group**”) for the nine months ended September 30, 2026, together with the unaudited comparative figures for the same nine-month period ended September 30, 2025. The following financial information has been prepared in accordance with the International Financial Reporting Standards (“IFRSs”) as adopted by the European Union.

### Analysis of net revenues

| (amounts in thousands of Euro)                                 |                                                             |       |                                                             |       |                                      |                                              |                                                          | Q3-26 vs<br>Q3-25<br>%                  | Q3-26 vs<br>Q3-25<br>%                              |
|----------------------------------------------------------------|-------------------------------------------------------------|-------|-------------------------------------------------------------|-------|--------------------------------------|----------------------------------------------|----------------------------------------------------------|-----------------------------------------|-----------------------------------------------------|
|                                                                | nine months<br>ended<br>September 30<br>2026<br>(unaudited) |       | nine months<br>ended<br>September 30<br>2025<br>(unaudited) |       | %<br>change<br>current<br>exc. rates | %<br>change<br>constant<br>exc. rates<br>(*) | %<br>organic<br>change<br>constant<br>exc. rates<br>(**) | change<br>constant<br>exc. rates<br>(*) | organic<br>change<br>constant<br>exc. rates<br>(**) |
| <u>Net revenues</u>                                            |                                                             |       |                                                             |       |                                      |                                              |                                                          |                                         |                                                     |
| Retail net sales (Directly Operated<br>Stores and e-commerce)  | 3,934,269                                                   | 86.6% | 3,646,527                                                   | 89.6% | 7.9%                                 | 11.0%                                        | 2.0%                                                     | 8.0%                                    | -0.5%                                               |
| Wholesale net sales (independent<br>customers and franchisees) | 428,315                                                     | 9.4%  | 322,329                                                     | 7.9%  | 32.9%                                | 35.5%                                        | 17.3%                                                    | 24.9%                                   | 12.3%                                               |
| Royalties                                                      | 178,111                                                     | 3.9%  | 100,884                                                     | 2.5%  | 76.5%                                | 76.5%                                        | 16.1%                                                    | 82.6%                                   | 24.3%                                               |
| Total net revenues                                             | 4,540,695                                                   | 100%  | 4,069,740                                                   | 100%  | 11.6%                                | 14.5%                                        | 3.5%                                                     | 11.2%                                   | 1.2%                                                |
| <u>Retail net sales by brand</u>                               |                                                             |       |                                                             |       |                                      |                                              |                                                          |                                         |                                                     |
| Prada                                                          | 2,413,578                                                   | 61.3% | 2,428,359                                                   | 66.6% | -0.6%                                | 2.4%                                         | 2.4%                                                     | 0.6%                                    | 0.6%                                                |
| Miu Miu                                                        | 1,155,788                                                   | 29.4% | 1,178,237                                                   | 32.3% | -1.9%                                | 0.8%                                         | 0.8%                                                     | -2.7%                                   | -2.7%                                               |
| Versace                                                        | 321,800                                                     | 8.2%  | -                                                           | -     | -                                    | -                                            | -                                                        | -                                       | -                                                   |
| Church's                                                       | 23,244                                                      | 0.6%  | 22,823                                                      | 0.6%  | 1.8%                                 | 3.2%                                         | 3.2%                                                     | 0.2%                                    | 0.2%                                                |
| Other                                                          | 19,859                                                      | 0.5%  | 17,108                                                      | 0.5%  | 16.1%                                | 16.0%                                        | 16.0%                                                    | 12.5%                                   | 12.5%                                               |
| Total retail net sales                                         | 3,934,269                                                   | 100%  | 3,646,527                                                   | 100%  | 7.9%                                 | 11.0%                                        | 2.0%                                                     | 8.0%                                    | -0.5%                                               |
| <u>Retail net sales by geographic area</u>                     |                                                             |       |                                                             |       |                                      |                                              |                                                          |                                         |                                                     |
| Asia Pacific                                                   | 1,343,669                                                   | 34.2% | 1,216,493                                                   | 33.4% | 10.5%                                | 12.2%                                        | 4.6%                                                     | 6.7%                                    | 0.3%                                                |
| Europe                                                         | 1,179,779                                                   | 30.0% | 1,137,093                                                   | 31.2% | 3.8%                                 | 4.8%                                         | -3.4%                                                    | 5.4%                                    | -2.6%                                               |
| Americas (***)                                                 | 850,883                                                     | 21.6% | 661,168                                                     | 18.1% | 28.7%                                | 32.6%                                        | 13.2%                                                    | 23.0%                                   | 5.1%                                                |
| Japan (***)                                                    | 424,312                                                     | 10.8% | 449,746                                                     | 12.3% | -5.7%                                | 4.9%                                         | 1.7%                                                     | 3.2%                                    | 0.2%                                                |
| Middle East                                                    | 135,626                                                     | 3.4%  | 182,027                                                     | 5.0%  | -25.5%                               | -22.6%                                       | -22.6%                                                   | -18.0%                                  | -18.0%                                              |
| Total retail net sales                                         | 3,934,269                                                   | 100%  | 3,646,527                                                   | 100%  | 7.9%                                 | 11.0%                                        | 2.0%                                                     | 8.0%                                    | -0.5%                                               |

(\*) calculated by applying 2025 exchange rates to 2026 figures

(\*\*) calculated at constant exchange rates, excluding the contribution of Versace

(\*\*\*) September 2025 figures have been restated to reflect the Group's reallocation of Hawaii from Japan to the Americas effective December 2025

## **Management discussion and analysis of the revenues for the nine-month period ended September 30, 2026**

(unless otherwise stated, all variations are presented at constant exchange rates. Organic growth is calculated at constant exchange rates, excluding the contribution of Versace.)

In the nine months ended September 30, 2026, the Prada Group generated net revenues of Euro 4,540.7 million, up 14.5% compared with the corresponding period of 2025 (+3.5% organic growth). Foreign exchange rate fluctuations had an approximately 2.9% negative impact, resulting in reported growth of 11.6%.

Retail net sales increased by 11.0% year-on-year (+2.0% organic growth), despite a challenging comparison base, following the strong +9.3% growth recorded in the nine months of 2025. The third quarter was stable on an organic basis, showing good resilience against +7.6% in the corresponding period of 2025, sustained by brand desirability and effective retail execution.

During the period, the retail channel accounted for 86.6% of total net revenues.

Wholesale net sales increased by 35.5% (+17.3% organic growth) over the period, sustained by both independent partners and duty-free.

Royalty income grew by 76.5% year-on-year (+16.1% organic growth), a positive trend supported by contributions from both eyewear and beauty.

### **Brands**

Prada reported a solid performance in the nine months, driven by like-for-like and full-price sales. Retail net sales increased by 2.4% in the nine month-period, with +0.6% in the third quarter, with positive performance in Americas and Asia Pacific (including China) and broadly stable trends in Europe and Japan.

Miu Miu was steady over the nine-month period, against comps of +41.4% in the corresponding period of 2025. The performance of the third quarter (-2.7%) reflected challenging comps (+28.6% in the third quarter of 2025) and less favourable geographical mix in the current environment. Excluding the adverse impact from the conflict in the Middle East, performance was broadly stable. Retail metrics remain very robust.

Versace continued to advance on its strategic priorities, with efforts focused on managing the transition while setting the foundations for the new creative debut in 2027. The integration within the Group is progressing on track.

Church's retail net sales maintained a positive trajectory, with an increase of 3.2% compared with the same period of 2025.

Net revenues by brand amounted to Euro 2,731.1 million for Prada, Euro 1,319.0 million for Miu Miu, Euro 440.8 million for Versace, Euro 28.6 million for Church's, and Euro 21.2 million for the other brands.

## Markets

Solid performance in Asia Pacific, with retail net sales increasing by 12.2% year-on-year (+4.6% organic growth), supported by effective retail execution. The third quarter remained broadly stable, with the subdued traffic environment in Mainland China offset by continuing positive trends across the region, particularly in Korea, Hong Kong and Macau.

In Europe, retail net sales were up 4.8% year-on-year (-3.4% organic growth), with the third quarter being broadly in line with the second quarter.

Americas confirmed a strong performance, up 32.6% year-on-year (+13.2% organic growth), driven by robust domestic demand. The third quarter remained very solid, albeit softening on high comps.

Japan reported a positive performance, up 4.9% year-on-year (+1.7% organic growth), supported by local demand. The third quarter was stable, moderating quarter-on-quarter trend reflecting tougher comps.

The Middle East was down 22.6% year-on-year (-22.6% organic growth). Market conditions in the Middle East remained challenging, although showing quarter-on-quarter improvement, supported by local consumption.

Wholesale net sales by geographic area amounted to Euro 173.6 million in Europe, Euro 136.6 million in Asia-Pacific, Euro 107.2 million in the Americas, Euro 7.5 million in the Middle East, Euro 0.4 million in Japan and Euro 3.0 million in other countries.

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The above information is based on the Board's preliminary review of the internal data currently available and gathered by the Company only and is not intended to be a comprehensive statement of the Prada Group's financial or operational results. The said information and data have not been audited or reviewed by the Company's auditors and may be subject to change and adjustment. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company and should not rely solely on such information.

By Order of the Board  
**Prada S.p.A.**  
**Mr. Paolo Zannoni**  
*Executive Deputy  
Chairman*

Milan (Italy), October 22, 2026

*As of the date of this Announcement, the Company's executive directors are Mr. Patrizio BERTELLI, Mr. Paolo ZANNONI, Ms. Miuccia PRADA BIANCHI, Mr. Andrea GUERRA, Mr. Andrea BONINI and Mr. Lorenzo BERTELLI; and the Company's independent non-executive directors are Mr. Yoël ZAOUI, Ms. Ilaria RESTA, Ms. Cristiana RUELLA, Ms. Pamela Yvonne CULPEPPER and Ms. Anna Maria RUGARLI.*