

# Prada SpA

# Q1 review: A premium growth story at a discounted valuation

#### 30% valuation discount unjustified amid continuing market share gains

Prada delivered another quarter of DD growth at +13% with April trends said to remain unchanged, topping the sector ranking of fastest growing companies in Q1 so far. The more mature Prada brand missed expectations at flat (cons +2%) but the -4ppt q/q deceleration was broadly in line with the sector. On the other hand, Miu Miu continued to defy gravity at +60% (cons +47%), with trends likely to remain buoyant, further helped by space contribution from Q2. The group is continuing to gain market share especially in leather goods, benefitting from the weakness of peers amid the ongoing creative reshuffles in the sector. As commented by management and in line with our sector view, the landscape is unlikely to see material changes in the next 12 months, leaving Prada well placed to capitalise on its existing momentum. We see the 30% valuation discount to the sector as unjustified given the superior growth profile and outlook for margin expansion (+30bps in 2025 vs sector -90bps weighted average). Buy.

#### Q1 group sales broadly in line, with Prada miss and Miu Miu beat

Q1 group sales of  $\le$ 1,341m were +1% vs. cons, with organic growth of +13% vs. cons +12%. In Q1 at c.FX, retail up +13% (cons +12%) and wholesale +7% (cons +5%). In Q1 at retail by region, Europe +14% (cons +11%), Americas +10% (cons +9%), APAC +10% (cons +9%), Japan +18% (cons +17%), Middle East +26% (cons +27%).

#### Conf call feedback: April trends in continuation with Q1

Key takeaways: 1) Q2td with no change in trends vs Q1, but mgmt mindful of Japan comps; 2) Q1 Prada brand retail cluster trends: Chinese -SD% (Q4 +LSD%) with the q/q slowdown mostly driven by locals, Europeans flat (Q4 +MSD%), Americans +MSD% (Q4 +HSD%) with the US region positive, Japanese +LSD% (Q4 +DD%); 3) Usual maintenance pricing of +2-4% every six months remains, which would be sufficient to compensate for US tariffs if they are set at the reciprocal 10%; 4) Chinese consumption onshore/offshore split ~70/30; 5) Company focus remains on growth with the aim to also deliver progressive yearly margin expansion. For detailed feedback, please see link.

#### Valuation: Buy, HK\$77.0 price target (-1%)

Prada trades on 15.6x and 13.8x 2025e and 2026e P/E for 3yr sales and EPS CAGRs (24-27e) of 8% and 11%, respectively. Our PT is an average of DCF and relative P/E valuation and our -1% PT cut is driven by: 1) EPS changes of -2%/-4%/-4% in 2025E/26E/27E on the back of FX, with unchanged OSG; 2) updated sector P/E multiple to ~20x (vs. ~22x previously) given recent sector de-rating; 3) updated HKDEUR rate (+5% tailwind).

## **Equities**

Hong Kong

Clothing & Fabrics

Buy

12-month rating
12m price target

HK\$77.00 Prior : HK\$78.00

Price (30 Apr 2025)

HK\$48.50

RIC: 1913.HK BBG: 1913 HK

#### **Trading data and key metrics**

52-wk range HK\$70.45-44.65 Market cap. HK\$124b/US\$16.0b Shares o/s 2 559m (ORD) Free float 20% Avg. daily volume ('000) 2.502 Avg. daily value (m) HK\$146.9 Common s/h equity (12/25E) €4.90b P/BV (12/25E) 2.9x Net debt to EBITDA (12/25E) 0.7x

#### EPS (UBS, diluted) (EUR)

	From	То	% ch	Cons.
12/25E	0.37	0.36	-2	0.37
12/26E	0.42	0.40	-4	0.41
12/27E	0.46	0.45	-4	0.46

#### Susy Tibaldi, CFA

Analyst susy.tibaldi@ubs.com +44-20-7568 5989

#### Zuzanna Pusz, CFA

Analyst zuzanna.pusz@ubs.com +44-20-7567 1883

#### Chris Huang, CFA

Analyst chris.huang@ubs.com +44-20-7901 6240

Highlights (€m)	12/22	12/23	12/24	12/25E	12/26E	12/27E	12/28E	12/29E
Revenues	4,201	4,726	5,432	5,912	6,384	6,925	7,337	7,752
EBIT (UBS)	845	1,062	1,280	1,413	1,551	1,717	1,854	2,013
Net earnings (UBS)	534	671	839	922	1,020	1,140	1,239	1,356
EPS (UBS, diluted) (€)	0.21	0.26	0.33	0.36	0.40	0.45	0.48	0.53
DPS (net) (€)	0.11	0.14	0.16	0.18	0.20	0.22	0.24	0.27
Net (debt) / cash	(1,576)	(1,914)	(1,776)	(1,564)	(1,266)	(863)	(270)	451
Profitability/valuation	12/22	12/23	12/24	12/25E	12/26E	12/27E	12/28E	12/29E
EBIT (UBS) margin %	20.1	22.5	23.6	23.9	24.3	24.8	25.3	26.0
ROIC (EBIT) %	16.7	19.4	21.2	22.1	23.3	24.9	26.3	28.4
EV/EBITDA (UBS core) x	9.9	9.7	9.1	7.0	6.4	5.7	5.3	4.9
P/E (UBS, diluted) x	25.4	23.1	20.3	15.6	13.8	12.3	11.4	10.4
Equity FCF (UBS) yield %	3.3	(0.2)	4.4	5.2	6.0	7.1	8.8	10.1
Dividend yield (net) %	2.1	2.3	2.3	3.3	3.6	4.1	4.4	4.8

Source: Company accounts, LSEG Eikon, UBS estimates. Metrics marked as (UBS) have had analyst adjustments applied. Valuations: based on an average share price that year, (E): based on a share price of HK\$ 48.50 on 30-Apr-2025

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Prada SpA UBS Research

## 1Q25 RESULTS SUMMARY

Figure 1: Prada group 1Q25 sales by channel - actual vs. cons and UBSe

Prada - sales by channel	UBSe	Cons	Actuals				
€m Y/E Dec	Q1	Q1	Q1	vs. UBSe	vs. cons		
DOS	1,216	1,206	1,216	-0%	+1%		
chg	+14%	+13%	+13%	-0ppt	+1ppt		
FX-neutral	+13%	+12%	+13%	+0ppt	+1ppt		
FX	+1%	+1%	+0%	-1ppt	-1ppt		
Wholesale	98	95	96	-2%	+1%		
chg	+9%	+5%	+7%	-2ppt	+1ppt		
FX-neutral	+8%	+5%	+7%	-1ppt	+2ppt		
FX	+1%	+1%	-0%	-1ppt	-1ppt		
Royalties	26	28	29	+11%	+5%		
chg	+3%	+9%	+15%	+12ppt	+6ppt		
Total sales	1,341	1,329	1,341	+0%	+1%		
chg	+13%	+12%	+13%	+0ppt	+1ppt		
FX-neutral	+12%	+12%	+13%	+0ppt	+1ppt		
FX	+1%	+1%	+0%	-0ppt	-0ppt		

Source: Company data, UBS estimates, Visible Alpha consensus

Figure 2: Prada group 1Q25 retail sales by region - actual vs. cons and UBSe

Prada - retail sales by region	UBSe	Cons	Actuals				
€m Y/E Dec	Q1	Q1	Q1	vs. UBSe	vs. cons		
Total Europe	324	328	334	+3%	+2%		
chg	+10%	+11%	+13%	+3ppt	+2ppt		
FX-neutral	+9%	+11%	+14%	+6ppt	+3ppt		
FX	+1%	+0%	-1%	-2ppt	-1ppt		
Americas	210	201	201	-4%	+0%		
chg	+16%	+11%	+11%	-5ppt	+0ppt		
FX-neutral	+14%	+9%	+10%	-4ppt	+1ppt		
FX	+2%	+2%	+1%	-1ppt	-1ppt		
APAC	442	437	438	-1%	+0%		
chg	+12%	+10%	+10%	-1ppt	+0ppt		
FX-neutral	+10%	+9%	+10%	-0ppt	+1ppt		
FX	+2%	+1%	+1%	-1ppt	-0ppt		
Japan	174	170	172	-1%	+1%		
chg	+20%	+17%	+19%	-1ppt	+2ppt		
FX-neutral	+20%	+17%	+18%	-2ppt	+2ppt		
FX	-0%	+0%	+1%	+1ppt	+0ppt		
Middle East	65	69	70	+7%	+2%		
chg	+22%	+28%	+31%	+9ppt	+2ppt		
FX-neutral	+18%	+27%	+26%	+8ppt	-0ppt		
FX	+4%	+2%	+4%	+1ppt	+2ppt		

Source: Company data, UBS estimates, Visible Alpha consensus

Figure 3: Prada group 1Q25 retail sales by brand - actual vs. cons and UBSe

Prada - retail sales by brand	UBSe	Cons	Actuals				
€m Y/E Dec	Q1	Q1	Q1	vs. UBSe	vs. cons		
Prada	843	847	827	-2%	-2%		
chg	+2%	+3%	+0%	-2ppt	-2ppt		
FX-neutral	+2%	+2%	-0%	-2ppt	-2ppt		
FX	+0%	+1%	+0%	+0ppt	-1ppt		
Miu Miu	352	344	377	+7%	+9%		
chg	+51%	+48%	+62%	+11ppt	+14ppt		
FX-neutral	+51%	+47%	+60%	+9ppt	+13ppt		
FX	+0%	+1%	+1%	+1ppt	+0ppt		
Church's	8	8	7	-6%	-3%		
chg	+9%	+6%	+3%	-6ppt	-4ppt		
FX-neutral	+9%	+5%	+2%	-7ppt	-3ppt		
FX	+0%	+1%	+1%	+1ppt	+0ppt		

Source: Company data, UBS estimates, Visible Alpha consensus

## **Changes to estimates**

Figure 4: Estimate changes

		FY25E			FY26E			FY27E	
	Old	New	Change	Old	New	Change	Old	New	Change
Sales	6,022	5,912	-1.8%	6,587	6,384	-3.1%	7,144	6,925	-3.1%
% FX-neutral chg	11.2%	11.3%	0bp	9.4%	9.4%	0bp	8.5%	8.5%	0bp
% FX	-0.4%	-2.5%	-210bp	0.0%	-1.4%	-140bp	0.0%	0.0%	0bp
Gross margin	80.4%	80.4%	0bp	80.4%	80.4%	0bp	80.4%	80.4%	0bp
EBIT, adj.	1,444	1,413	-2.1%	1,616	1,551	-4.1%	1,788	1,717	-3.9%
EBIT margin	24.0%	23.9%	-10bp	24.5%	24.3%	-20bp	25.0%	24.8%	-20bp
Tax rate	30.0%	30.0%	0bp	30.0%	30.0%	0bp	30.0%	30.0%	0bp
EPS, adj.	0.37	0.36	-2.3%	0.42	0.40	-4.3%	0.46	0.45	-4.2%
DPS	0.18	0.18	-2.3%	0.21	0.20	-4.3%	0.23	0.22	-4.2%

Source: UBS estimates

# Prada SpA (1913.HK)

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Income Statement (€m)	12/22	12/23	12/24	12/25E	%ch	12/26E	%ch	12/27E	12/28E	12/29E
Revenues	4,201	4,726	5,432	5,912	8.8	6,384	8.0	6,925	7,337	7,752
Gross profit	3,312	3,802	4,337	4,753	9.6	5,132	8.0	5,568	5,899	6,232
EBITDA (UBS)	1,508	<b>1,738</b>	2,032	2,221	9.3 -7.3	<b>2,429</b>	9.4 -8.8	2,705	<b>2,908</b>	3,134 /1,121\
Depreciation & amortisation	(662) <b>845</b>	(676) <b>1,062</b>	(753)	(808) <b>1,413</b>	10.5	(878) <b>1,551</b>	9.7	(988)	(1,054)	(1,121) <b>2,013</b>
EBIT (UBS) Associates & investment income	<b>643</b>	1,062	<b>1,280</b>	1,413	10.5	1,551 0	9.7	<b>1,717</b> 0	<b>1,854</b> 0	2,013
Other non-operating income	(41)	(58)	(70)	(70)	0.0	(69)	0.0	(69)	(69)	(69)
Net interest	(24)	(32)	(21)	(20)	6.4	(17)	13.8	(13)	(8)	0
Exceptionals (incl goodwill)	0	0	0	0	- 0.4	0	-	0	0	0
Pre-tax profit	780	971	1,189	1,324	11.4	1,464	10.6	1,635	1,777	1,943
Tax	(242)	(298)	(345)	(397)	-15.0	(439)	-10.6	(490)	(533)	(583)
Profit after tax	538	673	843	927	9.9	1,025	10.6	1,144	1,244	1,360
Preference dividends	0	0	0	0	_	. 0	_	0	. 0	. 0
Minorities	(4)	(2)	(4)	(4)	0.0	(4)	0.0	(4)	(4)	(4)
Extraordinary items	0	0	0	0	-	0	_	0	0	0
Net earnings (local GAAP)	534	671	839	922	9.9	1,020	10.6	1,140	1,239	1,356
Net earnings (UBS)	534	671	839	922	9.9	1,020	10.6	1,140	1,239	1,356
Tax rate (%)	31.0	30.7	29.0	30.0	3.3	30.0	0.0	30.0	30.0	30.0
Per Share (€)	12/22	12/23	12/24	12/25E	%ch	12/26E	%ch	12/27E	12/28E	12/29E
EPS (UBS, diluted)	0.21	0.26	0.33	0.36	9.9	0.40	10.6	0.45	0.48	0.53
EPS (local GAAP, diluted)	0.21	0.26	0.33	0.36	9.9	0.40	10.6	0.45	0.48	0.53
EPS (UBS, basic)	0.21	0.26	0.33	0.36	9.9	0.40	10.6	0.45	0.48	0.53
DPS (net) (€)	0.11	0.14	0.16	0.18	9.9	0.20	10.6	0.22	0.24	0.27
Cash EPS (UBS, diluted) 1	0.47	0.53	0.62	0.68	8.7	0.74	9.8	0.83	0.90	0.97
Book value per share	1.36	1.51	1.72	1.92	11.4	2.13	11.4	2.38	2.64	2.93
Average shares (diluted)	2,559	2,559	2,559	2,559	0.0	2,559	0.0	2,559	2,559	2,559
Balance Sheet (€m)	12/22	12/23	12/24	12/25E	%ch	12/26E	%ch	12/27E	12/28E	12/29E
Cash and equivalents	1,092	690	1,012	1,224	21.0	1,521	24.3	1,925	2,518	3,239
Other current assets	1,333	1,473	1,548	1,662	7.4	1,774	6.7	1,902	2,000	2,099
Total current assets	2,425	2,163	2,559	2,886	12.8	3,295	14.2	3,827	4,518	5,337
Net tangible fixed assets	1,577	2,033	2,255	2,491	10.5	2,701	8.4	2,869	2,908	2,887
Net intangible fixed assets	818	846	868	851	-2.0	832	-2.2	810	786	760
Investments / other assets	2,557	2,573	2,867	2,867	0.0	2,867	0.0	2,867	2,867	2,867
Total assets	7,376	7,615	8,550	9,095	6.4	9,696	6.6	10,373	11,079	11,851
Trade payables & other ST liabilities	933	885	1,058	1,100	4.0	1,142	3.8	1,190	1,227	1,264
Short term debt	557	565	626	626	0.0	626	0.0	626	626	626
Total current liabilities	1,490	1,450	1,683	1,726	2.5	1,768	2.4	1,816	1,852	1,889
Long term debt	2,111	2,038	2,162	2,162	0.0	2,162	0.0	2,162	2,162	2,162
Other long term liabilities	276	250	285	285	0.0	285	0.0	285	285	285
Preferred shares	0	0	0	0	- 1.0	0	-	0	0	0
Total liabilities (incl pref shares)	3,877	3,738	4,131	4,173	1.0	4,215	1.0	4,263	4,299	4,336
Common s/h equity	<b>3,481</b>	<b>3,854</b>	<b>4,399</b>	4,902	0.0	<b>5,461</b>	0.0	<b>6,090</b>	<b>6,759</b>	<b>7,495</b>
Minority interests  Total liabilities & equity	7,376	7,615	8,550	9, <b>095</b>	6.4	9,696	6.6	10,373	11,079	11,851
iotai nabinties & equity	1,570	7,015	0,550	5,055	0.4	9,090	0.0	10,575	11,075	11,031
Cash Flow (€m)	12/22	12/23	12/24	12/25E	%ch	12/26E	%ch	12/27E	12/28E	12/29E
Net income (before pref divs)	534	671	839	922	9.9	1,020	10.6	1,140	1,239	1,356
Depreciation & amortisation	662	676	753	808	7.3	878	8.8	988	1,054	1,121
Net change in working capital	(112)	(90)	(81)	(71)	11.6	(70)	1.7	(81)	(61)	(62)
Other operating	39	(102)	141	94	-33.1	91	-2.9	87	82	74
Operating cash flow	1,124	1,155	1,652	1,752	6.1	1,920	9.6	2,134	2,314	2,490
Tangible capital expenditure	(670)	(1,185)	(898)	(1,026)	-14.2	(1,070)	-4.3	(1,133)	(1,068)	(1,074)
Intangible capital expenditure	0	0	0	0	-	0	-	0	0	0
Net (acquisitions) & disposals	(7)	(5)	2	0	-	0	-	0	0	0
Other investing	(2)	1	(4)	0	- 10.0	0	-	0	0	0
Investing cash flow	(678)	(1,189)	(901)	(1,026)	-13.9	(1,070)	-4.3	(1,133)	(1,068)	(1,074)
Equity dividends paid	(180)	(282)	(351)	(424)	-20.9	(466)	-9.8	(515)	(575)	(624)
Share issues / (buybacks)	0	3	0	0	-	0	-	0	0	0
Other financing Change in debt & pref shares	0 (179)	0 (62)	0 (86)	0 (90)	-4.4	0 (87)	- 2 1	0 (83)	0 (78)	0 (70)
Financing cash flow	(359)	(342)	(86) (437)	(90) <b>(514)</b>	-4.4 -17.7	(87) <b>(553)</b>	-7.6	(83) ( <b>598)</b>	(78) (652)	(70) ( <b>694)</b>
Cash flow inc/(dec) in cash	(359)	(342)	314	(514)	-17.7	(553)	39.9	403	593	721
FX / non cash items	24	(27)	8	0	-32.3	0	39.9	<b>403</b> 0	0	0
Balance sheet inc/(dec) in cash	110	(402)	322	212	-34.0	297	39.9	403	593	721
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Source: Company accounts, UBS estimates. (UBS) metrics use reported figures which have been adjusted by UBS analysts.\(^1\) Cash EPS (UBS, diluted) is calculated using UBS net income adding back depreciation and amortization.

# Prada SpA (1913.HK)

Valuation (x)	12/22	12/23	12/24	12/25E	12/26E	12/27E	12/28E	12/29E
P/E (local GAAP, diluted)	25.4	23.1	20.3	15.6	13.8	12.3	11.4	10.4
P/E (UBS, diluted)	25.4	23.1	20.3	15.6	13.8	12.3	11.4	10.4
P/CEPS	11.3	11.5	10.7	8.3	7.4	6.6	6.1	5.7
Equity FCF (UBS) yield %	3.3	(0.2)	4.4	5.1	6.0	7.1	8.8	10.1
Dividend yield (net) %	2.1	2.3	2.3	3.3	3.6	4.1	4.4	4.8
P/BV	3.9	4.0	4.1	2.9	2.6	2.3	2.1	1.9
EV/revenues (core)	3.6	3.6	3.4	2.6	2.4	2.2	2.1	2.0
EV/EBITDA (UBS core)	9.9	9.7	9.1	7.0	6.4	5.7	5.3	4.9
EV/EBIT (core)	9.9 17.7	15.9	14.4	10.9	10.0	9.0	8.3	7.7
* *								
EV/OpFCF (core)	19.4	17.1	15.4	11.7	10.6	9.6	8.9	8.2
EV/op. invested capital	3.0	3.1	3.1	2.4	2.3	2.2	2.2	2.2
Enterprise value (€m)	12/22	12/23	12/24	12/25E	12/26E	12/27E	12/28E	12/29E
Market cap.	13,568	15,525	17,081	14,075	14,075	14,075	14,075	14,075
Net debt (cash)	(678)	(678)	(678)	(678)	(678)	(678)	(678)	(678)
Buy out of minorities	20	20	20	20	20	20	20	20
Pension provisions/other	2,033	2,033	2,033	2,033	2,033	2,033	2,033	2,033
Total enterprise value	14,943	16,900	18,455	15,450	15,450	15,450	15,450	15,450
Non core assets	0	0	0	0	0	0	0	0
Core enterprise value	14,943	16,900	18,455	15,450	15,450	15,450	15,450	15,450
Growth (%)	12/22	12/23	12/24	12/25E	12/26E	12/27E	12/28E	12/29E
Revenue	24.8	12.5	14.9	8.8	8.0	8.5	6.0	5.7
EBITDA (UBS)	34.6	15.3	16.9	9.3	9.4	11.4	7.5	7.8
EBIT (UBS)	72.7	25.6	20.5	10.5	9.7	10.8	8.0	8.6
EPS (UBS, diluted)	81.6	25.6	25.0	9.9	10.6	11.7	8.7	9.4
Net DPS	57.1	24.5	19.7	9.9	10.6	11.7	8.7	9.4
Margins & Profitability (%)	12/22	12/23	12/24	12/25E	12/26E	12/27E	12/28E	12/29E
Gross profit margin	NM	NM	NM	NM	NM	NM	NM	NM
EBITDA margin	35.9	36.8	37.4	37.6	38.1	39.1	39.6	40.4
	20.1	22.5	23.6	23.9	24.3	24.8	25.3	26.0
EBIT (UBS) margin								
Net earnings (UBS) margin	12.7	14.2	15.4	15.6	16.0	16.5	16.9	17.5
ROIC (EBIT)	16.7	19.4	21.2	22.1	23.3	24.9	26.3	28.4
ROIC post tax	11.5	13.5	15.1	15.5	16.3	17.4	18.4	19.8
ROE (UBS)	16.2	18.3	20.3	19.8	19.7	19.7	19.3	19.0
Capital structure & Coverage (x)	12/22	12/23	12/24	12/25E	12/26E	12/27E	12/28E	12/29E
Net debt / EBITDA	1.0	1.1	0.9	0.7	0.5	0.3	0.1	(0.1)
Net debt / total equity %	45.0	49.4	40.2	31.8	23.1	14.1	4.0	(6.0)
Net debt / (net debt + total equity) %	31.0	33.1	28.7	24.1	18.8	12.4	3.8	(6.4)
Net debt/EV %	11.3	10.3	10.0	10.8	9.2	6.9	3.7	(0.6)
Capex / depreciation %	101.1	175.2	119.3	127.1	121.8	114.7	101.4	95.9
Capex / revenue %	15.9	25.1	16.5	17.4	16.8	16.4	14.6	13.9
EBIT / net interest	34.5	33.1	60.0	70.8	NM	NM	NM	NM
Dividend cover (UBS)	1.9	1.9	2.0	2.0	2.0	2.0	2.0	2.0
Div. payout ratio (UBS) %	52.7	52.2	50.0	50.0	50.0	50.0	50.0	50.0
Div. payout ratio (ODD) 70	JL.1	22.2	50.0	50.0	50.0	50.0	30.0	50.0
Revenues by division (€m)	12/22	12/23	12/24	12/25E	12/26E	12/27E	12/28E	12/29E
Others	4,201	4,726	5,432	5,912	6,384	6,925	7,337	7,752
Total	4,201	4,726	5,432	5,912	6,384	6,925	7,337	7,752
EBIT (UBS) by division (€m)	12/22	12/23	12/24	12/25E	12/26E	12/27E	12/28E	12/29E
Others	845	1,062	1,280	1,413	1,551	1,717	1,854	2,013
Total	845	1,062	1,280	1,413	1,551	1,717	1,854	2,013
เบเลเ	043	1,002	1,200	1,413	1,331	1,717	1,034	2,013

Source: Company accounts, UBS estimates. (UBS) metrics use reported figures which have been adjusted by UBS analysts.

#### **Forecast returns**

Forecast price appreciation	58.8%
Forecast dividend yield	3.3%
Forecast stock return	62.0%
Market return assumption	8.7%
Forecast excess return	53.3%

#### **Company Description**

Prada Group is a luxury company with the majority of sales from the Prada brand (81% of sales). It also owns Miu Miu (14% of sales) and other brands such as Church's and Car Shoe (together 3%). Its exposure is global, covering Europe (38% of sales), Asia ex-Japan (33%), the Americas (14%) and Japan (11%).

#### **Valuation Method and Risk Statement**

Risk to luxury goods companies include: (1) external influence on consumption, such as terrorism and epidemics; (2) drastic political changes; (3) pricing pressure; (4) brand value; (5) management execution and successor issues; (6) perception in equity market about their long-term growth; and (7) foreign exchange rates. Our price target is an average of DCF and relative P/E valuation.

#### **Quantitative Research Review**

UBS Global Research publishes a quantitative assessment of its analysts' responses to certain questions about the likelihood of an occurrence of a number of short term factors in a product known as the 'Quantitative Research Review'. The views for this month can be found below. Views contained in this assessment on a particular stock reflect only the views on those short term factors which are a different timeframe to the 12-month timeframe reflected in any equity rating set out in this note. For previous responses please make reference to (i) previous UBS Global Research reports; and (ii) where no applicable research report was published that month, the Quantitative Research Review which can be found at <a href="https://neo.ubs.com/quantitative">https://neo.ubs.com/quantitative</a>, or contact your UBS sales representative for access to the report or the Quantitative Research Team on <a href="mailto:ubs-quant-answers@ubs.com">ubs-quant-answers@ubs.com</a>. A consolidated report which contains all responses is also available and again you should contact your UBS sales representative for details and pricing or the Quantitative Research Team on the email above.

#### Prada SpA

Question	Response
1. Is the industry structure facing the firm likely to improve or deteriorate over the next six months? Rate on a scale of 1-5 (1 = getting worse, 3 = no change, 5 = getting better, N/A = no view)	3
2. Is the regulatory/government environment facing the firm likely to improve or deteriorate over the next six months? Rate on a scale of 1-5 (1 = getting tougher 3 = no change, 5 = getting better, N/A = no view)	3
3. Over the last 3-6 months in broad terms have things been improving/no change/getting worse for this stock? Rate on a scale of 1-5 (1 = getting a lot worse, 3 = not much change, 5 = getting a lot better, N/A = no view)	3
4. Relative to the current CONSENSUS EPS forecast, is the next company EPS update likely to lead to: (1 = negative surprise vs consensus, 3 = in-line with consensus, 5 = positive surprise vs consensus expectations, N/A = no view)	3
5. What's driving the difference?	
6. Relative to YOUR current earnings forecast, is there relatively greater risk at the next earnings result of:(1 = downside skew risk to earnings, 3 = equal upside or downside risk to earnings, 5 = upside skew risk to earnings, N/A = no view)	3
7. What's driving the difference?	
8. Is there an upcoming catalyst for the company over the next three months?	No Catalyst
9. Is there an actual or approximate date for the catalyst?	April 30, 2025
10. Is the catalyst date an actual or approximate date?	N/A
11. What is the catalyst?	

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12-Month Rating	Definition	Coverage <sup>1</sup>	IB Services <sup>2</sup>
Buy	FSR is > 6% above the MRA.	52%	24%
Neutral	FSR is between -6% and 6% of the MRA.	40%	20%
Sell	FSR is > 6% below the MRA.	8%	22%
Short-Term Rating	Definition	Coverage <sup>3</sup>	IB Services <sup>4</sup>
Buy	Stock price expected to rise within three months from the time the rating was assigned because of a specific catalyst or event.	<1%	<1%
Sell	Stock price expected to fall within three months from the time the rating was assigned because of a specific catalyst or event.	<1%	<1%

Source: UBS. Rating allocations are as of 31 March 2025.

- 1:Percentage of companies under coverage globally within the 12-month rating category.
- 2:Percentage of companies within the 12-month rating category for which investment banking (IB) services were provided within the past 12 months.
- 3: Percentage of companies under coverage globally within the Short-Term rating category.
- 4:Percentage of companies within the Short-Term rating category for which investment banking (IB) services were provided within the past 12 months.

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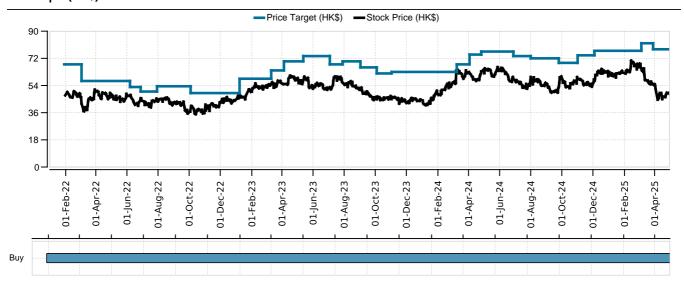
#### **Company Disclosures**

Company Name	Reuters	12-month rating	Price	Price date
Prada SpA	1913.HK	Buy	HK\$48.50	30 Apr 2025

Source: UBS Global Research; LSEG Eikon. All prices as of local market close. Ratings in this table are the most current published ratings prior to this report. They may be more recent than the stock pricing date.

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#### Prada SpA (HK\$)



Date	Stock Price (HK\$)	Price Target (HK\$)	Rating
2022-01-28	46.30	68.00	Buy
2022-03-03	46.20	57.00	Buy
2022-06-06	47.20	53.00	Buy
2022-06-27	44.15	50.00	Buy
2022-07-29	45.30	53.50	Buy
2022-10-03	36.70	49.00	Buy

Date	Stock Price (HK\$)	Price Target (HK\$)	Rating
2023-01-07	45.55	58.50	Buy
2023-03-10	54.75	64.00	Buy
2023-04-04	54.90	70.00	Buy
2023-05-12	56.35	73.50	Buy
2023-07-03	52.35	68.00	Buy
2023-07-28	56.30	70.00	Buy
2023-09-01	51.25	66.00	Buy
2023-10-03	46.50	62.00	Buy
2023-11-01	45.15	63.00	Buy
2024-03-08	63.90	68.00	Buy
2024-04-02	62.90	74.50	Buy
2024-04-25	61.65	76.50	Buy
2024-06-27	59.60	73.50	Buy
2024-07-31	56.40	72.00	Buy
2024-09-24	52.05	69.00	Buy
2024-10-31	59.55	74.00	Buy
2024-12-03	57.95	77.00	Buy
2025-03-05	65.75	82.00	Buy
2025-03-28	55.10	78.00	Buy

Source: UBS Global Research; LSEG Eikon as of 30-Apr-2025. All prices as of local market close. Ratings as of date shown.

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