# **Prada Denmark ApS**

Østergade 60, DK-1100 Copenhagen K CVR no. 36 73 33 14

# Annual report

for the period 1 January - 31 December 2021

Approved at the Company's annual general meeting on 31 May 2022

Francesca byrtoryini (Director

Alessandra Cozzani (Director)

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### Statement by the Executive Board

Today, the Executive Board has discussed and approved the annual report of Prada Denmark ApS for the financial year 1 January - 31 December 2021.

The annual report is prepared in accordance with the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the financial position of the Company at 31 December 2021 and of the results of the Company's operations for the financial year 1 January - 31 December 2021.

Further, in our opinion, the Management's review gives a fair review of the matters discussed in the Management's review.

We recommend that the annual report be approved at the annual general meeting.

Copenhagen, 31 May 2022

Executive Board:

ancesca Bertoncini

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Alessandra Cozzani

Director

### Independent auditor's report

#### To the shareholders of Prada Denmark ApS

#### Opinion

We have audited the financial statements of Prada Denmark ApS for the financial year 01.01.2021 - 31.12.2021, which comprise the income statement, balance sheet, Statement of changes in equity and notes, including a summary of significant accounting policies. The financial statements are prepared in accordance with the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the Entity's financial position at 31.12.2021 and of the results of its operations for the financial year 01.01.2021 - 31.12.2021 in accordance with the Danish Financial Statements Act.

#### **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (ISAs) and additional requirements applicable in Denmark. Our responsibilities under those standards and requirements are further described in the Auditor's responsibilities for the audit of the financial statements section of this auditor's report. We are independent of the Entity in accordance with the International Ethics Standards Board of Accountants' Code of Ethics for Professional Accountants (IESBA Code) and the additional requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### Management's responsibilities for the financial statements

Management is responsible for the preparation of financial statements that give a true and fair view in accordance with the Danish Financial Statements Act, and for such internal control as Management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, Management is responsible for assessing the Entity's ability to continue as a going concern, for disclosing, as applicable, matters related to going concern, and for using the going concern basis of accounting in preparing the financial statements unless Management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

### Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgement and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or
  error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient
  and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting
  from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional
  omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are
  appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the
  Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.

#### Independent auditor's report

- Conclude on the appropriateness of Management's use of the going concern basis of accounting in preparing the financial statements, and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures in the notes, and whether the financial statements represent the underlying transactions and events in a manner that gives a true and fair view.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

#### Statement on the Management's commentary

Management is responsible for the management commentary.

Our opinion on the financial statements does not cover the management commentary, and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the management commentary and, in doing so, consider whether the management commentary is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

Moreover, it is our responsibility to consider whether the management commentary provides the information required under the Danish Financial Statements Act.

Based on the work we have performed, we conclude that the management commentary is in accordance with the financial statements and has been prepared in accordance with the requirements of the Danish Financial Statements Act. We did not identify any material misstatement of the management commentary.

Copenhagen, 31 May 2022 Deloitte Statsautoriseret Revisionspartnerselskab CVR no. 33 96 35 56

Jan Larsen

State Authorised Public Accountant Identification No (MNE) mne16541

#### Management's review

#### Company details

Name Prada Denmark ApS

Address, Postal code, City Østergade 60, DK-1100 Copenhagen K

CVR no. 36 73 33 14
Established 1 May 2015
Registered office Copenhagen

Financial year 1 January - 31 December

Executive Board Francesca Bertoncini, General Manager

Alessandra Cozzani, Director

Auditors Deloitte Statsautoriseret Revisionspartnerselskab

Weidekampsgade 6, DK-2300 Copenhagen

#### Management commentary

#### **Business review**

Principal activities of the Company comprise import, distribution and sales of Prada products in Denmark. The company runs two channels for the distribution and sales activities: the retail, through the directly operated store into Illum mall, and the e-commerce, through its own website.

The Covid-19 pandemic continued to fuel a transformation process in the luxury goods market in 2021, making it truly evolve. The share of consumers belonging to young generations increased considerably, as did the input of the digital sales channels and local consumers. Ethical products, the social responsibility of the brands and the significance of human beings in the buying experience, even in the new physical-digital ecosystem, have become of paramount importance to the industry's value proposition.

Focusing on being relevant, sustainable and impactful, the Prada Group has succeeded in evolving with the market in this scenario of mutations. The combination of its unique creative prowess and a transformational omnichannel strategy has enhanced the perceived value of the brands and products, paving the way for revenue growth and putting the company back on the path of long-term value creation.

The commercial strategy was behind this growth with a more profitable sales mix and the almost complete elimination of markdowns.

The Prada Group rebalanced the merchandise mix at the stores to feature new products with the creative talents of the Group design team. The new mix contains all product categories and is supported by numerous efforts to further enhance the shopping experience and strengthen relationships with the customers.

To face rapid changes in consumer behaviors, the Group invested in the value of its products, enhancing quality, style and technology, and through greater control in pricing policy to achieve a more consistent and clearer offer to its customers.

In November and up until February 2022 a pop-up installation about on Ice theme was set up, leading to increased footfall in the store and a continuously evolving retail image; the initiative raised store productivity rates and was critical to strengthening the brand identity.

Investments in content and in traditional and digital communication channels led to excellent results even in the online brand visibility metrics. Effective communication campaigns made it possible to expand the involvement of the digital community during successful events, such as the Prada 2022 Spring/Summer fashion show, the first be to presented simultaneously in two cities (Milan and Shanghai), and the 36th America's Cup presented by Prada, the most viewed edition ever.

The omnichannel growth strategy at Group level included new investments that will soon lead to additional optimization of back end retail operations and greater use of data, making the customer relationship management (CRM) activities

#### Management's review

even more effective.

#### Financial review

In 2021, the Company's revenue amounted to DKK 35,176 thousand against DKK 23,650 thousand of last year registering a sharp increase of 49%, and a significant +33% on 2019, not hit from the pandemic.

The development in sales, despite the pandemic, has been possible thanks to a strong growth of the e-commerce channel, which more than doubled (+141%) from 2020 already good levels and to a relevant increase in local retail sales (+27%), especially in the last quarter of the year.

In terms of customers' nationality, as per 2021 figures, the Company's ratio can be split into 89% local customers and 11% travelers.

Coming to cost-saving and efficiency measures, operating expenses were reduced thanks in part to rent discounts obtained (around -31%) and wage supplements, for which the Company resulted eligible to access (a -16% on the gross wages and salaries plus social charges costs). The remainder is a consequence of reduced discretionary expenses.

The good pace of operations performance permitted the Company to pay-back a part of the intercompany loan open against its controlling company. Some 5 mln DKK were paid back, and the loan has been renewed for a further two years on a capital basis of 15 mln DKK.

The income statement for 2021 shows a profit of DKK 419 thousand against a profit of DKK 291 thousand last year, and the balance sheet at 31 December 2021 shows an equity of DKK 27,366 thousand.

The directors are convinced that continuous investments in people, products and relationships with customers will deliver resilience and will allow further growth in the future.

#### Outlook and events after the balance sheet date

The Company keeps going well and new investment projects through pop-up installations from the spring 2022 will help sustain the development in net sales.

Continuous investment in people, customer relationships and digital communication delivered resilience and rapid increase in sales.

Despite the lack of tourism, the company has been able to generate increased sales +190% in first quarter of 2022 on the previous period, though last year mainly impacted from lock-down measures and restrictions on travels from abroad. The sales increase of first quarter 2022 was strong also with reference with the pre- pandemic period, showing a growth of +137% compared to fiscal year 2019 and demonstrating a positive response from local customers and the strength of the brand.

These results give the Company confidence to achieve its medium-term targets and to continue its actions to evolve the business and navigate the changing luxury market.

The ongoing conflict in Ukraine at the time of writing does not seem to have a significant impact over the Company's operations, enabling an optimistic approach for the future, even though it is difficult to predict the consequences on the global economy.

Furthermore, from a financial point of view, the company can rely on prompt financing from its controlling company, which covers the financial cash flow needs during the year.

## Income statement

		2021	2020
Note	DKK'000		
	Net revenue	35,176	23,651
	Other operating income	1,052	2,080
	Cost of good sold Other external expenses	-7,527 -18,151	-4,683 -10,201
	Gross margin	10,550	10,847
2	Staff costs	-6,601	-7,121
	Amortisation/depreciation and impairment of intangible assets and property, plant and equipment	-3,052	3,048_
	Profit/(loss) before net financials	897	678
3	Financial expenses		
	Profit/(loss) before tax	617	383
4	Tax for the year	198	-92
	Profit/loss for the year	419	291
	Recommended appropriation of profit/loss		
	Retained earnings	419	291_
		419	291

### **Balance sheet**

Vote	DKK'000	2021	2020
	ASSETS		
5	Fixed assets		
	Property, plant and equipment		
	Fixtures and fittings, other plant and equipment	7,580	8,687
	Leasehold improvements	17,864	19,771
	Tangible asset under construction	0	7
		25,444	28,465
	Fixed assets Investments	20	20
	Deposits	38	38_
	Total fixed assets	25,482_	28,503
	Non-fixed assets		
	Inventories	40.764	10.700
	Finished goods and goods for resale	18,764_	10,796
		18,764	10,796
	Receivables		
	Trade receivables	9,828	5,842
	Receivables from group enterprises	10,106	11,376
	Prepayments	29	20_
		19,963	17,238
	Cash	315	3,638_
	Total non-fixed assets	39,042	31,672
	Josef Hotel Hace doors		
	TOTAL ASSETS	64,524	60,175

## Balance sheet

Note	DKK'000	2021	2020
	EQUITY AND LIABILITIES Equity		
6	Share capital	7,500	7,500
_	Retained earnings	19,866	19,447
	•		
	Total equity	27,366	26,947
	. ,		
	Provisions		
	Deferred tax	516	317
	Litigation fund	<u>576</u>	0
	Total provisions	1,092	317_
	Liabilities other than provisions		
7	Non-current liabilities other than provisions		
	Payables to group enterprises	15,000	0
	Otherwanishia		
	Other payables	0	568_
		15,000	568
	Current liabilities other than provisions		
	Trade payables	6,515	1,880
	Payables to group enterprises	11,634 2,917	25,814 4,649
	Other payables	2,317	4,043
		21,066	32,343
		21,000	
	Total liabilities other than provisions	36,066	32,911
	Total Internation of the State		
	TOTAL EQUITY AND LIABILITIES	64,524	60,175

<sup>1</sup> Accounting policies

<sup>8</sup> Contractual obligations and contingencies, etc.

<sup>9</sup> Collateral

<sup>10</sup> Related parties

# Statement of changes in equity

DKK'000	Share capital	Retained earnings	Total
Equity at 1 January 2021	7,500	19,447	26,947
Transfer through appropriation of profit	0	419	419
Equity at 31 December 2021	7,500	19,866	27,366

#### Notes to the financial statements

#### 1 Accounting policies

The annual report of Prada Denmark ApS for the period 1 January - 31 December 2021 has been prepared in accordance with the provisions in the Danish Financial Statements Act applying to reporting class B entities and elective choice of certain provisions applying to reporting class C entities.

#### Foreign currency translation

On initial recognition, foreign currency transactions are translated applying the exchange rate at the transaction date. Receivables, payables and other monetary items denominated in foreign currencies that have not been settled at the balance sheet date are translated using the exchange rate at the balance sheet date. Exchange differences that arise between the rate at transaction date an the rate in effect at the payment date, or the rate at the balance sheet date, are recognised in the income statement as financial income or financial expenses.

When recognising foreign subsidiaries and associates that are independent entities, the income staments are translated at average exchange rates for the months that do not significantly deviate from the rates at the transaction date. Balamce sheet items are translated using the exchange rates at the balance sheet date.

#### Income statement

#### Revenue

Income from the sale of goods for resale, is recognised in revenue when the most significant rewards and risks have been transferred to the buyer and provided the income can be measured reliably and payment is expected to be received.

#### Other operating income

It includes income still part of the ordinary course of business, but that does not qualify as revenues from direct operations.

In the current year the category hosts also the contributions received from government as reimbursement of payroll related expenses (ref. "Loenkompensation", DKK 695 thousand). It has been grant in connection with the emergency plan adopted from government as a response to the spreading of pandemic, which caused forced closing waves of retail stores, until April 2021. An equivalent amount of DKK 999 thousand was received in the comparative period.

#### Cost of sales

Cost of sales includes the cost of goods used in generating the year's revenue.

#### Other external expenses

Other external expenses include the year's expenses relating to the Company's core activities, including expenses relating to distribution, sale, advertising, administration, premises, bad debts, payments under operating leases, etc.

#### Staff costs

Staff costs include wages and salaries, including compensated absence and pension to the Company's employees, as well as other social security contributions, etc.

#### Depreciation

The item comprises depreciation of property, plant and equipment.

The basis of depreciation, which is calculated as cost less any residual value, is on a straight line basis over the expected useful life. The expected useful lives of the assets are as follows:

Fixtures and fittings, other plant and equipment 5-15 years Leasehold improvements 15 years

Specifically for leaseholds and assets subject to finance leases the depreciation horizon cannot exceed the contract period. Estimated useful lives and residual values are reassessed annually. In case applicable, items of property, plant and equipments are written down to the lower between recoverable value and carrying amount (as per above calculations)

#### Financial expenses

Financial expenses are recognised in the income statements at the amounts that concern the financial year. Net financials include interest expenses as well as allowances and surcharges under the advance-payment-of-tax scheme, etc.

#### Tax

Tax for the year includes current tax on the year's expected taxable income and the year's deferred tax adjustments. The portion of the tax for the year that relates to the profit/loss for the year is recognised in the income statement, whereas the portion that relates to transactions taken to equity is recognised in equity.

The entity is jointly taxed with other group entities. The total Danish income tax charge is allocated between profit/loss-making Danish entities in proportion to their taxable income (full absorption).

Jointly taxed entities entitled to a tax refund are reimbursed by the management company based on the rates applicable to interest allowances, and jointly taxed entities which have paid too little tax pay a surcharge according to the rates applicable to interest surcharges to the management company.

#### **Balance sheet**

#### Property, plant and equipment

Items of property, plant and equipment are measured at cost less accumulated depreciation and impairment losses. Cost includes the acquisition price and costs directly related to the acquisition until the time at which the asset is ready for use.

### Impairment of fixed assets

The carrying amount of intangible assets, property, plant and equipment and investments in subsidiaries and associates is assessed for impairment on an annual basis.

Impairment tests are conducted on assets or groups of assets when there is evidence of impairment. The carrying amount of impaired assets is reduced to the higher of the net selling price and the value in use (recoverable amount).

The recoverable amount is the higher of the net selling price of an asset and its value in use. The value in use is calculated as the present value of the expected net cash flows from the use of the asset or the group of assets and the expected net cash flows from the disposal of the asset or the group of assets after the end of the useful life.

Previously recognised impairment losses are reversed when the reason for recognition no longer exists. Impairment losses on goodwill are not reversed.

#### Inventories

Inventories are measured at cost in accordance with the weighted average cost method due to the fact that the composition of the stock is only related to finished goods held for sale in the ordinary course of the business. Where the net realisable value is lower than cost, inventories are written down to this lower value. The net realisable value of inventories is calculated as the sales amount less costs of completion and expenses required to effect the sale and is determined taking into account marketability, obsolescence and development in the expected selling price.

Goods for resale are measured at cost, which comprises the cost of acquisition plus delivery costs as well as other expenses directly attributable to the acquisition.

#### Receivables

Receivables are measured at amortised cost.

An impairment loss is recognised if there is objective evidence that a receivable or a group of receivables is impaired. If there is objective evidence that an individual receivable has been impaired, an impairment loss is recognised on an individual basis.

Receivables in respect of which there is no objective evidence of individual impairment are tested for objective evidence of impairment on a portfolio basis. The portfolios are primarily based on the debtors' domicile and credit ratings in line with the Company's risk management policy. The objective evidence applied to portfolios is determined based on historical loss experience.

Impairment losses are calculated as the difference between the carrying amount of the receivables and the present value of the expected cash flows, including the realisable value of any collateral received. The effective interest rate for the individual receivable or portfolio is used as discount rate.

#### **Prepayments**

Prepayments recognised under "Assets" comprise prepaid expenses regarding subsequent financial reporting years. Prepayments are measured at cost.

## Equity

### Proposed dividends

Dividend proposed for the year is recognised as a liability once adopted at the annual general meeting (declaration date). Dividends expected to be distributed for the financial year are presented as a separate item under "Equity".

#### Income taxes

Current tax payables and receivables are recognised in the balance sheet as the estimated income tax charge for the year, adjusted for prior-year taxes and tax paid on account.

Deferred tax is measured according to the liability method on all temporary differences between the carrying amount and the tax base of assets and liabilities. However, deferred tax is not recognised on temporary differences relating to goodwill which is not deductible for tax purposes and on office premises and other items where temporary differences, apart from business combinations, arise at the date of acquisition without affecting either profit/loss for the year or taxable income. Where alternative tax rules can be applied to determine the tax base, deferred tax is measured based on Management's intended use of the asset or settlement of the liability,

respectively.

#### **Provisions**

The Company is involved in civil disputes and the related provisions for risks and charges are booked in the financial statements both on the basis of historical experience and on the basis of assumptions concerning future events that are difficult to predict as also depending on factors that are not under the full control of the Company. Therefore it is possible that after the reporting period, departures between the estimates made and the actual results materialize so that it might be necessary to make adjustments to the values of the liabilities recognized. Application of exemptions to some or all of the disclosures are applied when these could prejudice seriously the position of the Company in a dispute with other parties on the subject matter of the provision.

#### Liabilities

Financial liabilities comprising amounts owed to credit institutions, trade payables and payables to group enterprises are recognised at the date of borrowing at cost, corresponding to the proceeds received less transaction costs paid. In subsequent periods, financial liabilities are measured at amortised cost.

Financial liabilities also include the capitalised residual obligation on finance leases. Other liabilities are measured at net realisable value

## Notes to the financial statements

	DKK'000	2021	2020
2	Staff costs		
_	Wages/salaries	6,555	7,049
	Other social security costs	46_	72
		6,601	7,121
	Average number of full-time employees	12	13
		2021	2020
	DKK'000		
3	Financial expenses Interest expenses, group entities	163	256
	Other financial expenses	117	39
		280	295
		2021	2020
	DKK'000		
4	Tax for the year  Deferred tax adjustments in the year	198_	92
		198	92

# Notes to the financial statements

<ul> <li>Fixed assets</li> </ul>	-	Fixed	assets
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7

DKK'000	Fixt. & fittings, other plant and equipment	Leasehold improvements	Tang Asset under Construction	Dep	osits	Total
Cost at 1 January 2021	12,210	26,772	7		38	39,027
Additions/Decreases	31	0			0	31
Reversal to finished	0	7	-7		0	0
assets					_	
Impairment	0	0_	0		0	0
Cost at 31	12,241	26,779	0		38	39,058
December 2021 Impairment losses						
and depr fund at 1	3,523	7,001	0		0	10,524
January 2021		4.044			0	3.053
Depreciation	1,138 0	1,914 0	0		0 0	3,052 0
Impairment	<u> </u>	0				
Impairment losses and depr. fund						
at 31 December 2021	4,661	8,915	0	-	0	13,576
Carrying amount at 31 December 2021	7,580	17,864	-	8	38	25,482
Depreciated over	5-15 years	15 years	N/A		N/A	
Share capital						
Analysis of changes in t	he share capital ove	r the past 3 years:				
DKK'000		2021	2020	2019		
Opening balance		•	7,500	7,500		
Capital increase			0	0		
	_	7,500	7,500	7,500		
Non-current liabilities	other than provision	าร				
DKK'000	Total d 31/12/2		epayment, kt year	Long-term portion		utstanding debt er 5 years
Payables to group enterprises	- 1	15,000	0	15,000		0
		15,000	0	15,000	=	0

18,854

### Financial statements 1 January - 31 December 2021

#### Notes to the financial statements

The other payables long-term have been cleared through the year from a payment to Danish Authority LFM, to which the frozen part of the holiday provision has been paid, in application of the change into personnel holiday legislation.

The company has exposed below the quota of provision against employees for which the holiday were destined to the State Holiday Fund, from those that can be freely used from employees in the course of next year.

DKK'000	Total debt at 31/12/2021	Frozen fund, L/T	Floating fund, S/T
Other payables, holiday provision	204	0	204

#### 8 Contractual obligations and contingencies, etc.

#### Other contingent liabilities

The Company is jointly taxed with Church Denmark ApS. The Company has joint and several unlimited liability for Danish corporation taxes within Danish entities that are part of the joint taxation.

## Other financial obligations

#### **DKK'000**

Rent and lease liabilities 29,375

### 9 Collateral

The Company has not provided any security or other collateral in assets at 31 December 2021.

### 10 Related parties

### Information about consolidated financial statements

Parent	Domicile
Prada S.p.A	Via Fogazzaro 28, 20135
•	Milano, Italy

Requisitioning of the parent company's consolidated financial statements

https://www.pradagroup.com/conten t/dam/pradagroup/documents/Sh areholderinformation/2022/ingles e/annual-report-2021/e-Annual%20Report%202021.df.pdf

#### Related party transactions

The Company solely discloses related party transactions that have not been carried out on an arm's length basis, cf. section 98c(7) of the Danish Financial Statements Act.

All transactions have been carried out on an arm's length basis.