N. 25E02693

29/11/2026

Top Manager Reputation

The permanent observatory of top managers with the best online reputation certifies that:

Patrizio Bertelli

President of Prada

is among the top100 managers with the best online reputation in Italy starting from July 2023

Achieved the following results:

Best ranking position	55	50.98 on October 2026
Best position in the sector Fashion & Beauty	7	51.11 on October 2024
Ranking position 2024	78	45.39

The permanent observatory Top Manager Reputation (www.en.topmanagers.it) monthly and analytically analyzes the web reputation of the top executives of the most important companies in the national landscape. Established in 2013 in partnership with Affari & Finanza of La Repubblica, and since October 2018 has become a monthly feature on L'Economia of Corriere della Sera. The analyzed database is composed of digital content detectable online. The ranking examines Web 1.0 channels (news and mentions), those on Web 2.0 (blogs, social networks) and the historical evolution, calculating for each content the reputational contribution in both quantitative (volumes) and qualitative (values) terms.

Top Manager

Non-modifiable and non-reproducible Certificate No. 25E02693 issued on 29/11/2026.
The original certificate copy is digitally stored and protected in the archives of the observatory.

Company certified UNI CEI EN ISO/IEC 27001:2017 (Certificate No. 54744) - UNI EN ISO 9001:2015 (Cert. No. 9175.RPTM)