

INVESTOR MEETING PRESENTATION

HUGO BOSS

PRELIM. FY 2022

PAGE 2 AGENDA

O1 CLAIM 5
STRATEGY

PRELIM. FY 2022
RESULTS

O3 GENERAL INFORMATION

GENDAAGEN



BECOME ONE OF **THE TOP 100 GLOBAL BRANDS**

EUR
BILLION
IN SALES
BY 2025

12% EBIT MARGIN BY 2025





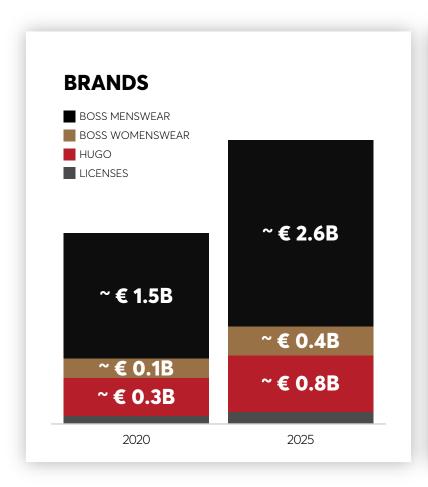
HUGO BOSS

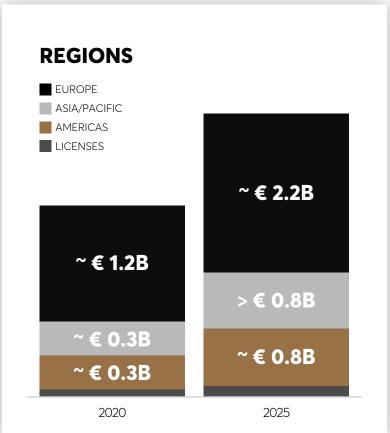
GROUP SALES	€ 4B in 2025
SALES	~ 6%
GROWTH	CAGR 2019 - 2025
EBIT MARGIN	~ 12% OF GROUP SALES
EBIT	~6%
GROWTH	CAGR 2019 - 2025

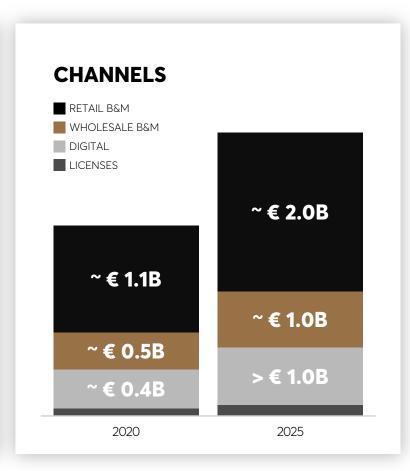
FCF GENERATION

~ € 2B 2021 - 2025

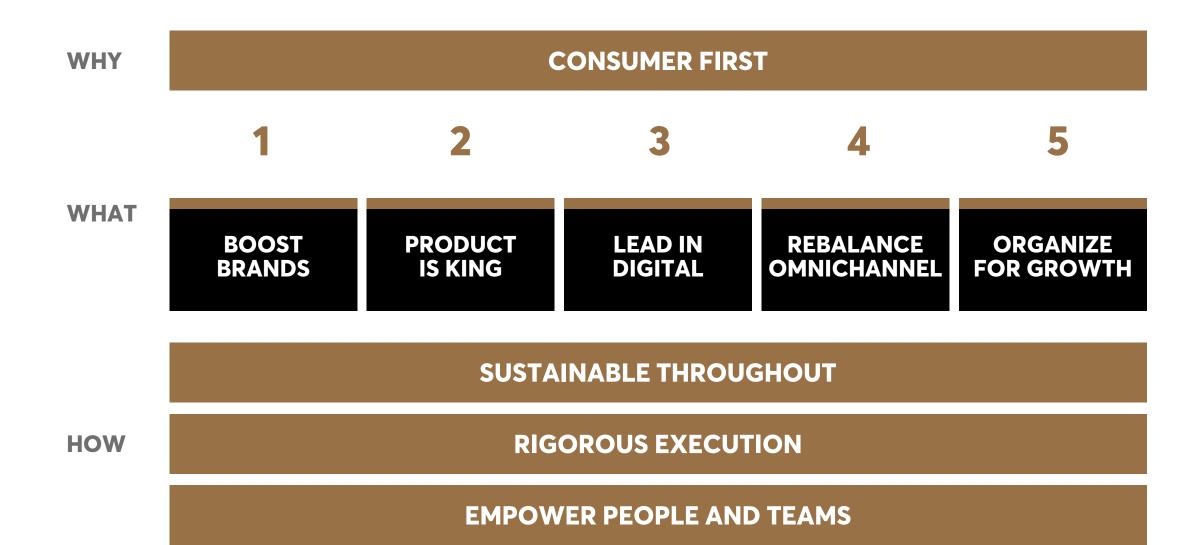
BALANCED GROWTH TO EXPLOIT THE FULL POTENTIAL ALL BRANDS, REGIONS, AND CHANNELS CONTRIBUTE TO "CLAIM 5"







CLAIM 5 STRATEGY



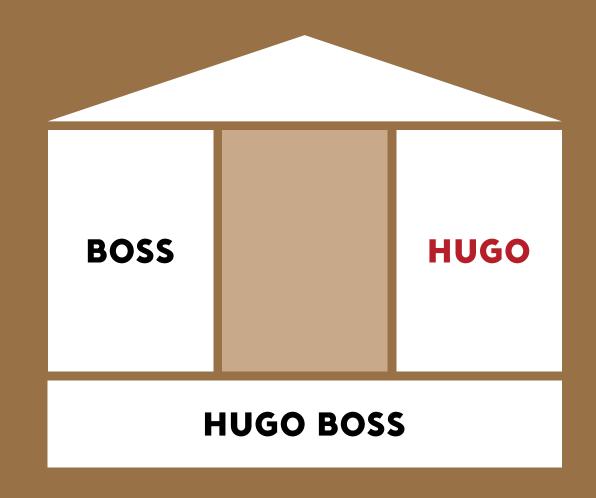
BOOST BRANDS

CLAIM 1



BRAND PORTFOLIO STRATEGY

One HUGO BOSS platform with currently two brands



"BE YOUR OWN BOSS"

addresses customers in the premium segment who lead a self-determined life, show a clear attitude, and pursue ambitions with determination

offers the perfect outfit for every occasion – from business to leisure – with casualness and comfort being key attributes 24/7 LIFESTYLE BRAND





"HUGO YOUR OWN WAY"

targets customers who consider their way of dressing as an expression of their individual personality and who see themselves as trendsetters

broad range of trendy and modern products reflecting the brand's authentic and unconventional style FIRST TOUCHPOINT FOR CONSUMERS



STAR-STUDDED FALL/WINTER 2022 CAMPAIGN BUILDS ON SUCCESSFUL BRANDING REFRESH



EXCITING MARKETING AND PRODUCT INITIATIVES SPUR BRAND HEAT IN Q3









FALL/WINTER 2022 CAMPAIGN FUELS BRAND RELEVANCE FOR HUGO



HUGO

MARKETING AND PRODUCT INITIATIVES DRIVE ENGAGEMENT WITH GEN Z IN Q3









PRODUCT SKING

CLAIM 2



PAGE 17 HUGO BOSS

24/7 LIFESTYLE BRAND



Quality, casual chic, and restrained elegance paired with understatement refined with a pinch of luxury

DESK

DINNER

WEEKEND

TRAVEL

ATHLEISURE

Casualization and comfort are key to modern, innovative tailoring

Growth opportunities in outerwear, sportswear, shoes & accessories, and bodywear & hosiery

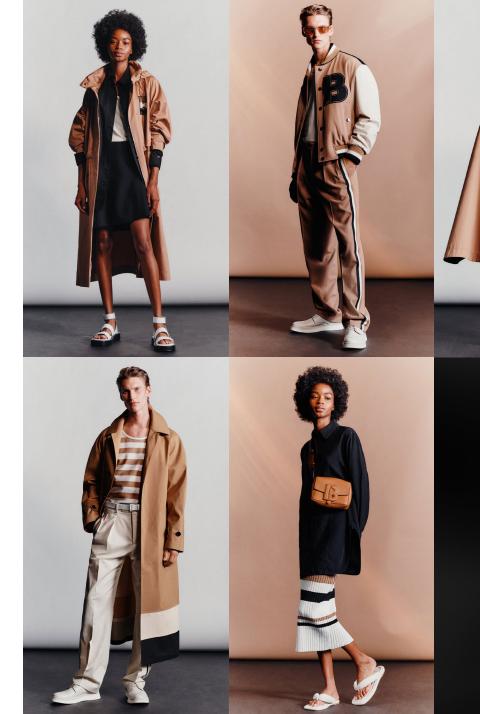








NEW DESIGN CODES INTRODUCED WITH SPRING/ SUMMER 2022





New logo BOSS monogram Iconic color palette PAGE 19 HUGO BOSS

HUGO STYLE TO SELF-EXPRESS 24/7



Modern and authentic HUGO style to regain relevance for younger and unconventional consumers (Gen Z)

Balanced offer of commercial and contemporary pieces

Growth opportunities in jeans, streetwear, shoes & accessories, and bodywear & hosiery

WORK

CELEBRATE

HANG OUT

EXPLORE

MOVE



NEW HUGO BRANDING INCORPORATED WITH SPRING/ SUMMER 2022

HUGO New logo Iconic colors HUGO monogram

LEAD IN DIGITAL

CLAIM 3



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LEAD IN DIGITAL

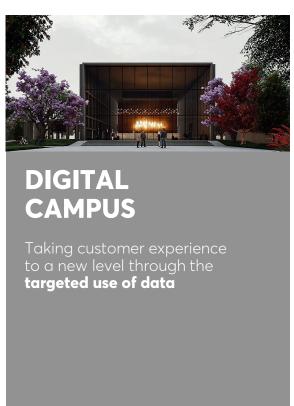
FURTHER DIGITALIZATION OF ALL BUSINESS ACTIVITIES ALONG THE ENTIRE VALUE CHAIN

INVEST IN DIGITAL

Additional > € 150M digital investments (between 2019 and 2025) in online business, digital campus and IT capabilities

Multiple initiatives **along the value chain** from trend detection,
digital product development to
digital selling, dynamic pricing
to virtual styling and interactive
windows







DIGITAL CAMPUS SUCCESSFULLY ESTABLISHED IN 2021

Elevate customer experience

Strengthen digital know-how

Leverage data and analytics





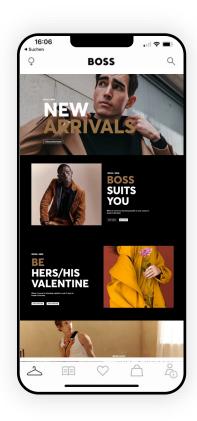
HUGO BOSS

\downarrow

RELAUNCH OF HUGOBOSS.COM STRENGTHENING OUR E-COM ACTIVITIES

Engaging experience with **new look & feel**

Improved usability and customer interaction



PERSONALIZATION

LOCALIZATION

APP

WEBSITE REFRESH

SITE PERFORMANCE

PERFORMANCE MARKETING

EXPANSION

DIGITAL SHOWROOM 2.0 USHERING IN A NEW ERA IN DIGITAL SELLING

INTERACTIVE FUNCTIONS

INNOVATIVE SELLING PROCESS

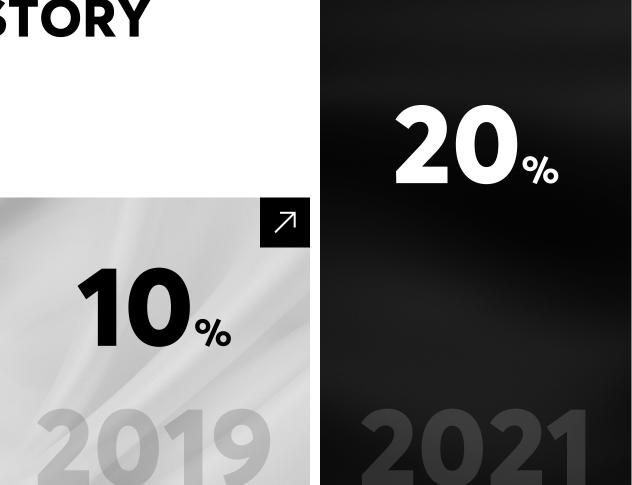
IMPULSIVE BRAND EXPERIENCE



REBALANCE OMNICHANNEL

CLAIM 4

TOTAL DIGITAL SALES REACH 20% FOR THE FIRST TIME IN HISTORY



HUGO BOSS

25-30% Ambition

HUGO BOSS PAGE 28

BRINGING THE RETAIL EXPERIENCE TO THE NEXT LEVEL

NEW LOOK & FEEL

SALES PRODUCTIVITY

Improvement by +3% per year

>100 STORES
TO BE REFRESHED IN 2022



BOSS STORE LONDON, OXFORD STREET

RECLAIM WHOLESALE DRIVE RELEVANCE & VISIBILITY FOR OUR BRANDS

NEW LOOK & FEEL

Introduce branding refresh at our wholesale POS

KEY PART-NERS

Strengthen relationship with key partners

ORGANIZE FOR GROWTH

CLAIM 5



ORGANIZE FOR GROWTH MORE SPEED & FLEXIBILITY, CLOSER TO DEMAND

MODULAR & DIGITAL CREATION

> 90% OF PRODUCTS CREATED DIGITALLY

Modular (3D) toolboxes and online configurator for mass customization to **simplify and accelerate** creation process

FLEXIBLE PRODUCTION & LOGISTICS NETWORK

KEEP 2025 UNIT COGS AT 2019 LEVEL

Optimizing the supplier base and expanding production capacities

Nearshoring by increasing the supplier base and moving production volume closer to demand

SUPPLY CHAIN DIGITAL TWIN

> 90% ON-TIME AVAILABILITY

Real-time **transparency** on all physical goods flows

SHORTER CREATION TRACKS

~ 30% LEAD-TIME COMPRESSION UNTIL 2023

Strengthening different creation tracks by focusing on lead-time compression

RESILIENT SUPPLY CHAIN SECURES SUFFICIENT PRODUCT AVAILABILITY

WELL-BALANCED
GLOBAL SOURCING MIX

49%

EUROPEShare of total sourcing volume

OWN PRODUCTION FACILITIES

17%

OWN PRODUCTION
Share of total
sourcing volume

LONG-TERM STRATEGIC PARTNERSHIPS

~10_Y

STRATEGIC FINISHED GOODS SUPPLIERSAverage duration
of partnership



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CLEAR AND VIABLE ESG STRATEGY WITH BEST-IN-CLASS SUSTAINABILITY CREDENTIALS

6TH TIME IN A ROW

2ND BEST SCORE IN 2022

in the textile, apparel, and luxury segments

C+ PRIME RATING

ISS ESG ▷

AA ESG RATING

MSCI 🛞

B CLIMATE CHANGE RATING + SUPPLIER ENGAGEMENT LEADER



RISK RATING 12.4



WORLD



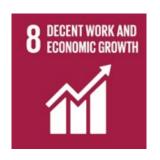
€ 600M

ESG LINKED REVOLVING CREDIT FACILITY PAGE 35 HUGO BOSS

















OUR STRATEGY IS BUILT UPON RECOGNIZED STANDARDS

Underlying frameworks and reporting guidelines:
One focus is on the Sustainable Development
Goals (SDGs) of the United Nations.
We make a contribution to these SDGs.

STANDARDS AND GUIDELINES:









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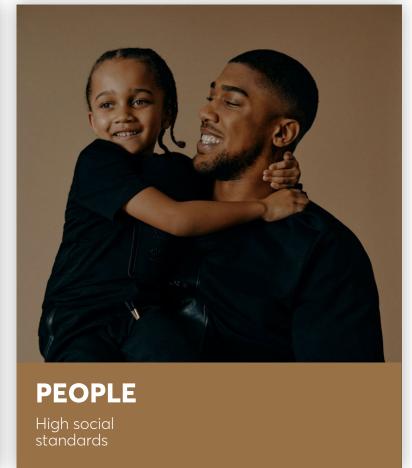
SUSTAINABLE THROUGHOUT

CONSCIOUSNESS AT THE CORE OF EVERYTHING WE DO





Climate-neutrality & reduced resource consumption



PRODUCT ■

PLANET
PEOPLE

ALWAYS. OUR ONGOING COMMITMENT OUR UNDERSTANDING OF MORE SUSTAINABLE PRODUCTS

HUGO BOSS products always fulfill these criteria

Main criteria for RESPONSIBLE styles

STRIVE FOR HIGHEST QUALITY & LONGEVITY

by using selected materials and high-quality workmanship



RESPECT ANIMAL WELFARE

by e.g. exclusion of farmed fur, angora wool or downs from live plucked and force-fed animals



ENSURE PRODUCT SAFETY

by setting strict maximum limit of chemicals allowed to be contained in the products



USE MORE SUSTAINABLE MATERIALS

by sourcing materials according to defined criteria summarized in our Product Policy



PRODUCT ■

PLANET PEOPLE

PRODUCT ACHIEVEMENTS: OUR RESPONSIBLE STYLES

A CONTINUOUS JOURNEY

2018

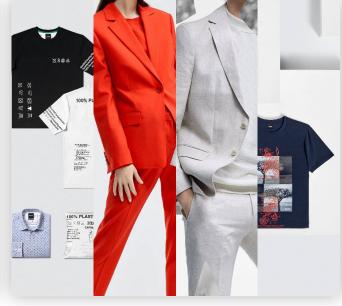
2019

2020

2021











Traceable Wool

> Capsule BOSS

Piñatex®

Sneaker

Capsule

Olivenleder®

Capsule BOSS

Free

Plastic

Traceable Wool

Vegan Suit

BOSS

THE **JOURNEY**

> Sailing Capsule BOSS

CUYA

Liam Payne & CmiA Capsule

THE **JOURNEY**

Natural Fibers

THE **JOURNEY**

Sneaker **BOSS**

BOSS

BOSS & HUGO

Capsule BOSS

BOSS

Kapok

Capsule

HUGO

BOSS & HUGO

Repurpose BOSS & HUGO

BOSS & HUGO

FW19 PS20 SR20 FW20 PS21 SR21 PF18 PF21 **FW21 SR22**

STRATEGIC PARTNERSHIP WITH HEIQ AEONIQ

Replace **polyester** through cellulosic yarn

Reduce waste and push circularity

Bind carbon from

HUGO BOSS





WE LOVE FASHION, WE CHANGE FASHION

PRODUCT ☐ PLANET ■ PEOPLE ☐

ALWAYS. OUR ONGOING COMMITMENT REDUCING OUR ENVIRONMENTAL FOOTPRINT





by e.g. operating a comprehensive environmental and energy management system and working in the UNFCCC Fashion Industry Charter for Climate Action

REDUCE THE CONSUMPTION OF RESOURCES

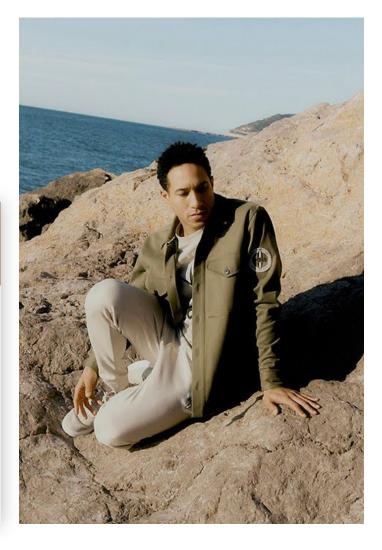


by using innovative technologies, reduce waste volumes and where this is not possible, recycle and reuse waste

USE CHEMICALS RESPONSIBLY



by requesting our suppliers to commit on implementing the ZDHC Manufacturing Restricted Substances List and supporting them in the implementation



PRODUCT PLANET

PEOPLE

ALWAYS. OUR ONGOING COMMITMENT TAKING RESPONSIBILITY FOR OUR EMPLOYEES & SUPPLIERS

FOSTER CREATIVITY,
QUALIFICATION
AND COMMITMENT
OF EMPLOYEES

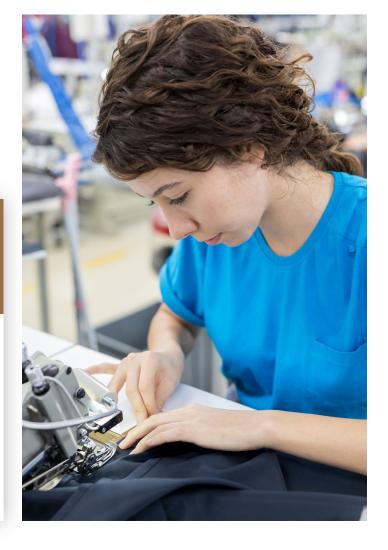


e.g. new work model "Threedom of Work", trainings, good work life balance PERFORM DEFINED
ONBOARDING
PROCESS &
COMPLIANCE
CHECKS AT SUPPLIERS

e.g. question catalogues, contracts incl. Supplier Code of Conduct, on-site social audits WORK TOWARDS SYSTEMIC CHANGE



by engaging in MSIs such as the Partnership for Sustainable Textiles or the Fair Labor Association



TOMORROW. WHAT WE WANT TO ACHIEVE OUR MOST IMPORTANT ESG TARGETS

PRODUCT

8 IN 10 PRODUCTS
MEET
CIRCULARITY
CRITERIA BY 2030

INCREASE SHARE OF RESPONSIBLE STYLES TO 60% BY 2025



PLANET

NET ZERO
GREENHOUSE GAS
EMISSIONS
IN THE ENTIRE
VALUE CHAIN
(SCOPE 1-3)
BY 2050



PEOPLE

SOURCING ALL
OF GOODS FROM
SUPPLIERS
SCORING IN ONE
OF THE TOP 2
SOCIAL AUDIT
CATEGORIES
BY 2025



PRELIM. FY 2022 RESULTS

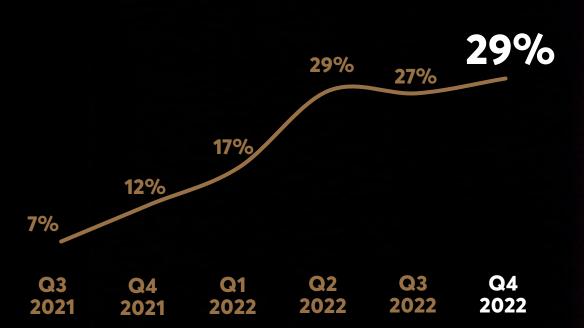
HUGO BOSS





EXECUTION OF CLAIM 5 SPURS TOP-LINE MOMENTUM

GROUP SALES DEVELOPMENT VS 2019 LEVELS (CURRENCY-ADJUSTED)



DOUBLE-DIGIT SALES IMPROVEMENTS ACROSS ALL BRANDS

+27%*

VS FY 2021

BOSS

MENSWEAR

+21%

VS FY 2021

BOSS

WOMENSWEAR





+27%

VS FY 2021

HUGO

BROAD-BASED MOMENTUM ACROSS ALL REGIONS



+29%

vs FY 2021



+32%

vs FY 2021



+6%

vs FY 2021

STRONG PERFORMANCE ACROSS ALL CONSUMER TOUCHPOINTS



RETAIL

+29%*

vs FY 2021



Successful rollout of new store concept spurs momentum globally **WHOLESALE**

+33%*

vs FY 2021



Robust demand from wholesale partners following successful branding refresh

DIGITAL

+15%*

vs FY 2021



Double-digit growth of hugoboss.com and robust improvements in digital partner business

*CURRENCY-ADJUSTED



HUGO BOSS EXCEEDS 2022 TARGETS

GROUP SALES

3,651

EUR MILLION



EBIT

335

EUR MILLION



2022 - A RECORD YEAR FOR HUGO BOSS

- Rigorous execution of "CLAIM 5" drives top-line momentum in 2022
- Bold branding refresh fuels brand power of **BOSS** and **HUGO**
- Robust foundation laid to continue success story in 2023 and beyond



FINANCIAL CALENDAR & INVESTOR RELATIONS CONTACT

MARCH

9

2023

PUBLICATION OF FY 2022 RESULTS

MAY

4

2023

PUBLICATION OF Q1 2023 RESULTS

CHRISTIAN STÖHR

LENA BIBERACHER

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INVESTOR RELATIONS MANAGER

E-MAIL Lena_biberacher@hugoboss.com **PHONE** +49 7123 94 - 84272

GENERAL INFORMATION

HUGO BOSS AT A GLANCE

2.8
EUR BILLION
SALES

228
EUR MILLION
EBIT

8.2%
EBIT
MARGIN

559
EUR MILLION
FREE CASH
FLOW

128 COUNTRIES ~14,000 EMPLOYEES

20% SHARE OF DIGITAL SALES 6,800 POINTS OF SALE

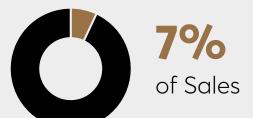
SALES BY BRAND 2021

BOSS MENSWEAR

78% of Sales

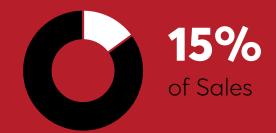
2,181 EUR MILLION

BOSS WOMENSWEAR



192
EUR MILLION

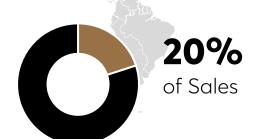
HUGO



413
EUR MILLION

HUGO BOSS GLOBAL MARKET PRESENCE

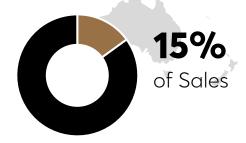












543 EUR million Sales~1,600 Points of sale98 Freestanding retail stores11% Employees

1,742 EUR million Sales **~4,650** Points of sale **206** Freestanding retail stores **75%** Employees

423 EUR million Sales ~550 Points of sale 147 Freestanding retail stores 14% Employees

DISTRIBUTION CHANNELS

Brick-and-mortar retail

Brick-and-mortar wholesale

Digital

Freestanding stores



Freestanding stores operated by the Group in prime locations



Multi-brand points of sale

General selling space in multi-brand stores



Ĺ

Digital flagship store with seperate brand environments for BOSS and HUGO

Shop-in-shops Shops operated



Shops operated by the Group on retail space of partners



Shop-in-shops

BOSS and HUGO shops operated by partners



Partnerships with pure online retailers

Distribution via digital pure players and leading marketplaces

Factory outlets



Sale of prior season's merchandise in specialist stores in high-traffic peripheral zones



Franchise business

Freestanding BOSS and HUGO stores operated by partners



Online distribution via bricks & clicks

Distribution via partners running both physical and digital businesses



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SALES BY DISTRIBUTION CHANNEL

SALES BY DISTRIBUTION CHANNEL¹ (IN EUR MILLION)

	2021	In % of sales	2020	In % of sales	Change in %	Currency-adjusted change in %
Brick-and-mortar retail	1,512	54	1,057	54	43	43
Brick-and-mortar wholesale	647	23	472	24	37	37
Digital	549	20	352	18	56	55
Licenses	77	3	64	3	20	20
Total	2,786	100	1,946	100	43	43

RETAIL STORE NETWORK

NUMBER OF OWN RETAIL STORES

2021	Europe	Americas	Asia/Pacific	Total
Number of own retail points of sale	579	310	339	1,228
thereof freestanding retail stores	206	98	147	451
2020				
Number of own retail points of sale	589	251	317	1,157
thereof freestanding retail stores	212	92	141	445

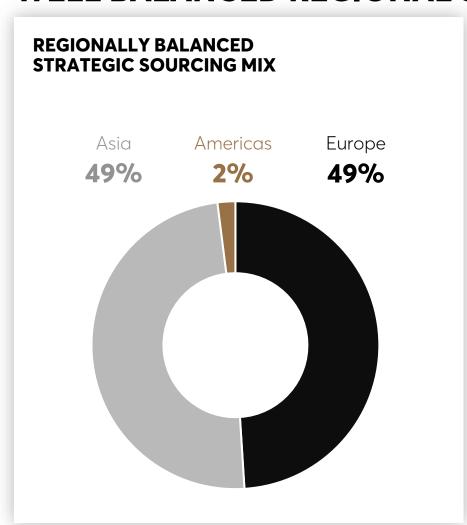
TOTAL
NUMBER OF
RETAIL POINTS
OF SALE

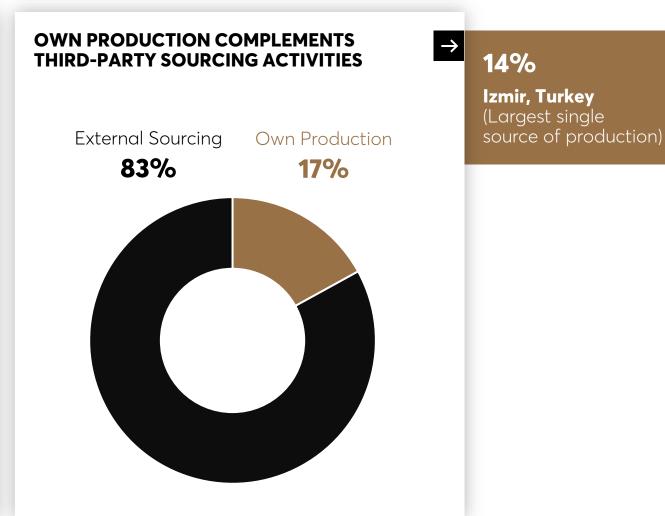
1,228

OPERATED BY HUGO BOSS INCLUDING SHOP-IN-SHOPS AND OUTLETS

SOURCING FOOTPRINT

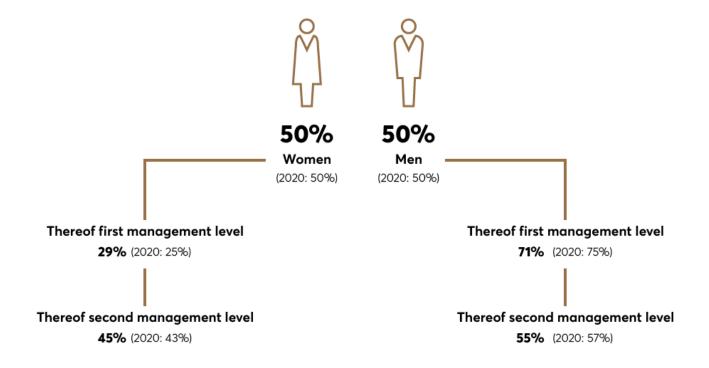
WELL BALANCED REGIONAL SOURCING & PRODUCTION MIX





STRONG ORGANIZATIONAL SET-UP

EMPLOYEES IN MANAGEMENT (2021)



EMPLOYEE SATISFACTION

76%

CONDUCTED ANNUALLY WITH GREAT PLACE TO WORK® GERMANY





COMPENSATION SYSTEM STRONGLY SUPPORTING LONG-TERM TARGETS

Components

Short-term variable compensation

Performance Targets

Weight

Comment

EBIT

40%

STI FOCUS ON:

SALES

Stable free cash flow generation by optimizing

the most important value drivers

Trade net working capital (TNWC)

30%

30%

1/3

total

return (RTSR)

Long-term variable compensation

Relative shareholder

Return on capital employed (ROCE)

1/3

Employee satisfaction

1/6

Performance in Sustainability

1/6

LTI PROVIDES STRONG INCENTIVES FOR:

The **successful execution** of the group strategy

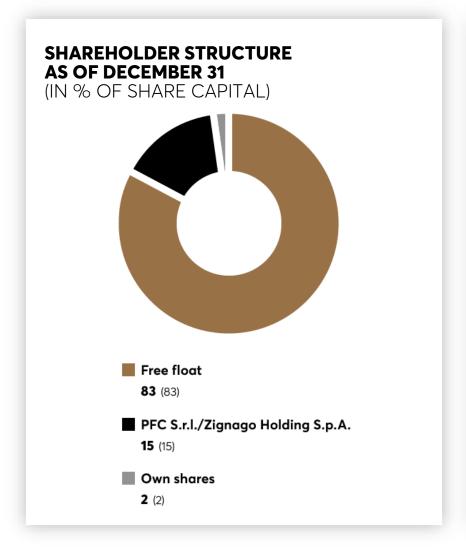
The value creation and long-term development

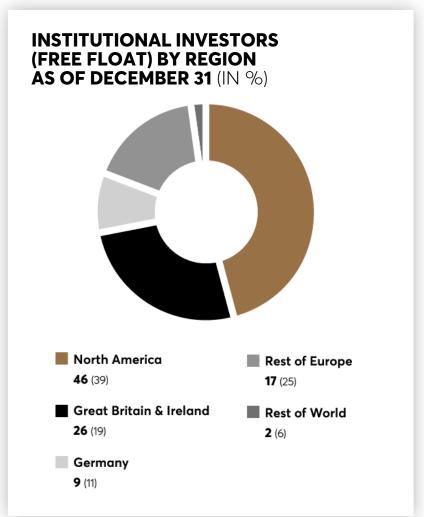
The increase of **employee satisfaction** and **trust**

The achievement of ambitious sustainably goals

PERFORMANCE-**RELATED** COMPENSATION **SYSTEM**

SHAREHOLDER STRUCTURE





~43₁000

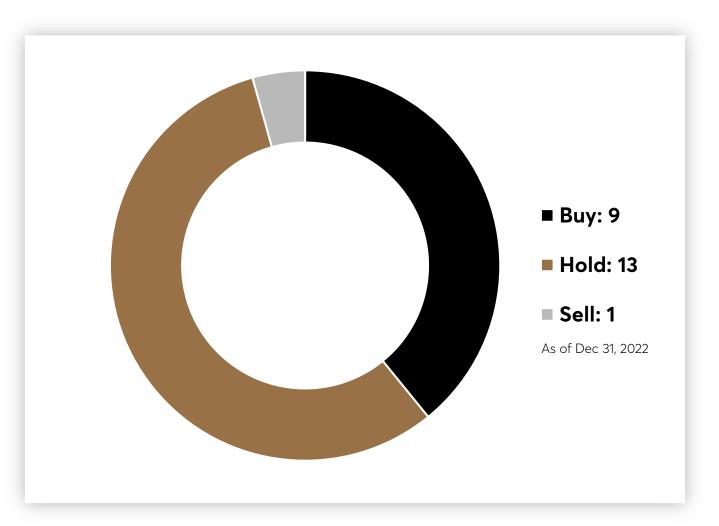
TOTAL NUMBER OF SHAREHOLDERS

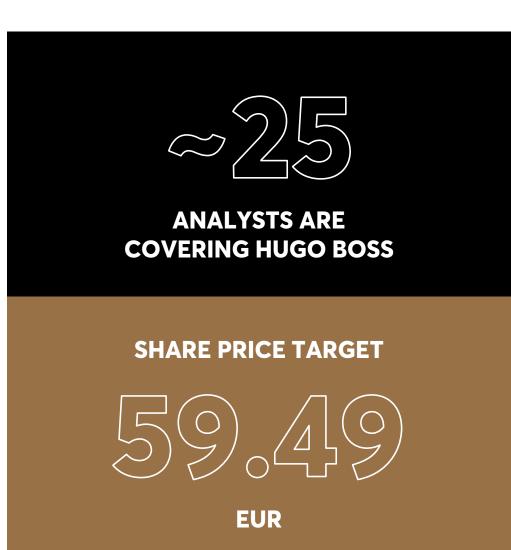
 $\approx 12\%$

OF SHARES HELD BY PRIVATE SHAREHOLDERS

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ANALYST RECOMMENDATIONS





HUGO BOSS SHARE PRICE



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MULTI-YEAR-OVERVIEW SALES

	2021	2020	2019	2,018	2017	2016
Sales (in EUR million)	2,786	1,946	2,884	2,796	2,733	2,693
Sales by segments						
Europe incl. Middle East and Africa	1,742	1,231	1,803	1,736	1,681	1,660
Americas	543	308	560	574	577	582
Asia/Pacific	423	343	438	410	396	382
Licenses	77	64	84	76	79	69
Sales by distribution channel						
Brick-and-mortar retail	1,512	1,057	1,869	1,768	1,732	1,677
Brick-and-mortar wholesale	647	472	931	952	922	947
Digital	549	352	-	-	-	-
Licenses	77	64	84	76	79	69
Sales by brand						
BOSS Menswear	2,181	1,530	2,488	2,422	2,336	2,313
BOSS Womenswear	192	131	2,100			2,010
HUGO	413	285	396	374	397	380

For full details around the multi year overview please refer to the Annual Report 2021.

MULTI-YEAR-OVERVIEW

P&L, BALANCE SHEET AND OTHER KEY FIGURES

	2021	2020	2019	2,018	2017	2016
Results of operations (in EUR million)						
Gross profit	1,721	1,187	1,875	1,824	1,808	1,777
Gross margin in %	61.8	61.0	65.0	65.2	66.2	66.0
EBIT	228	(236)	344	347	341	263
EBIT margin in %	8.2	(12.1)	11.9	12.4	12.5	9.8
EBITDA	568	230	707	476	499	433
Net income attributable to equity holders of the parent company	137	(220)	205	236	231	194
Net assets and liability structure as of December 31 (in EUR million)						
Trade net working capital	376	491	528	537	459	524
Non-current assets	1,458	1,516	1,713	686	662	752
Equity	940	760	1,002	981	915	888
Equity ratio in %	34	30	35	53	53	49
Total assets	2,736	2,570	2,877	1,858	1,720	1,799
Financial position and dividend (in EUR million)						
Free cash flow	559	164	457	170	294	220
Net financial liabilities (as of December 31)	628	1,004	1,040	22	7	113
Capital expenditure	104	80	192	155	128	157
Depreciation/amortization	339	465	362	129	158	169
Total leverage (as of December 31)	1.1	(6.7)	0.2	0.0	0.0	0.2
Amount distributed	48	3	3	186	183	179
Additional key figures						
Employees (as of December 31)	14,041	13,795	14,633	14,685	13,985	13,798
Personnel expenses (in EUR million)	627	570	640	629	604	605
Number of Group's own retail points of sale	1,228	1,157	1,113	1,092	1,139	1,124
Shares (in EUR)						
Earnings per share	1.99	(3.18)	2.97	3.42	3.35	2.80
Dividend per share	0.70	0.04	0.04	2.70	2.65	2.60
Last share price (as of December 31)	53.50	27.29	43.26	53.92	70.94	58.13
Number of shares (as of December 31)	70,400,000	70,400,000	70 400 000	70.400.000 7	0.400.000 70	0.400.000

For full details around the multi year overview please refer to the Annual Report 2021.

FORWARD-LOOKING STATEMENTS CONTAIN RISKS

This document contains forward-looking statements that reflect management's current views with respect to future events. The words "anticipate", "assume", "believe", "estimate", "expect", "intend", "may", "plan", "project", "should", and similar expressions identify forward-looking statements. Such statements are subject to risks and uncertainties. If any of these or other risks and uncertainties occur, or if the assumptions underlying any of these statements prove incorrect, then actual results may be materially different from those expressed or implied by such statements. We do not intend or assume any obligation to update any forward-looking statement, which speaks only as of the date on which it is made.