

H U G O B O S S

Balance Sheet Press Conference

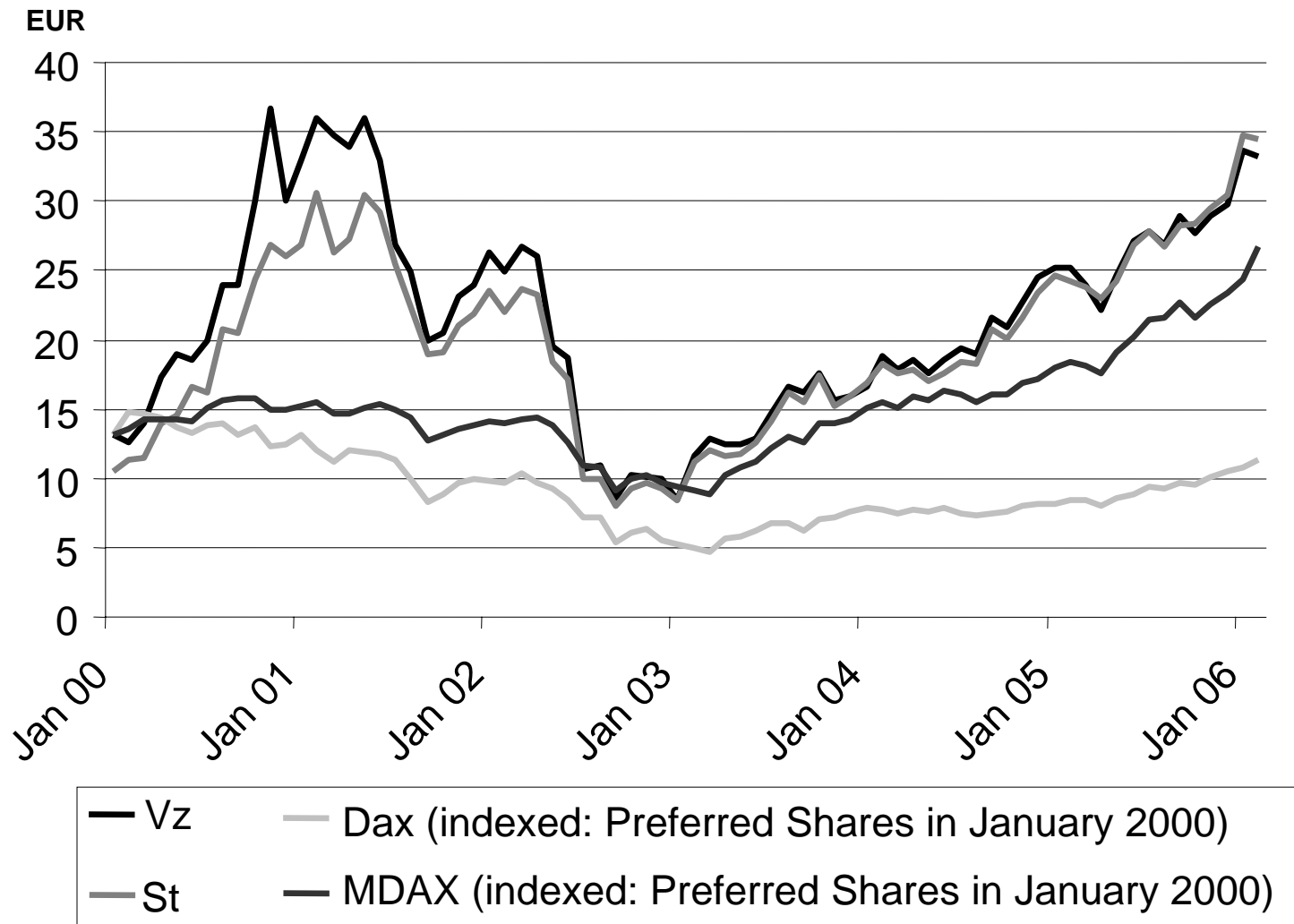
March 23, 2006

Brands and Markets

HUGO BOSS 2005

- Net sales EUR 1,309.4 million (+12% versus previous year)
- Gross margin EUR 731.7 million (+16% versus previous year)
- EBIT EUR 162.9 million (+20% versus previous year)
- Earnings before taxes EUR 157.2 million (+21% versus previous year)
- Net income EUR 108.2 million (+23% versus previous year)

Share Price Development



Sales by Region

| | 2005 <i>EUR mill.</i> | 2004 <i>EUR mill.</i> | <i>Change</i> <i>in %</i> | 2005 <i>sales split in %</i> |
|--------------------------|---------------------------------|---------------------------------|------------------------------|--|
| Germany | 318.4 | 292.2 | 9 | 24 |
| Other European countries | 582.5 | 519.0 | 12 | 45 |
| Americas | 233.4 | 205.1 | 14 | 18 |
| Asia / other regions | 134.2 | 111.7 | 20 | 10 |
| Royalties | 40.9 | 40.4 | 1 | 3 |
| TOTAL | 1,309.4 | 1,168.4 | 12 | 100 |

Sales by Brand

| | 2005 <i>EUR mill.</i> | 2004 <i>EUR mill.</i> | <i>Change in %</i> |
|--------------|---------------------------------|---------------------------------|------------------------|
| BOSS | 1,167.5 | 1,044.5 | 12 |
| Menswear | 1,071.8 | 975.2 | 10 |
| Womenswear | 95.7 | 69.3 | 38 |
| HUGO | 124.5 | 106.6 | 17 |
| BALDESSARINI | 17.4 | 17.3 | 1 |
| TOTAL | 1,309.4 | 1,168.4 | 12 |

BOSS Menswear

- Market presence in 104 countries with more than 4,400 points of sale (apparel only)
- Sales split
 - Businesswear 52%
 - Leisurewear 39%
 - Shoes & Leather Accessories 9%
- BOSS Stores achieve 32% of net sales
- BOSS Selection achieves EUR 21 million net sales in 44 countries

BOSS Womenswear

- Market presence in 62 countries with more than 750 points of sale (apparel only)
- Sales split
 - Businesswear 60%
 - Leisurewear 28%
 - Shoes & Leather Accessories 12%
- BOSS Stores achieve 62% of net sales
- Further dynamic development

| | 2002 | 2003 | 2004 | 2005 |
|----------------------------------|--------|-------|------|------|
| Net sales in EUR million | 37.0 | 50.8 | 69.3 | 95.7 |
| (Development in %) | (23.6) | 37.4 | 36.3 | 38.1 |
| Net income in EUR million | (18.1) | (3.0) | 0.2 | 2.1 |





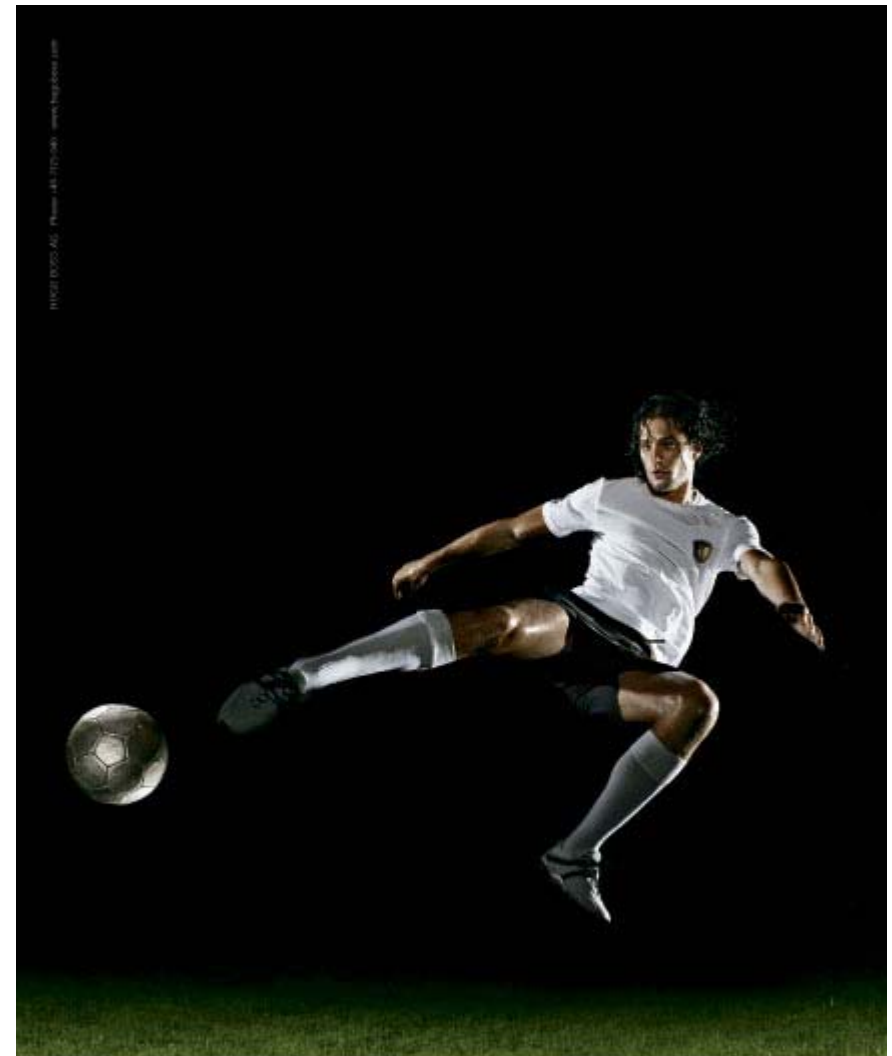
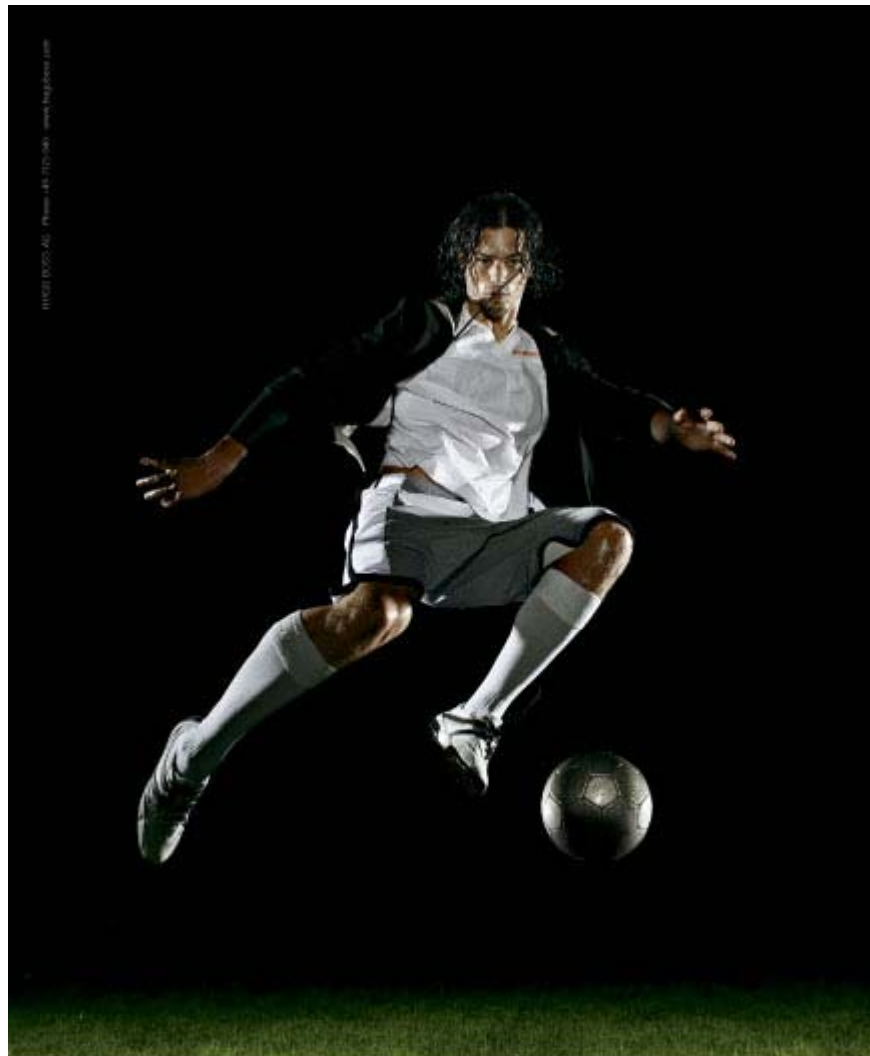


BOSS
HUGO BOSS
S E L E C T I O N



BOSS
HUGO BOSS
S E L E C T I O N





HUGO

- Market presence in 43 countries with more than

1,100 HUGO Menswear points of sale and
360 HUGO Womenswear points of sale (apparel only)

- Sales split
 - HUGO Menswear 73%
 - HUGO Womenswear 21%
 - Shoes & Leather Accessories 6%
- HUGO Stores achieve 24% of net sales
- The progressive and unconventional fashion direction remains successful



BALDESSARINI

- Market presence in 29 countries with 110 points of sale
- 49% of net sales achieved in HUGO BOSS stores

Baldessarini

s e p a r a t e s t h e m e n f r o m t h e b o y s

photographed by Mauro Tallant



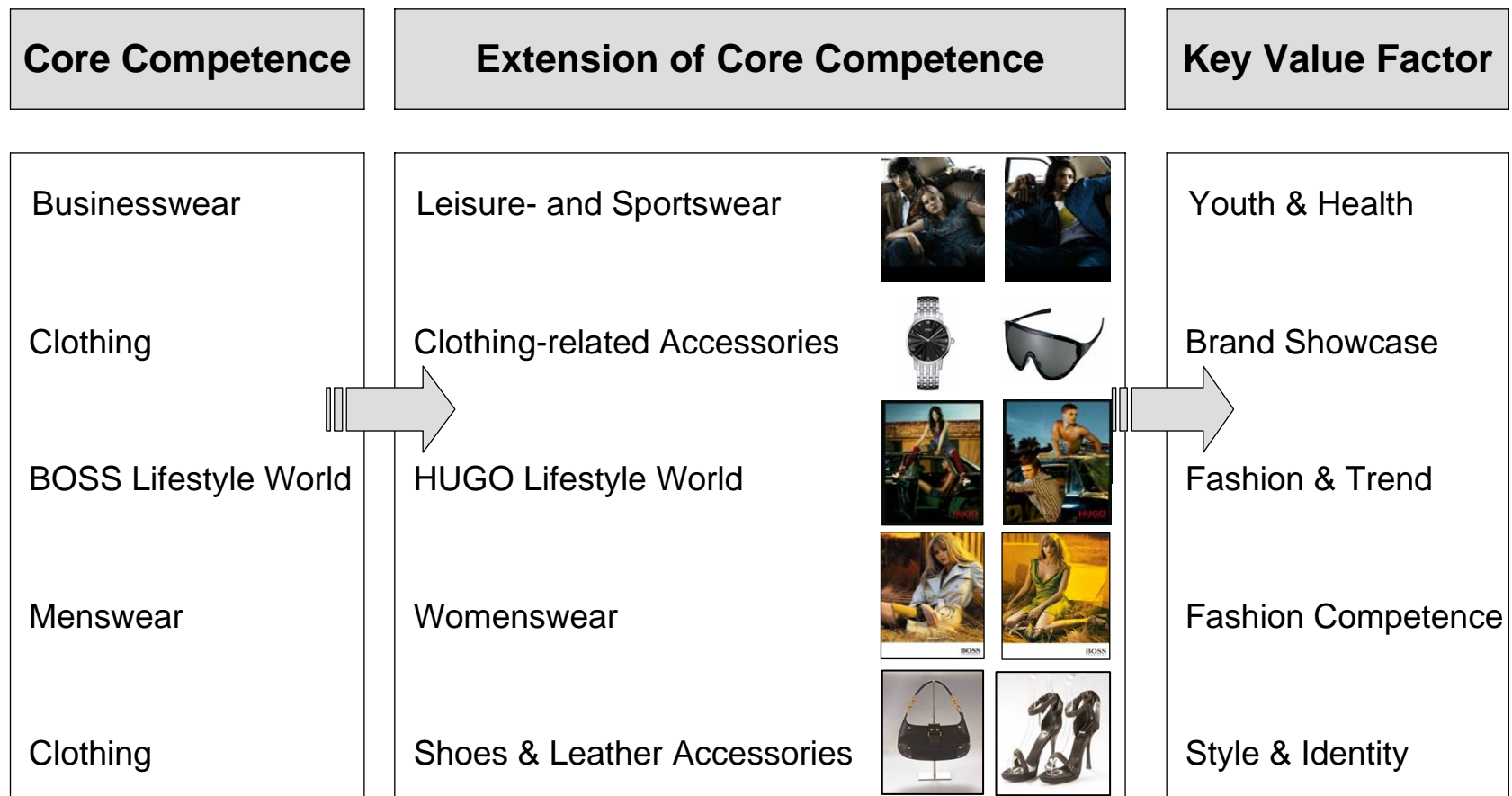
Baldessarini
BALDESSARINI

BALDESSARINI Wilhelm-Wagenfeld-Str. 24 D-80807 München Phone +49-89-3066840 www.baldessarini.com

Shoes & Leather Accessories

- Integration of shoes and leather accessories into the own business essential for the brands' identity and style
- EUR 118 million net sales (+ 32% versus previous year)
- Sales split
 - Menswear 88%
 - Womenswear 12%

Extension of Core Competencies



Directly Operated Stores

- 145 own stores (+48 versus previous year) in 12 countries, thereof
 - 47 freestanding Stores
 - 98 shop-in-shops
- EUR 138 million net sales (+41% versus previous year)
- 12% sales increase on comparable selling space
- 11% share of total net sales

HUGO BOSS Stores by Region

Market presence in 77 countries with 877 Stores, thereof

- 355 freestanding Stores
- 542 shop-in-shops

| | 2005 | 2004 |
|---|-------------|-------------|
| Germany | 156 | 113 |
| Other European countries | 370 | 313 |
| Americas | 104 | 88 |
| Asia / other regions | 247 | 215 |
| TOTAL | 877 | 729 |
| Share of net sales in % | 34 | 31 |
| Thereof Directly Operated Stores | 145 | 97 |
| Share of net sales in % | 11 | 8 |

HUGO BOSS Stores



Berlin – HUGO Concept Store

HUGO BOSS Stores



Frankfurt – Shoes & Accessories Store

Highlights 2005



Berlin – BOSS Fashion Show

Highlights 2005



Highlights 2005



Monte Carlo – HUGO BOSS Boat

Highlights 2005



Tokio – BOSS Fashion Event

Royalties

- The remaining licensed out product groups fragrances, eyewear and watches achieve EUR 41 million (+4% versus previous year)
- Successful market launch of care line BOSS Skin
- New license partners for watches (MGI Luxury Group S.A., a Suisse subsidiary of Movado Group, Inc., US) since March 2005 and watches (Safilo SpA) as from July 2006

Sales Trends 2006 by Region

| | 2006 | 2005 <i>EUR mill.</i> |
|--------------------------|------|--------------------------|
| Germany | ↗ | 318.4 |
| Other European countries | ↗ | 582.5 |
| Americas | ↗ | 233.4 |
| Asia / other regions | ↗ | 134.2 |
| Royalties | ↗ | 40.9 |
| TOTAL | ↗ | 1,309.4 |

Earnings Trends 2006

| | 2006 | 2005 <i>EUR mill.</i> |
|-----------------------|------|--------------------------|
| Sales | ↗ | 1,309.4 |
| Gross margin | ↗ | 731.7 |
| in % of sales | ↗ | 55.9 |
| EBIT | ↗ | 162.9 |
| Earnings before taxes | ↗ | 157.2 |
| Net income | ↗ | 108.2 |

Employees – by Region

| Full-time equivalents | 2005 | 2004 | Change in % |
|--------------------------|--------------|--------------|----------------|
| Germany | 1,911 | 1,747 | 9 |
| Other European countries | 4,262 | 3,936 | 8 |
| Americas | 1,063 | 958 | 11 |
| Asia / other regions | 348 | 301 | 16 |
| TOTAL | 7,584 | 6,942 | 9 |

Employees – by Function

| Full-time equivalents | 2005 | 2004 | Change in % |
|------------------------------|--------------|--------------|----------------|
| Production / Logistics | 4,992 | 4,774 | 5 |
| Sales / Creation / Marketing | 2,025 | 1,649 | 23 |
| Administration | 567 | 519 | 9 |
| TOTAL | 7,584 | 6,942 | 9 |

Financials

Income Statement

| | 2005 EUR mill. | 2004 EUR mill. | Change in % |
|--|---------------------------------|---------------------------------|------------------------------|
| Sales | 1,309.4 | 1,168.4 | 12 |
| Cost of materials incl. changes in inventories | (577.7) | (537.3) | (8) |
| Gross margin | 731.7 | 631.1 | 16 |
| in % of sales | 55.9 | 54.0 | |
| Other operating income and expenses | (289.3) | (260.1) | (11) |
| Personnel expenses | (238.2) | (198.3) | (20) |
| Depreciation / amortization ¹ | (41.3) | (36.0) | (15) |
| Operating result | 162.9 | 136.7 | 19 |
| Goodwill amortization | (0.0) | (1.4) | |
| EBIT | 162.9 | 135.3 | 20 |
| Net financial result | (5.7) | (5.2) | (10) |
| Income before taxes | 157.2 | 130.1 | 21 |
| Taxes on income | (49.0) | (41.9) | (17) |
| Net income | 108.2 | 88.2 | 23 |

¹ Incl. Impairments.

Income Development

| | | <i>EUR mill.</i> |
|--|--------|------------------|
| Net income 2004 | | 88.2 |
| Change in gross margin | | 100.6 |
| Effect of sales volume on gross margin | 73.6 | |
| Effect from changes in the gross margin percentage | 26.5 | |
| Change in royalties | 0.5 | |
| Change in operating expenses and depreciation / amortization | | (73.0) |
| From other operating expenses | (29.2) | |
| From personnel expenses | (39.9) | |
| From depreciation / amortization | (3.9) | |
| Change in financial result | | (0.5) |
| Change in taxes | | (7.1) |
| Change in income before taxes | (8.7) | |
| Other tax effects | 1.6 | |
| Net income 2005 | | 108.2 |

Analysis of Financial Requirements

| | 2005 EUR mill. | 2004 EUR mill. | Change in % |
|---|---------------------------------|---------------------------------|------------------------------|
| Trade receivables, other assets ¹ | 196.8 | 176.7 | 11 |
| Inventories | 265.7 | 250.7 | 6 |
| Trade payables and other liabilities ¹ | (146.6) | (110.7) | (32) |
| Current provisions | (36.4) | (26.4) | (38) |
| Net current assets | 279.5 | 290.3 | (4) |
| Other non-recurrent assets | 26.0 | 38.0 | (32) |
| Net deferred taxes | 19.4 | 16.6 | 17 |
| Other non-current liabilities | (22.3) | (18.6) | (20) |
| Non-current assets | 303.3 | 268.9 | 13 |
| Non-current provisions | (31.0) | (24.8) | (25) |
| Medium- and long-term net assets | 295.4 | 280.1 | 5 |
| Net assets | 574.9 | 570.4 | 1 |
| Balance of cash at banks and due to banks | 107.1 | 154.8 | (31) |
| Shareholders' equity | 467.8 | 415.6 | 13 |
| Net asset coverage | 574.9 | 570.4 | 1 |

¹ Payable with one year.

Free Cash Flow

| | 2005 EUR mill. | 2004 EUR mill. | Change in % |
|---|---------------------------------|---------------------------------|------------------------------|
| Net income | 108.2 | 88.2 | 23 |
| Depreciation / amortization | 41.3 | 37.4 | 10 |
| Change in pension provisions | 4.4 | (5.7) | |
| Cash flow | 153.9 | 119.9 | 28 |
| Net additions to fixed assets | (75.7) | (78.3) | 3 |
| Change in remaining net capital invested | 25.5 | 9.0 | |
| Currency translation and other equity changes | 3.2 | (10.5) | |
| Free cash flow – before dividend | 106.9 | 40.1 | |
| Dividend payment | (59.2) | (55.2) | (7) |
| Free cash flow | 47.7 | (15.1) | |

Expansion of HUGO BOSS Headquarters



Appendix

Disclaimer

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.

Financial Calendar

| | |
|--------------------------|---|
| March 23, 2006 | Annual Press and Analyst Conference |
| April 27, 2006 | Publication of the First Quarter Report 2006 |
| May 04, 2006 | Annual Shareholders' Meeting in Stuttgart |
| July 27, 2006 | Publication of the Interim Report January - June 2006 |
| November 02, 2006 | Publication of the Third Quarter Report 2006 |

Internet

| Address | Contents | Languages |
|-------------------------|-----------------------------|-----------|
| www.hugoboss.com | Annual Report | German |
| | Interim Report | English |
| | Financial Presentations | |
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| | Press Releases | |

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