

H U G O B O S S

Annual General Meeting

May 4th, 2006

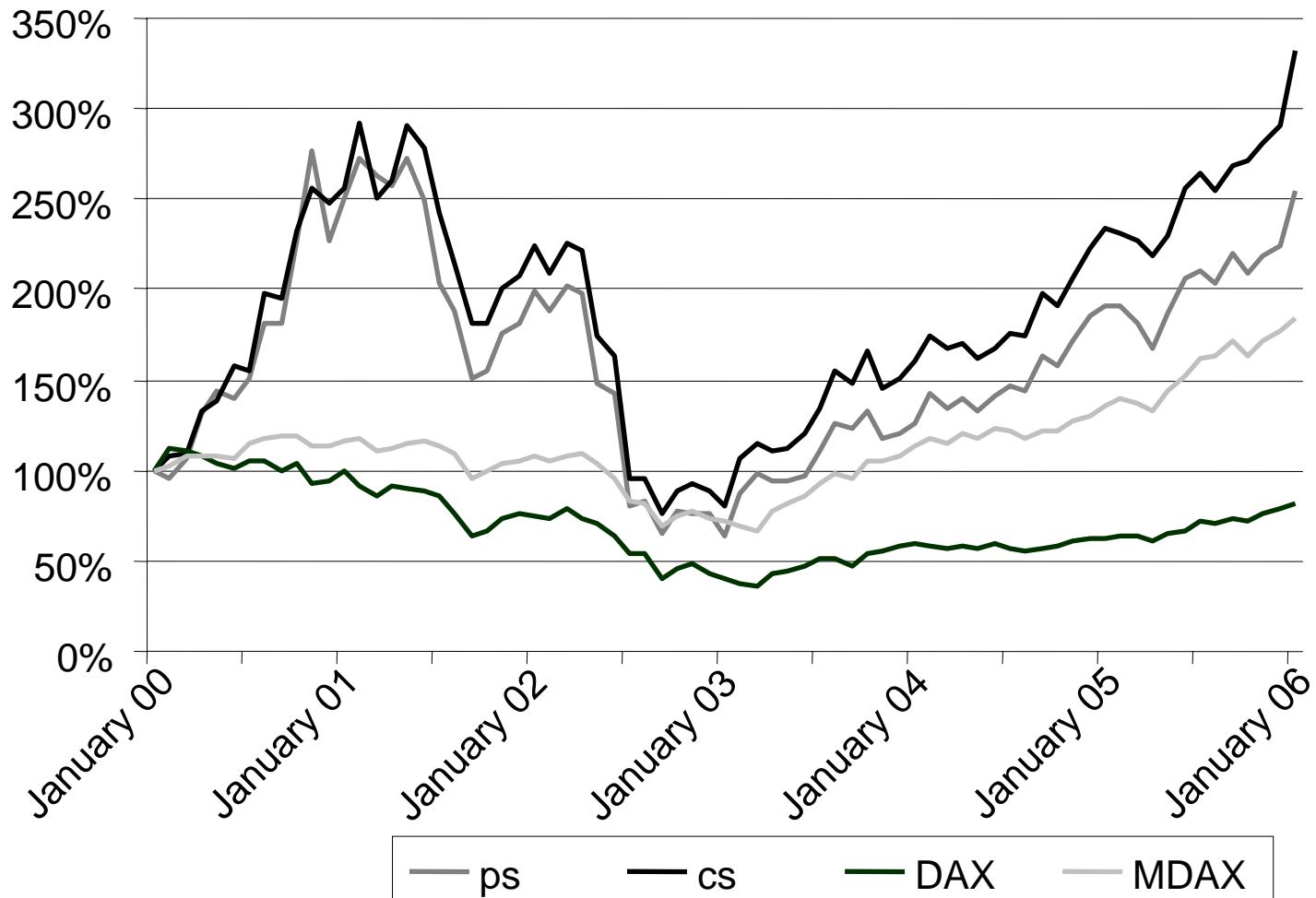
HUGO BOSS 2005

- 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)

HUGO BOSS 2005

- Year-end (12/31) share price:
 - common share 30.50 EUR (+30% vs. prev. year)
 - preferred share 29.70 EUR (+21% vs. prev. year)
- Dividend yield:
 - common share 3.3%
 - preferred share 3.4%
- Market capitalization (12/31): EUR 2,120 million (+EUR 432 million vs. prev. 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
- Net income achieves EUR 2 million
- Adjustment / Redirection of fashion statement and business system completed

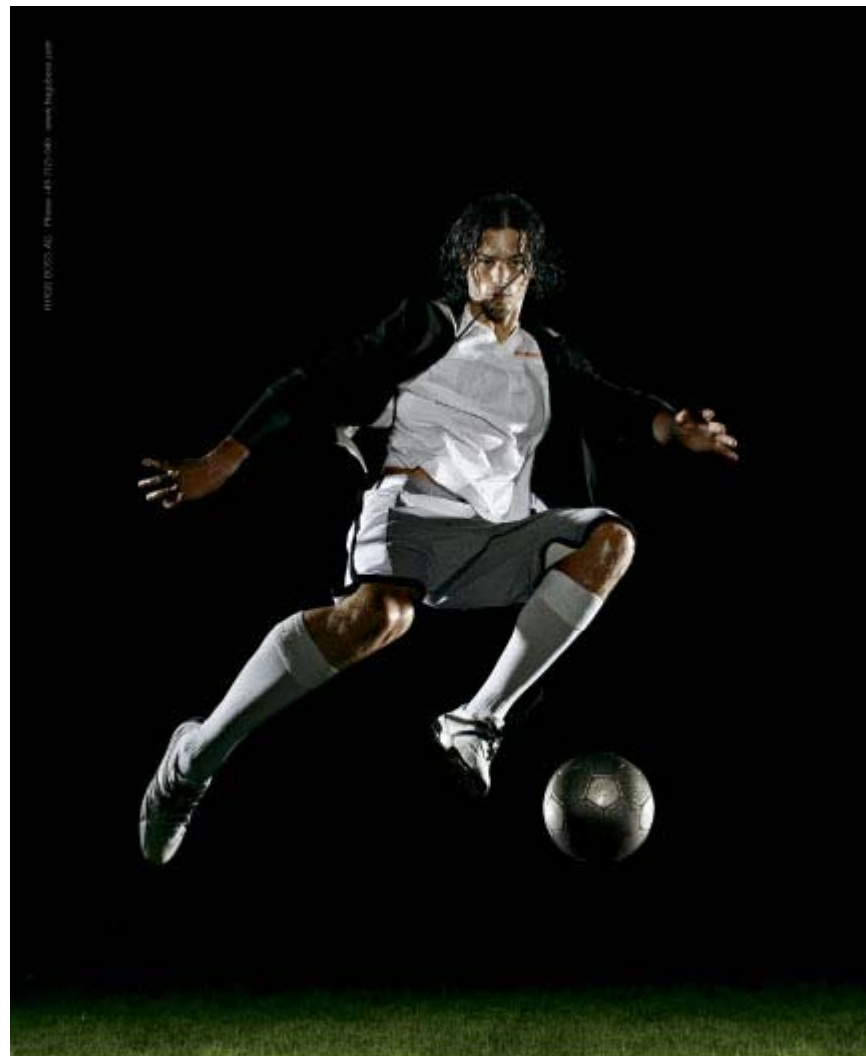






BOSS
HUGO BOSS





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
- Currently negotiations with potential acquirers

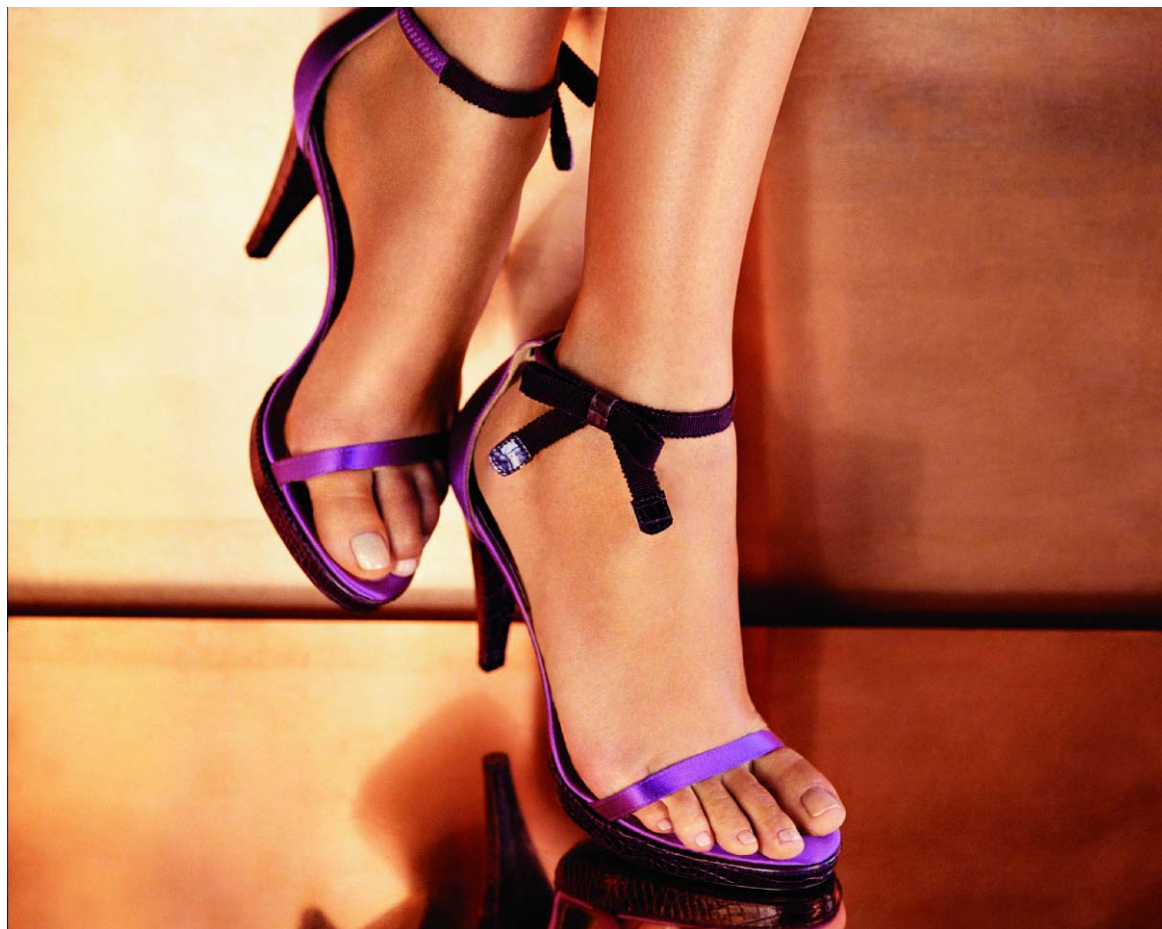
BOSS
HUGO BOSS



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

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
 - Men 88%
 - Women 12%





Royalties

- The remaining licensed out product groups fragrances, eyewear and watches achieve EUR 41 million (+4% versus previous year)
- 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
- Successful market launch of care line BOSS Skin

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

- 335 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

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

Berlin – HUGO Concept Store



Berlin – BOSS Orange Concept Store



Frankfurt – Shoes & Accessories Store



Berlin – BOSS Fashion Show



Los Angeles – HUGO Event



Tokio – BOSS Fashion Event



Monte Carlo – HUGO BOSS Boat



Los Angeles – Academy Award Winner Philip Seymour Hoffman in BOSS Black



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