

H U G O B O S S

Annual General Meeting

May 10, 2007

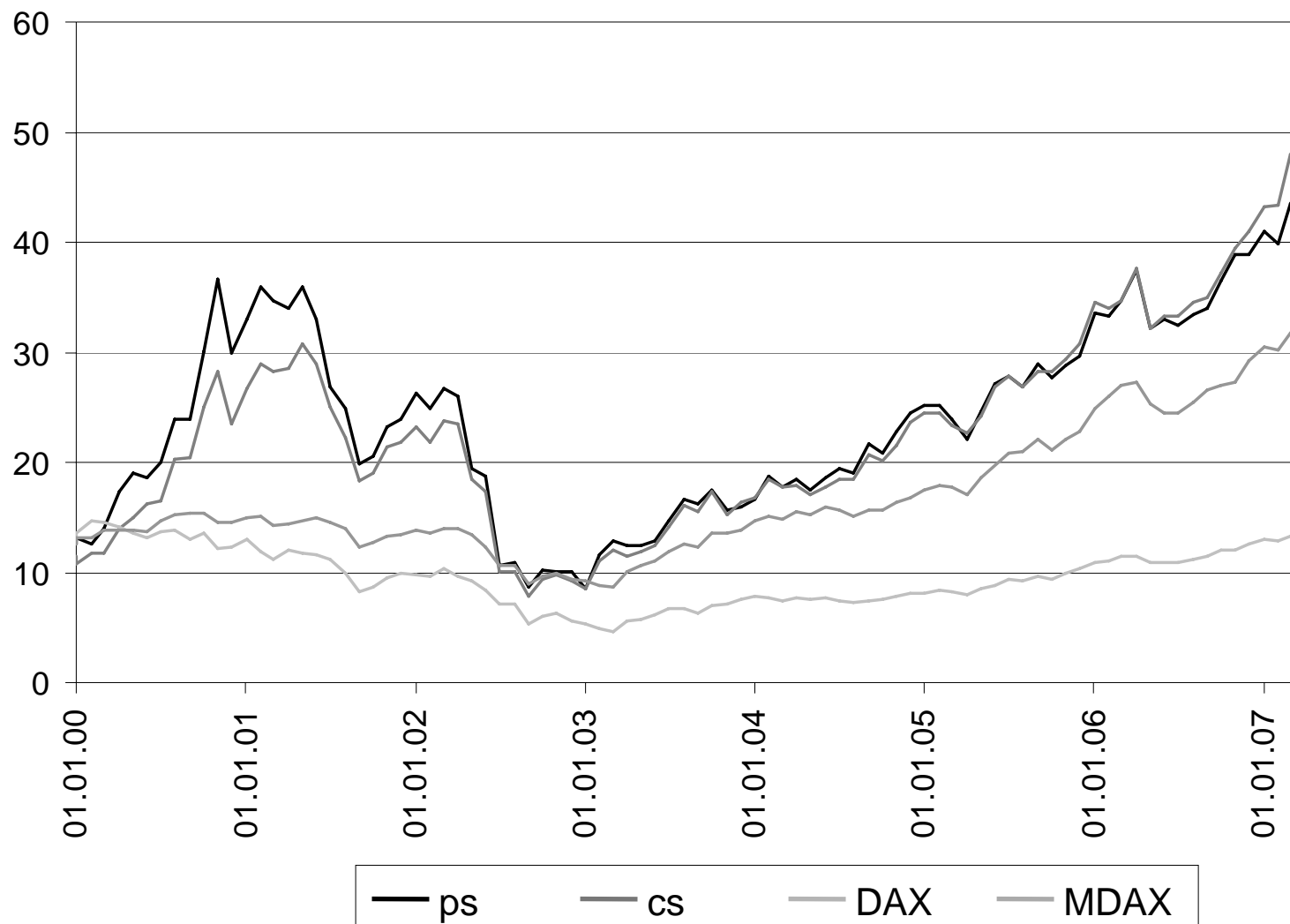
HUGO BOSS 2006

- Net sales EUR 1,495.5 million (+14% versus previous year)
- Gross margin EUR 854.5 million (+17% versus previous year)
- EBIT EUR 184.4 million (+13% versus previous year)
- Income before taxes EUR 179.9 million (+14% versus previous year)
- Net income EUR 128.7 million (+19% versus previous year)

HUGO BOSS 2006

- Share price (12/31/2006) - Common share EUR 41.00 (+34% versus previous year)
- Preferred share EUR 38.92 (+31% versus previous year)
- Dividend yield:
- Common share 2.9%
- Preferred share 3.1%
- Market capitalization (12/31/2006) EUR 2,815 million (+ EUR 695 million versus previous year)

Share Price Development



Strategic Growth Areas

BOSS Womenswear



- Turnover EUR 162 m
- Growth +69%

Shoes and Leather Accessories



- Turnover EUR 151 m
- Growth +28%

Directly Operated Stores



- Turnover EUR 192 m
- Growth +39%

Sales by Region

	2006 <i>EUR mill.</i>	2005 <i>EUR mill.</i>	<i>Change</i> <i>in %</i>	2006 <i>sales split in %</i>
Germany	346.9	318.4	9	23
Other European countries	681.9	582.5	17	46
Americas	273.6	233.4	17	18
Asia / other regions	150.1	134.2	12	10
Royalties	43.0	40.9	5	3
TOTAL	1,495.5	1,309.4	14	100

Sales by Brand

	2006 <i>EUR mill.</i>	2005 <i>EUR mill.</i>	<i>Change in %</i>
BOSS	1,347.9	1,167.5	15
Menswear	1,185.7	1,071.8	11
Womenswear	162.2	95.7	69
HUGO	136.2	124.5	9
Others	11.4	17.4	(34)
TOTAL	1,495.5	1,309.4	14

BOSS Menswear

- Market presence in 106 countries with more than 4,600 points of sale (apparel only)
- Sales split
 - Businesswear 49%
 - Leisurewear 41%
 - Shoes and Leather Accessories 10%
- BOSS Stores achieve 37% of net sales
- BOSS Selection grows 62% and achieves EUR 33 million net sales in 59 countries

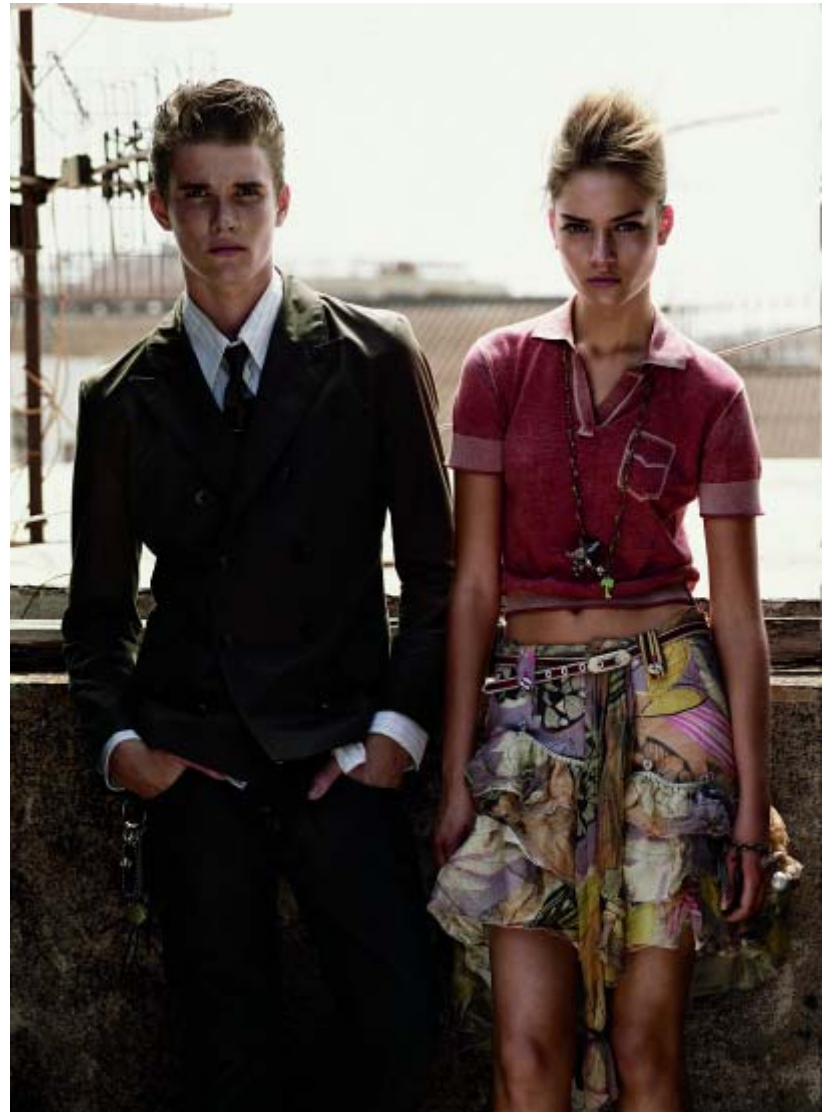
BOSS Womenswear

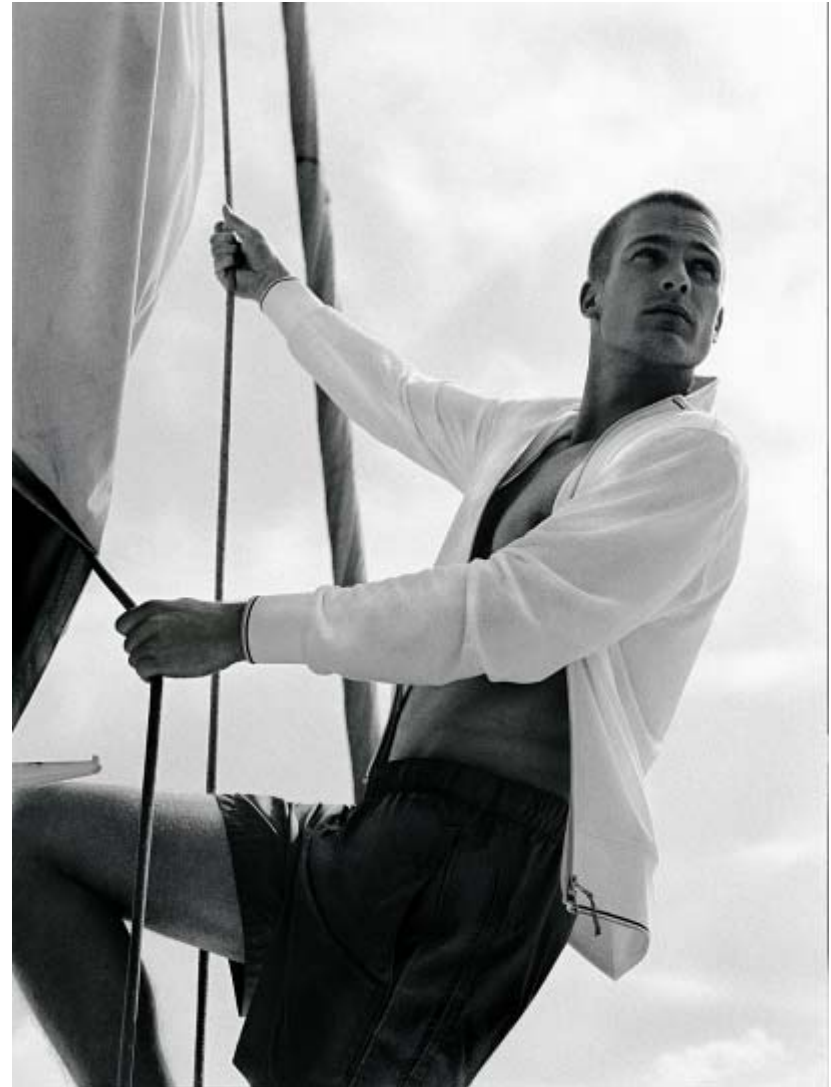
- Market presence in 69 countries with more than 1,200 points of sale (apparel only)
- Sales split
 - Businesswear 48%
 - Leisurewear 36%
 - Shoes and Leather Accessories 16%
- BOSS Stores achieve 63% of net sales
- 11% share of total net sales

	2002	2003	2004	2005	2006
Net sales in EUR million	37.0	50.8	69.3	95.7	162.2
(Development in %)	(24)	37	36	38	69
Net income in EUR million	(18.1)	(3.0)	0.2	2.1	7.8









HUGO

- Market presence in 48 countries with more than

1,100 HUGO Menswear points of sale and
370 HUGO Womenswear points of sale (apparel only)
- Sales split
 - HUGO Menswear 75%
 - HUGO Womenswear 25%
- HUGO Stores achieve 28% of net sales



Shoes and Leather Accessories

- Shoes and leather accessories complement all our fashion lines
- Sales split
 - Menswear 81%
 - Womenswear 19%
- 10% share of total net sales



Royalties

- The licensed out product groups fragrances, eyewear and watches achieve EUR 43 million (+5% versus previous year)
- With the Movado Group, Inc., the new license partner for watches, the new watches have been introduced in the first half of the year
- With Safilo SpA, the new license partner for eyewear, the new collections have been introduced in the second half of the year
- Successful launch of “Femme by BOSS” und continuously successful development of the „BOSS Selection“ men’s fragrance

Directly Operated Stores

- 210 own stores (+65 versus previous year) in 16 countries, thereof
 - 67 freestanding Stores (+20 versus previous year)
 - 143 shop-in-shops (+45 versus previous year)
- 6% sales increase on comparable selling space
- 13% share of total net sales

HUGO BOSS Stores by Region

Market presence in 76 countries with 1,051 Stores, thereof

- 375 freestanding Stores
- 676 shop-in-shops

	2006	2005
Germany	187	156
Other European countries	470	370
Americas	113	104
Asia / other regions	281	247
TOTAL	1,051	877
Share of net sales in %	36	34

Employees – by Region

Full-time equivalents	2006	2005	Change in %
Germany	2,104	1,911	10
Other European countries	4,795	4,262	13
Americas	1,167	1,063	10
Asia / other regions	375	348	8
TOTAL	8,441	7,584	11

Employees – by Function

Full-time equivalents	2006	2005	<i>Change in %</i>
Production / Logistics	5,334	4,992	7
Sales / Creation / Marketing	2,441	2,025	21
Administration	666	567	17
TOTAL	8,441	7,584	11

Update on Columbus Project

- Continuously successful implementation
- HUGO is already working with new processes, the roll-in of BOSS Orange and BOSS Black Womenswear has been initialized
- The Columbus project will be finalized by the end of 2007 after the successful completion of the BOSS Black Menswear roll-in
- Already tangible improvements in the total supply chain and in work flows

Highlights 2006



Highlights 2006





Highlights 2006



HUGO BOSS STORE SHANGHAI

Highlights 2006



HUGO BOSS PRIZE NEW YORK

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