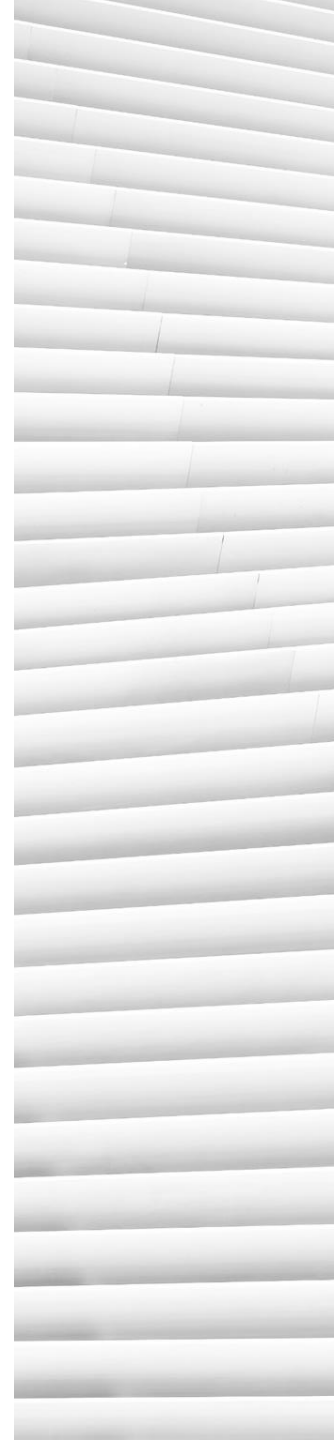


HUGO BOSS



WELCOME **INVESTOR** **DAY 2021**

AUGUST 4

HUGO BOSS





CLAIM 5 STRATEGY

DANIEL GRIEDER
CHIEF EXECUTIVE OFFICER

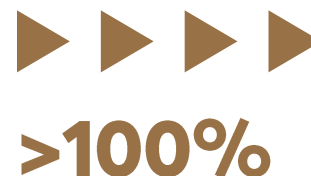
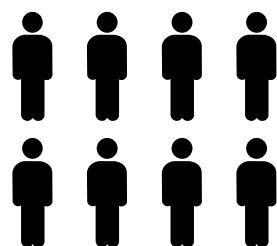
HUGO BOSS

THE MOST
EXCITING
TIME IN FASHION
EVER IS
RIGHT NOW

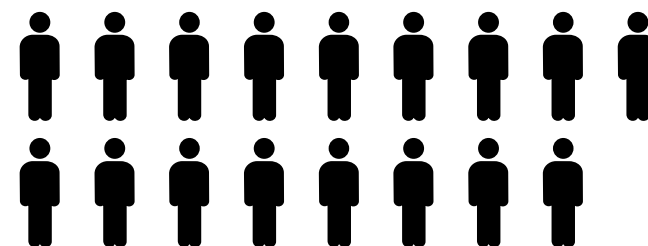
MASSIVE OPPORTUNITY FOR PREMIUM/AFFORDABLE LUXURY FASHION

GLOBAL HIGH-
INCOME
POPULATION

NOW



2040



SOURCES: WORLD BANK, IMF
NOTE: HIGH-INCOME AS PER DEFINITION WORLD BANK: GROSS NATIONAL INCOME PER CAPITA > \$12,375 /



A NEW CONSUMER EMERGES

BY 2030, GEN Z WILL MAKE
UP THE LARGEST CONSUMER
SEGMENT WORLDWIDE

HUGO BOSS



YOUNG WEALTHY CONSUMERS VALUE SOMETHING CRAFTED, UNIQUE, SUSTAINABLE, AND EXPERIENTIAL

M

MILLENNIALS (Y)

Digital
reality

Z

GEN Z

Multiple
realities

α

GEN ALPHA

Seamless
realities

THE NEED

is constant connectivity

THE EXPECTATION

is seamless experience

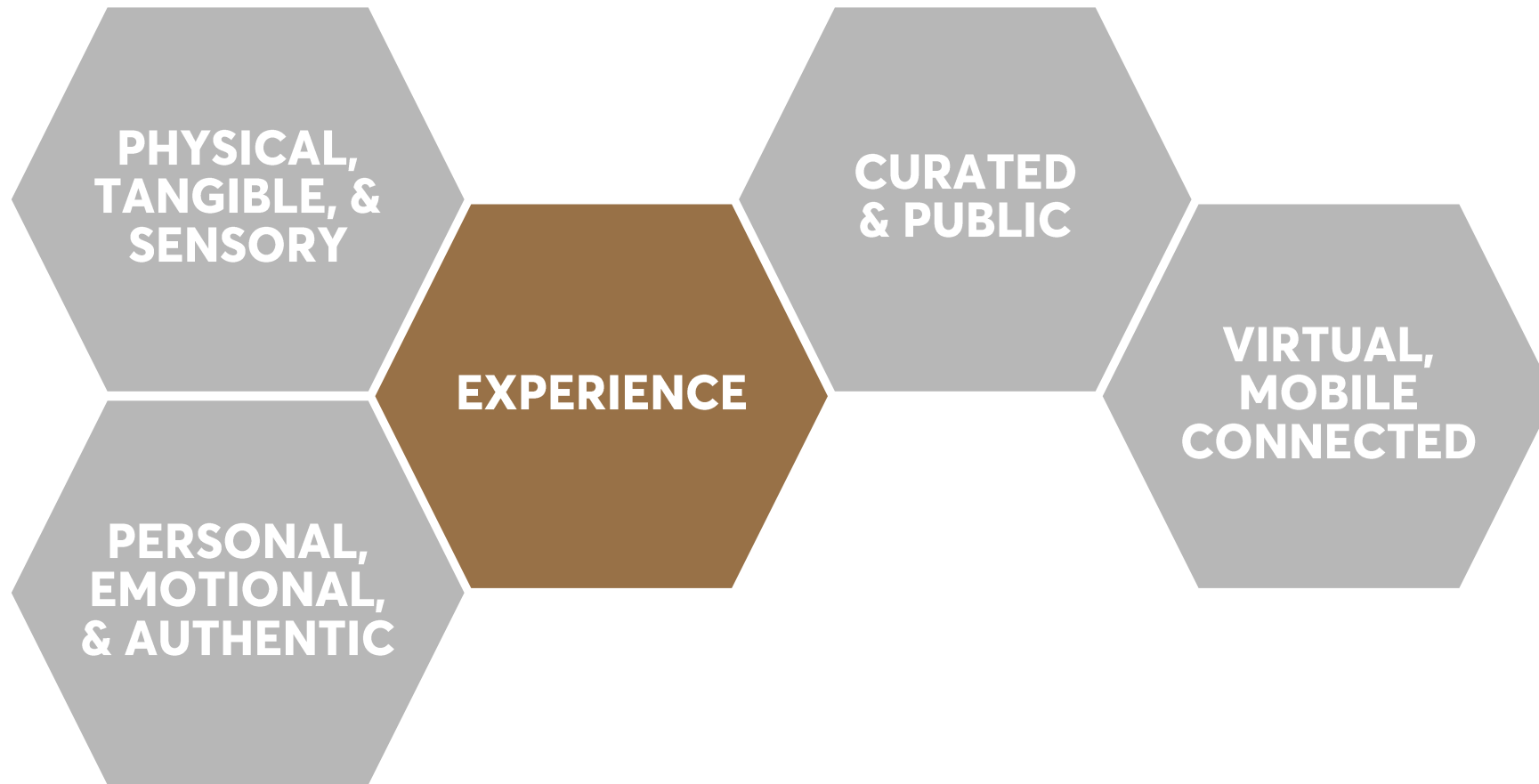
THE CONSEQUENCE

is to deliver continuous
value & feeling

THE RESPONSIBILITY

is to do it transparently
& sustainably

THE IMPORTANCE OF **EXPERIENCE**



~ 80% OF
MILLENNIALS
VALUE
EXPERIENCES
OVER OWNING
MATERIAL THINGS

PURPOSE HAS BECOME A KEY SUCCESS FACTOR

> 65% OF CONSUMERS WOULD
BOYCOTT BRANDS BASED ON THEIR
STANCE ON CONTROVERSIAL ISSUES



HUGO BOSS

**A SUSTAINABLE
FUTURE IS
ESSENTIAL**

**NO PLANET
NO FASHION!!!**

MAJORITY OF
CONSUMERS ARE
OPEN TO NEW
CONCEPTS WITH
REGARDS TO
CIRCULARITY

A MOBILE FIRST APPROACH IS **CRUCIAL**

EXPERIENCES DELIVERED BY
DIGITALLY NATIVE BRANDS
HAVE **REWIRED** CONSUMER
EXPECTATIONS

HUGO BOSS



DIGITAL REVOLUTIONIZES THE ENTIRE VALUE CHAIN

FROM
**SUPPLY-DRIVEN
DEMAND**



TO
**DEMAND-
DRIVEN**

FROM
**SIGNIFICANT
WASTE**



TO
**REDUCED
WASTE**

FROM
**PHYSICAL
PRODUCTS**




TO
**VIRTUAL
PRODUCTS**

DIGITAL REVOLUTIONIZES THE ENTIRE VALUE CHAIN

DIGITAL REVOLUTION IN
DESIGN & DEVELOPMENT

DIGITAL REVOLUTION IN
PROCESSES & INFRASTRUCTURE

DIGITAL REVOLUTION IN
CONSUMER EXPERIENCE



**LEVERAGED
BY THE POWER
OF DATA –
MORE PRECISE,
QUICKER,
SMARTER**

HUGO BOSS

**HERITAGE AND A
LONG-STANDING
LEGACY NO LONGER
GUARANTEE THE
VALUE OF BRANDS**



HUGO BOSS

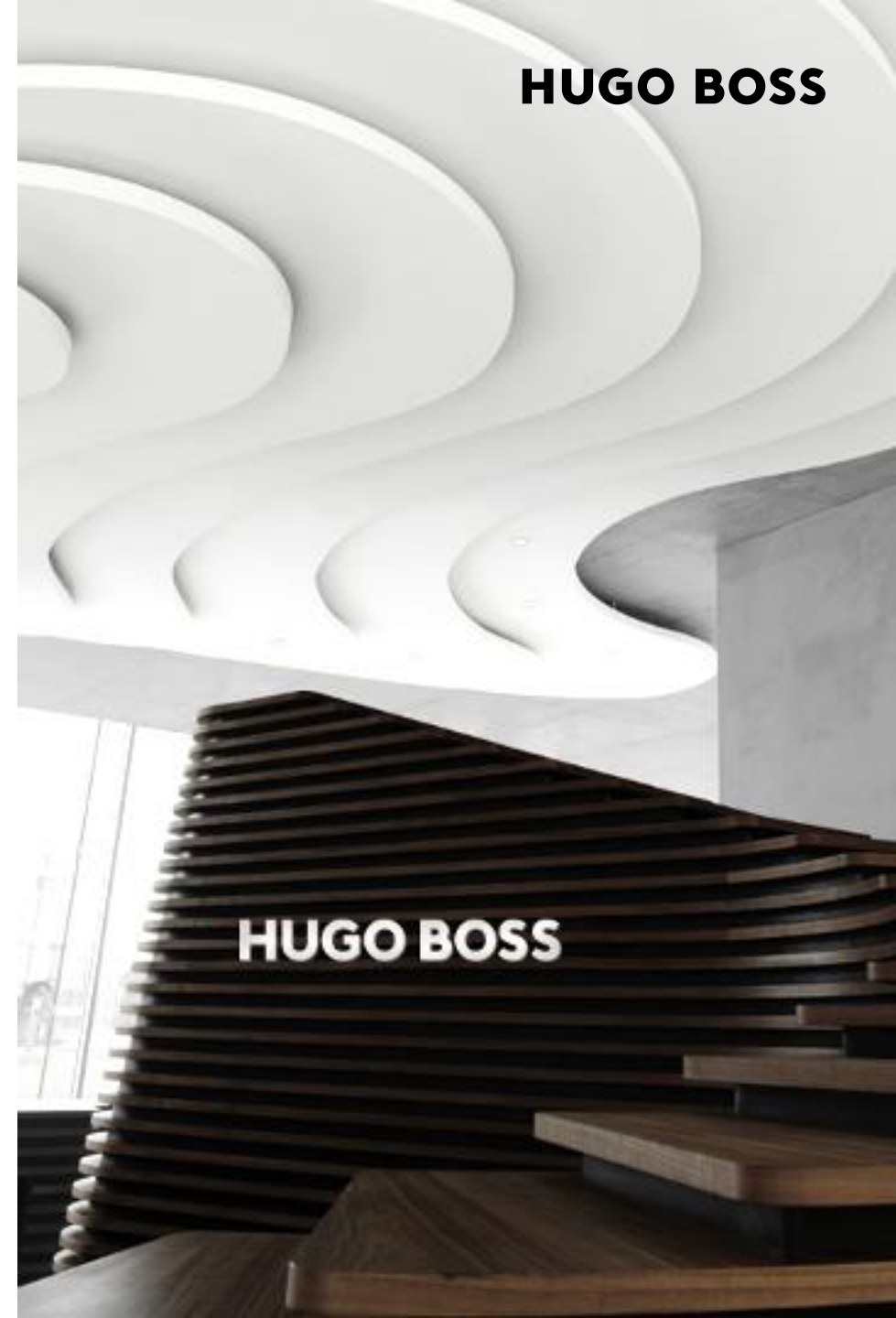
TODAY,
RELEVANCE HAS
BECOME **THE**
NEW LEGACY



**WHAT HAS
BROUGHT A
COMPANY
WHERE IT IS
TODAY, IS NOT
WHAT IT WILL
BRING IT TO IN
THE FUTURE**

HUGO BOSS

HUGO BOSS



A NEW SOURCE OF COMPETITIVENESS



PAST

**AGE OF
PRODUCTION**

NOW

**AGE OF MARKETING
& SALES**

FUTURE

**AGE OF DATA
& LEARNING**

WHERE ARE WE AT HUGO BOSS?

HUGO BOSS

DNA OF SUCCESS & STYLE, PIONEERS IN FASHION



1972

Holy
Brothers



1972

Motor-
sports



1976

Enter
USA



1993

HUGO



2000

BOSS
Women



2003

Sailing



2017

2 Brands



2021

Personalities

STRONG **ASSETS**

HUGO BOSS

**HIGH GLOBAL
BRAND
AWARENESS**

**PREMIUM
LIFESTYLE
POSITIONING**

**DIVERSIFIED
BUSINESS
MODEL**

**STRONG
DISTRIBUTION
NETWORK**

**MOTIVATED
TEAM**

**HEALTHY
FINANCIAL
POSITION**

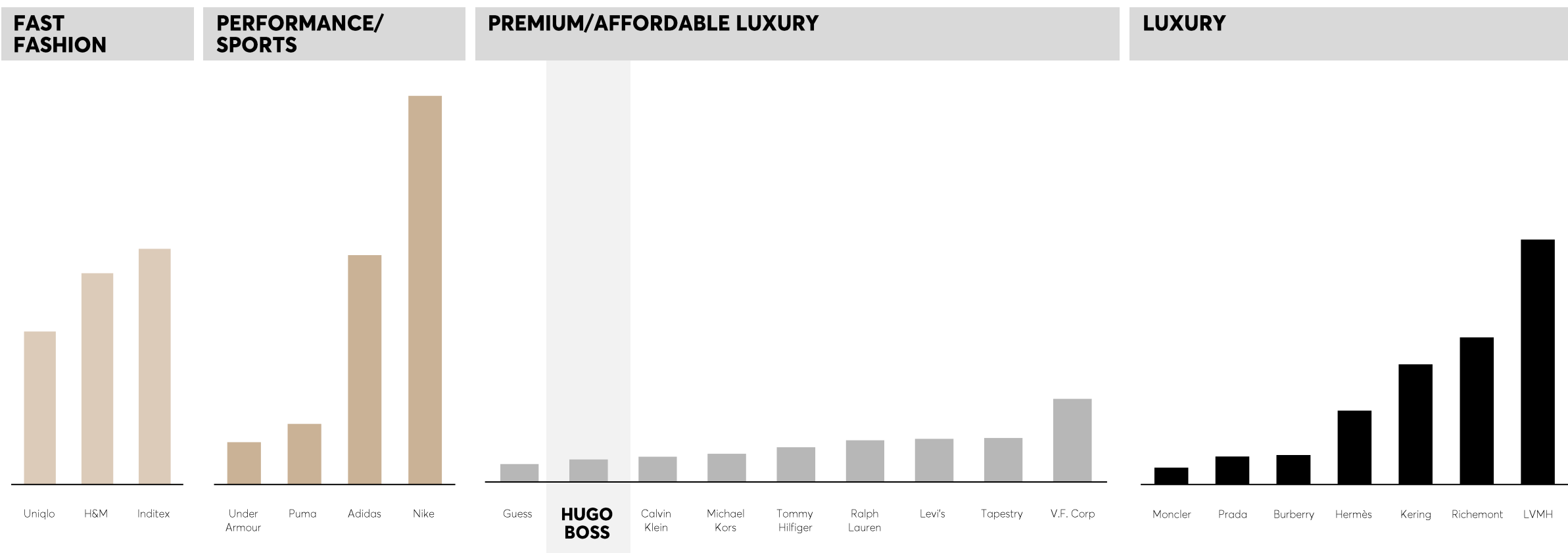
**IN-HOUSE
PRODUCTION**

**LEADING IN
SUSTAINABILITY**

**YET, ARE WE
UNLOCKING THE
FULL POTENTIAL
OF HUGO BOSS?**

HUGO BOSS

COMPETITIVE SIZES UNDERLINE POTENTIAL FOR HUGO BOSS



TO REALIZE THE FULL POTENTIAL WE NEED TO...

ADDRESS YOUNGER CONSUMERS

to exploit the full potential of our brands.

INCREASE BRAND RELEVANCE

by creating inspiring content and emotional storytelling.

OPTIMIZE DISTRIBUTION NETWORK

to unleash the full potential across all touchpoints.

INVEST INTO PRODUCT OFFERING

by optimizing the price-value proposition.

THE TIME IS
NOW

HUGO BOSS

CLAIM OUR POSITION

HUGO BOSS

VISION

MISSION

AMBITION





HUGO BOSS

**BECOME THE
PREMIUM TECH-
DRIVEN FASHION
PLATFORM
WORLDWIDE.**

THE VISION

HUGO BOSS



**WE LOVE
FASHION,
WE CHANGE
FASHION**

THE MISSION



HUGO BOSS

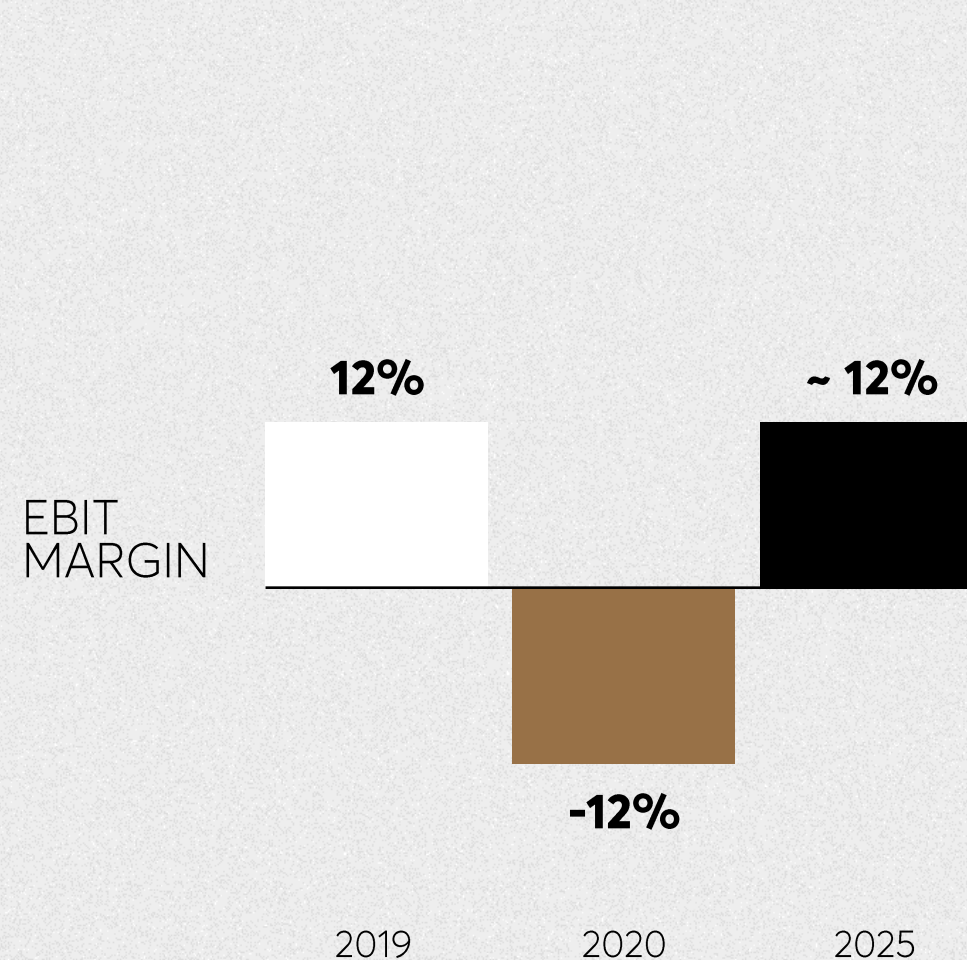
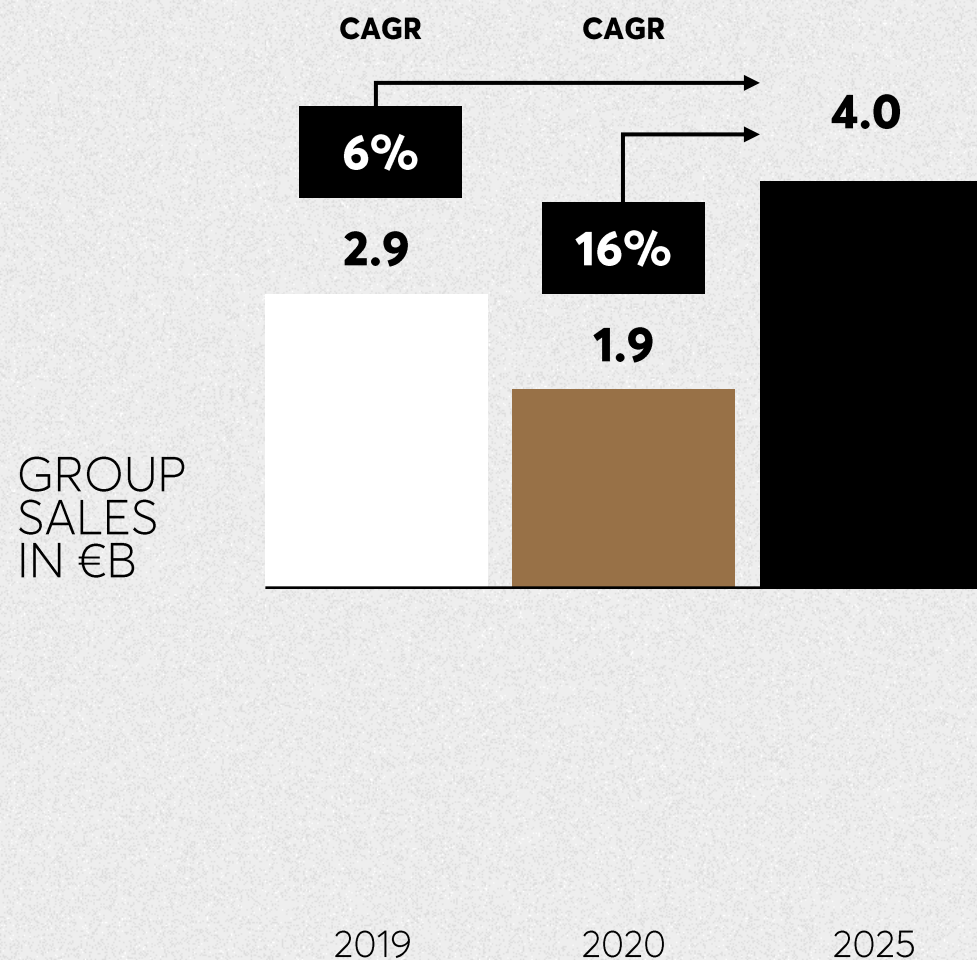
€4 BILLION IN 2025

€5 BILLION IN 2026+

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

THE AMBITION

DOUBLE OUR BUSINESS – € 4B IN 5 YEARS



BALANCED GROWTH TO EXPLOIT THE FULL POTENTIAL

2025

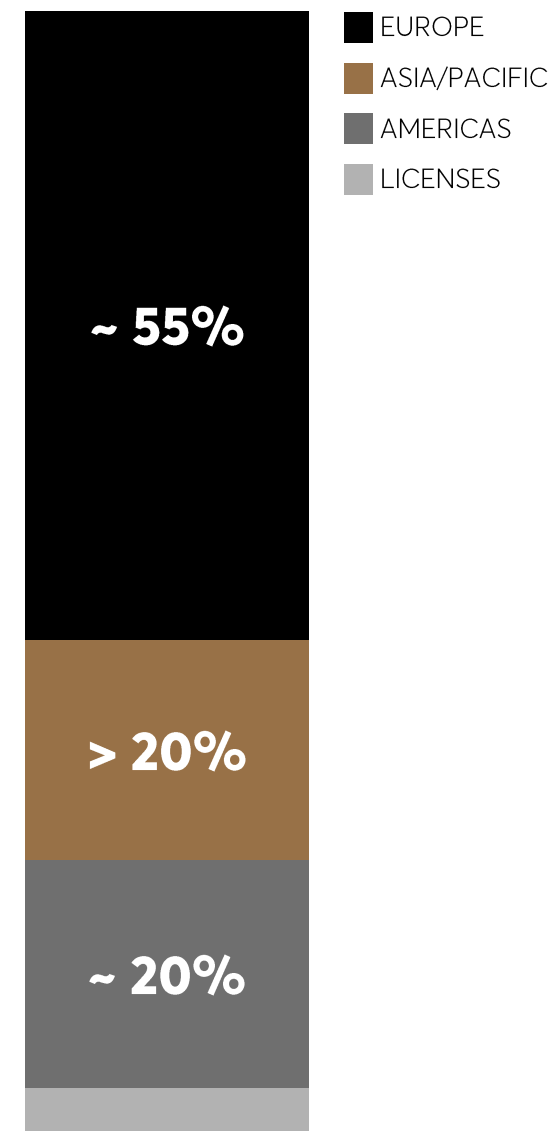
BRANDS



CHANNELS



REGIONS



CLAIM 5 STRATEGY

WHY

CONSUMER FIRST

1

2

3

4

5

WHAT

**BOOST
BRANDS**

**PRODUCT
IS KING**

**LEAD IN
DIGITAL**

**REBALANCE
OMNICHANNEL**

**ORGANIZE
FOR GROWTH**

HOW

SUSTAINABLE THROUGHOUT

RIGOROUS EXECUTION

EMPOWER PEOPLE AND TEAMS

CLAIM 5 STRATEGY

WHY

CONSUMER FIRST

1

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5

WHAT

BOOST
BRANDS

PRODUCT
IS KING

LEAD IN
DIGITAL

REBALANCE
OMNICHANNEL

ORGANIZE
FOR GROWTH

HOW

SUSTAINABLE THROUGHOUT

RIGOROUS EXECUTION

EMPOWER PEOPLE AND TEAMS

CLAIM

- ▶ **OUR POSITION IN
THE CONSUMERS'
MINDS**

HUGO BOSS

HUGO BOSS

CONSUMER
ALWAYS VERY FIRST

WE AIM FOR FANS,
NOT JUST CONSUMERS





**DRIVE
PURCHASES**
ACCESS

**BUILD
LOYALTY**
AUTHENTICITY

**BUILD
RELATIONSHIPS**
VALUE

**CONSUMER/
FANS**

**BUILD
AWARENESS**
DESIRABILITY

**ENGAGE
CONSUMERS**
EXCLUSIVITY

**INCENTIVE
TO INTERACT**
REWARDS

CLAIM 5 STRATEGY

WHY

CONSUMER FIRST

1

2

3

4

5

WHAT

**BOOST
BRANDS**

PRODUCT
IS KING

LEAD IN
DIGITAL

REBALANCE
OMNICHANNEL

ORGANIZE
FOR GROWTH

HOW

SUSTAINABLE THROUGHOUT

RIGOROUS EXECUTION

EMPOWER PEOPLE AND TEAMS

CLAIM

▶ **BOOST
BRANDS**

HUGO BOSS

BRAND PORTFOLIO STRATEGY

ONE HUGO BOSS PLATFORM
WITH TWO BRANDS AND THE
POSSIBILITY TO ADD MORE
BUSINESSES TO IT


- ▶ Balanced and strong
brand portfolio
- ▶ BOSS and HUGO
as **2 lifestyle stories**
- ▶ **Premium lifestyle
positioning**




BRAND ARCHITECTURE FOR BOSS AND HUGO

BOSS MENSWEAR

CAMEL
 (Exclusive,
 Made in Ger-
 many, Made to Measure)




BLACK
 (Business
 & Smart
 Casual)


ORANGE
 (Casual)


GREEN
 (Athleisure)

**THE NEW
 BRAND
 IDENTITY
 BOSS**


BOSS WOMENSWEAR





**THE NEW
 BRAND
 IDENTITY
 BOSS
 WOMENS-
 WEAR**




BOSS KIDS



HUGO MENSWEAR & WOMENSWEAR

**THE NEW
 BRAND
 IDENTITY
 HUGO**



BRAND IMPERATIVES FOR BOSS & HUGO

- ▶ Exploit full potential among **younger consumers**
- ▶ Foster **clear individual brand image** for BOSS and HUGO
- ▶ Leverage **innovation and sustainability** to strengthen brand relevance
- ▶ **Data and performance-driven** marketing approach
- ▶ Push **omnichannel** strategy globally

THE BRANDING REFRESH

HUGO BOSS

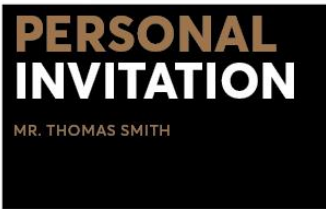
**ELEVATE
RELEVANCE
FOR CONSUMERS**
BY REVITALIZING
THE BRANDS

HUGO BOSS



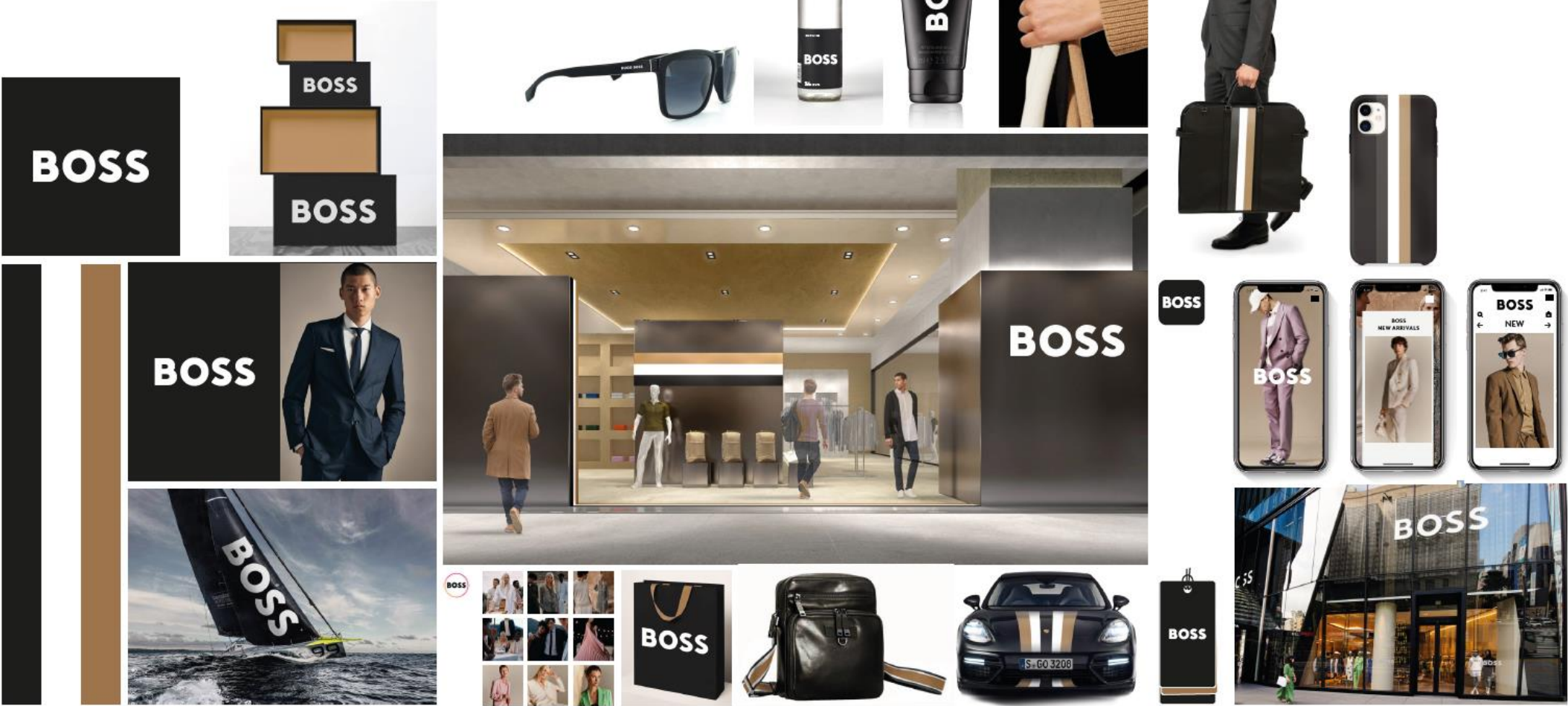
THE NEW BRAND WORLD

BOSS MENSWEAR



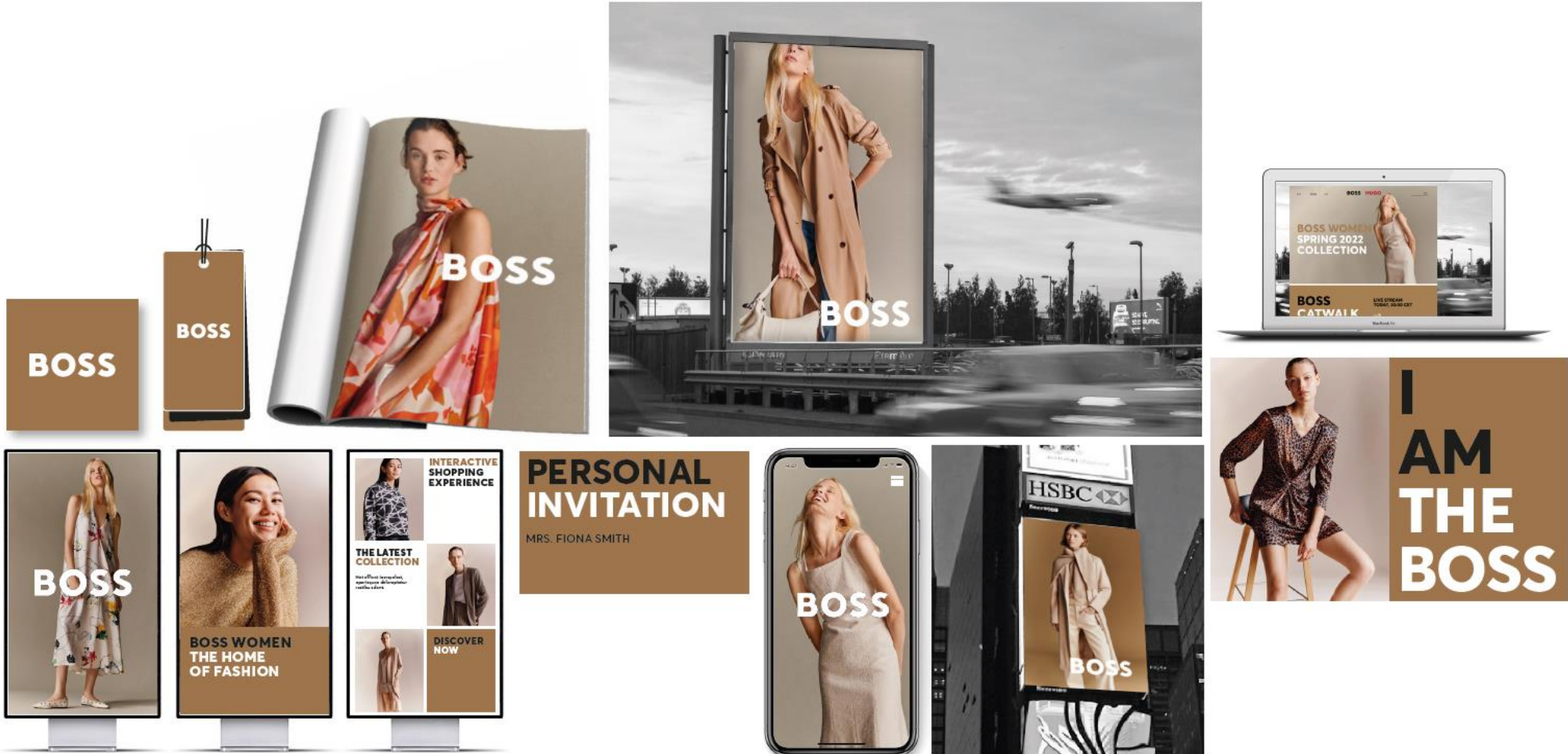
THE NEW BRAND WORLD

BOSS MENSWEAR



THE NEW BRAND WORLD

BOSS WOMENSWEAR



THE NEW BRAND WORLD

BOSS WOMENSWEAR



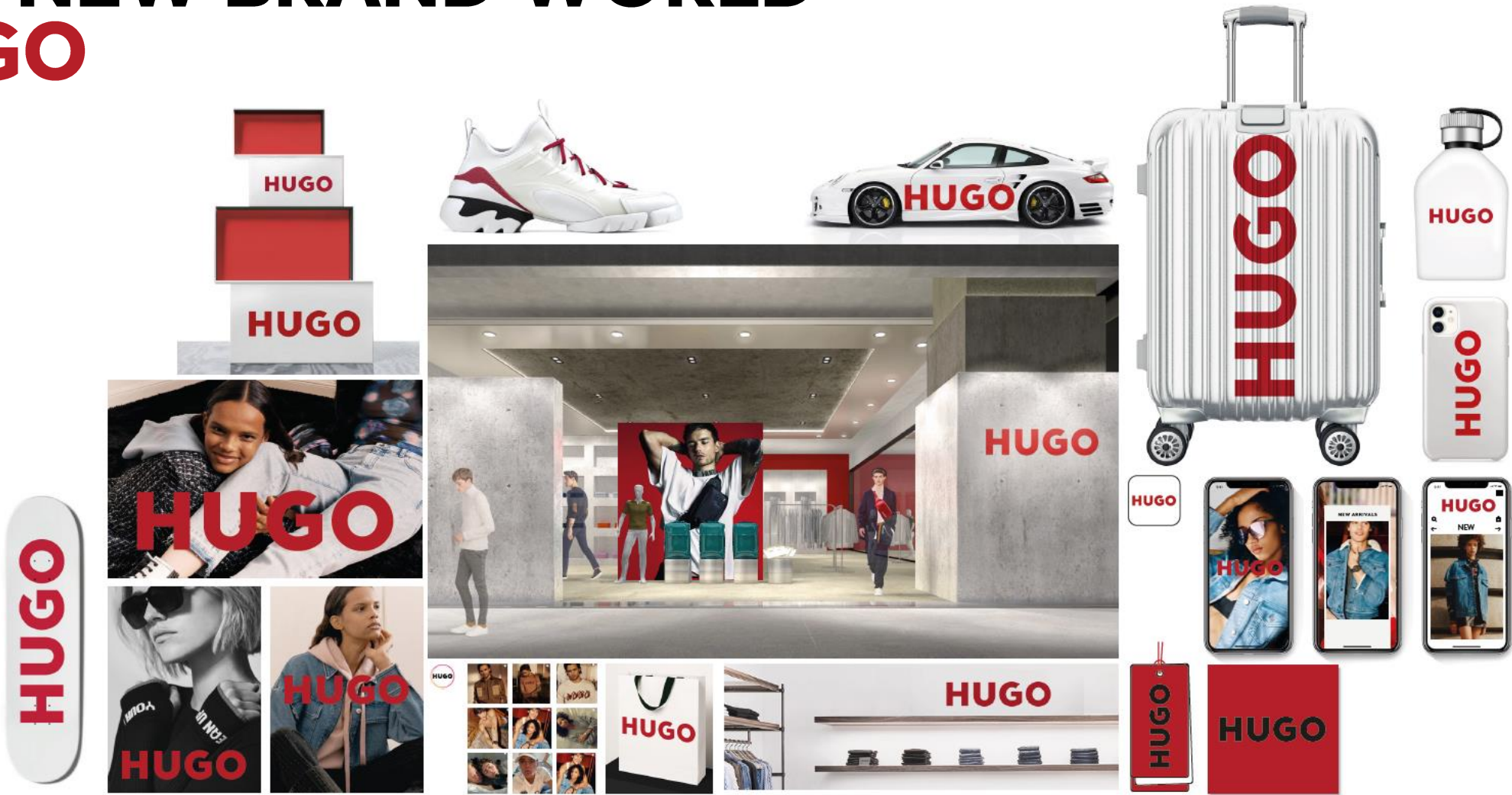
THE NEW BRAND WORLD

HUGO



THE NEW BRAND WORLD

HUGO



BOSS

BOSS **BRANDING**



BOSS

BOSS



BOSS

BOSS



BOSS

BOSS



BOSS

BOSS



BOSS



BOSS



BOSS

BOSS

HUGO

HUGO
BRANDING

HU
GO



HUGO
ICONS



HUGO

HUGO



HUGO



HUGO

HUGO



HUGO
UNDERWEAR



HUGO

HUGO
JEANS

HUGO



HUGO

HUGO



HUGO

THE **BRAND** STRATEGIES

BOSS

BOSS

S

BOSS

D
E

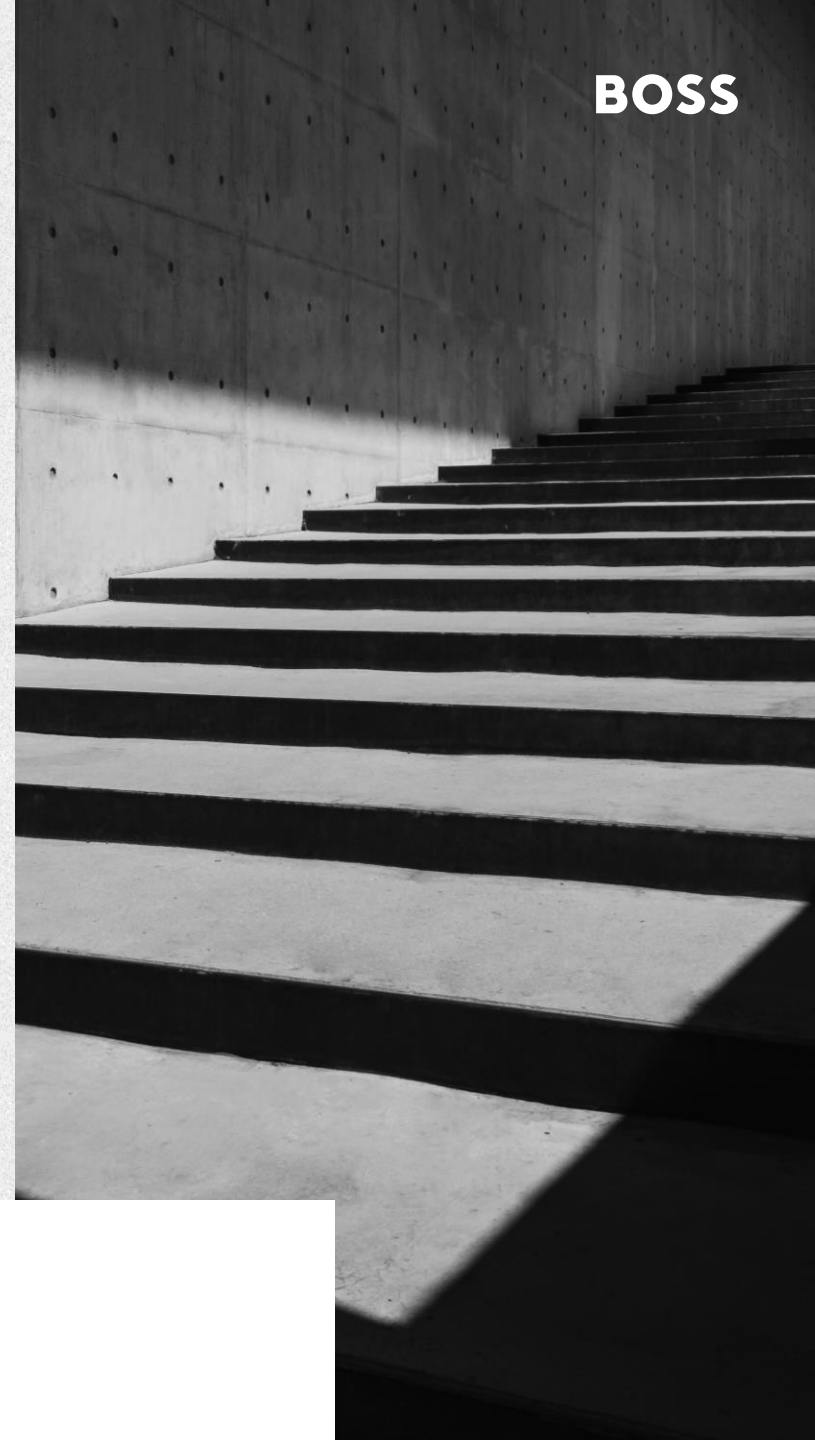
S

BOSS

D
E

**IT'S RIGHT
HERE IN
OUR NAME.**

BOSS



THE BOLDNESS.
THE CONFIDENCE.
THE ATTITUDE.

THE DEFINITION
OF BOSS HAS
CHANGED
FROM...



BOSS

BOSS

**A PERSON WHO
IS IN CHARGE
OF A WORKER,
GROUP, OR
ORGANIZATION.**

THE DEFINITION
OF BOSS HAS
CHANGED
TO...



BOSS

BOSS

**A PERSON WHO
LEADS A SELF-
DETERMINED LIFE.**

THE ATTITUDE OF A BOSS TODAY

A black and white photograph of a man with short hair and a light beard, wearing a white hoodie. He is looking directly at the camera with a serious expression, and his hands are clasped together in front of his mouth. The background is a plain, light color.

BOSS

**IT'S WRITING
YOUR OWN
RULES.**

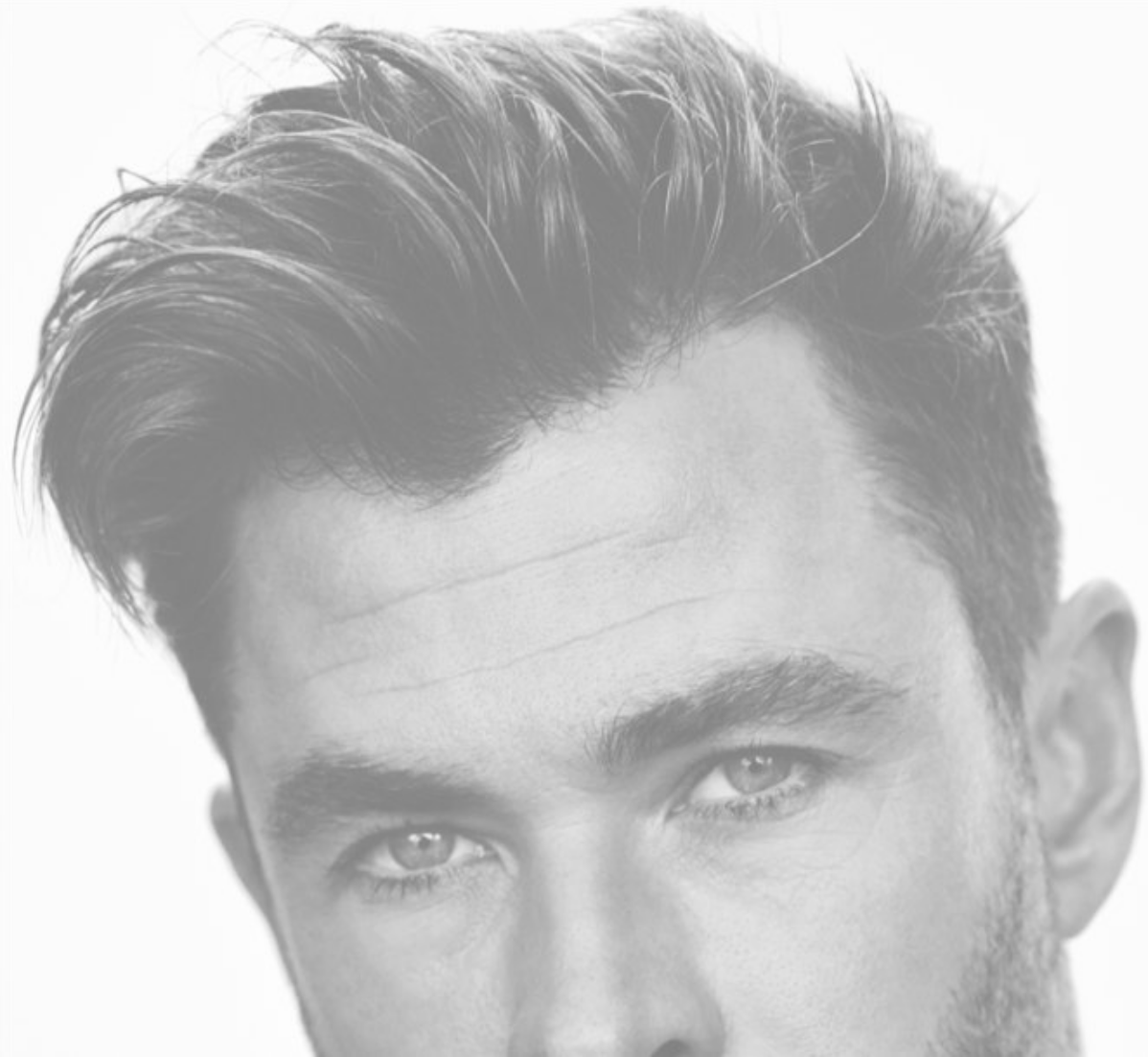
BOSS

**IT'S CHASING
YOUR OWN
DREAMS.**



BOSS

**IT'S FINDING
YOUR OWN
PURPOSE.**





BOSS

**IT'S LIVING
LIFE ON
YOUR OWN
TERMS.**



BOSS

**IT'S BEING
WHATEVER
YOU WANT
TO BE.**



BOSS

BE YOUR OWN

THE MINDSET OF A BOSS TODAY

CONFIDENT
YET CURIOUS



INDEPENDENT
BUT STILL
INSPIRED
BY OTHERS



BOSS

RISK-TAKER
**CHANGE-
MAKER**



BOSS

**YOU LIVE
LIKE A
BOSS IN
EVERY ROLE
YOU PLAY**



DAD
WAVE-CATCHER
AUSSIE
SUPERHERO
BROTHER
OCEAN-SAVER
ACTOR
BOSS


CHRIS HEMSWORTH



BOSS

BOSS X ART

ART

ART

ART

ART

ART

LIVE LIKE A BOSS.
PLAY LIKE A BOSS.
DREAM LIKE A BOSS.

BOSS **SPACES**

BOSS



BOSS

POP-UP

POP-UP

POP-UP

POP-UP

POP-UP

POP-UP

BOSS **MOVES**

A BOSS IS A GAME-CHANGER.

REDEFINING WHAT WOMEN ASPIRE TO WEAR. LET'S BRING
BACK POWER, INFLUENCE AND THE MUST-HAVE FACTOR
WITH AN EXCLUSIVE COLLECTION FOR BOSS.

A BOSS GOES WHERE NO ONE HAS GONE BEFORE.

THE FUTURE OF SUITING IS HERE. WE MIGHT PARTNER WITH
OTHER COMPANIES TO
DESIGN A HIGH-TECH SUIT WITH ZERO LIMITS.

A BOSS WRITES THEIR OWN RULES.

WE'LL BREAK THE BARRIERS OF WHAT DEFINES A MAN'S AND WOMAN'S WARDROBE BY INTRODUCING A UNISEX COLLECTION THAT PEOPLE CAN WEAR ON THEIR OWN TERMS.

BOSS WILL BE THE BRAND THAT INTRODUCES SUITING WITHOUT GENDER, REDEFINES GENDER-BASED SIZING, AND RETHINKS THE MODERN WARDROBE WITHOUT TRYING TO PUT PEOPLE IN A BOX.

THE BOSS DROPS.

WE MIGHT COMMISSION ARTISTS AND DESIGNERS TO
DO A SERIES OF DROPS FEATURING POWERFUL
STATEMENTS AND OFFER THEM AS A CAPSULE
COLLECTION THAT INTRODUCES THE POWER OF
LIVING LIKE A BOSS.

A BOSS LIFTS UP OTHER BOSSES.

WE HAVE THE OPPORTUNITY TO USE KEY CULTURAL
MOMENTS TO COMMUNICATE OUR 'LIKE A BOSS'
MESSAGE.

A BOSS GOES WILD FOR THE PLANET.

WE'RE TAKING A STAND FOR THE
PLANET - AND GOING FAR BEYOND
TRADITIONAL SUSTAINABILITY.

HUGO

HUGO



HUGO

HUGO
HUGO
HUGO

**THE ATTITUDE
FOR HUGO.**

HUGO
HUGO
HUGO



HU
HU
HU

HUGO

HU
GO

GO
GO
GO

**YOU'RE A
GO-GETTER.
YOU GO
YOUR OWN
WAY.**



HUGO

**REBEL
AND RULE-
BREAKER.**



HUGO

**WHATEVER
YOU DO,
YOU GO
ALL OUT.**



HUGO

HUGO GET 'EM



HUGO

HUGO FOR THE GLORY

HUGO



HUGO YOUR OWN WAY



HUGO
FOR IT





HUGO'S RULES FOR STYLING UP



HUGO

**YOU SET
TRENDS,
YOU DON'T
FOLLOW
THEM.**



HUGO

**YOU LOVE A
CLASSIC, SO
LONG AS
YOU CAN
MAKE IT
YOUR OWN.**



HUGO

**YOU USE
YOUR STYLE
TO EXPRESS
YOUR
PERSON-
ALITY.**



SPACES





THE BRANDS' POTENTIAL

HUGO BOSS

OVERALL STRATEGY BOSS MENSWEAR

- ▶ **Foster brand positioning** in premium/affordable luxury segment
- ▶ Dress consumers for every occasion **24/7** to enhance perception as a lifestyle brand
- ▶ **Emotionalize the brand** to attract additional & younger consumers
- ▶ **Push digital channels** to drive brand vitality; rebalance wholesale vs retail

2025

~ € 2.6B

AMBITION

2020

€ 1.5B

OVERALL STRATEGY BOSS WOMENSWEAR

- ▶ **Drive brand strength** among female consumers
- ▶ **Increase visibility** across all consumer touchpoints
- ▶ Establish BOSS womenswear as a **24/7 brand**, capturing all wearing occasions
- ▶ **Focus on digital** and grow physical presence in key cities

2025

~ € 0.4B

AMBITION

2020

€ 0.1B

OVERALL STRATEGY HUGO

- ▶ Become the **first brand touchpoint** for younger consumers
- ▶ Build **HUGO brand power** by focusing on brand values & a clear differentiation
- ▶ **Grasp growth opportunity** by balancing contemporary and commercial items
- ▶ **Focus on digital** and drive geographical expansion in metropolitan areas

2025

~ € 0.8B

AMBITION

2020

€ 0.3B

MARKETING STRATEGY

HUGO BOSS

CLEARLY DISTINGUISHED MARKETING STRATEGIES

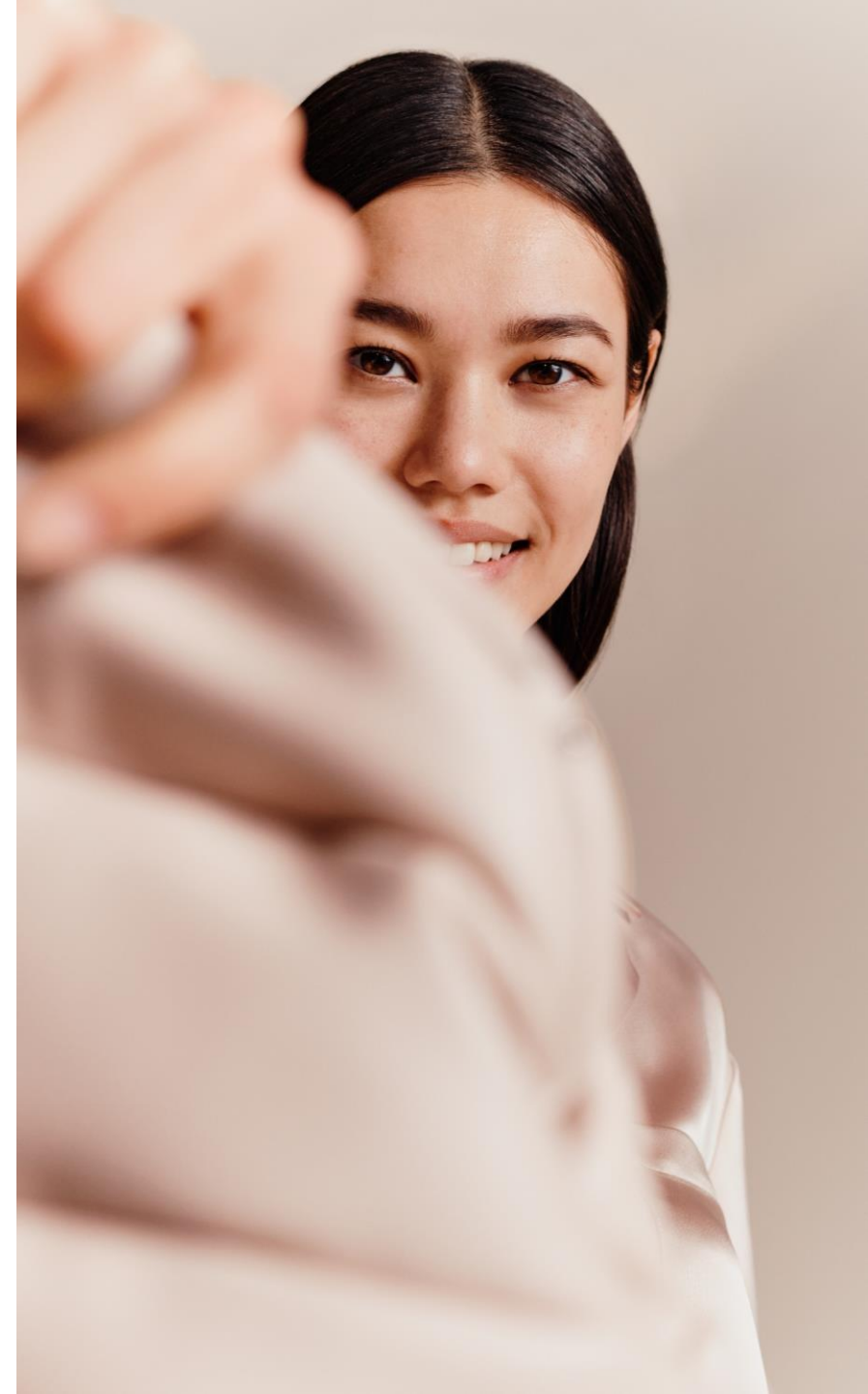
2 **LIFESTYLE
BRANDS**

2 **DIFFERENT
MARKETING
APPROACHES**

2 **DIFFERENT
TARGET
GROUPS**

OVERALL MARKETING STRATEGY

- ▶ Step up in **marketing investments** and increase marketing efficiency
- ▶ Recognize BOSS and HUGO as **'digital citizens'**
- ▶ Ensure **every consumer touchpoint** is working in alignment
- ▶ Content that extends beyond advertising to become **part of culture**
- ▶ Communication leading with **purpose and values**
- ▶ **Create a hype** among consumers with exceptional **collaborations**



HUGO BOSS

BOSS X
BOSS X
BOSS X
BOSS X

COLLABS

HUGO X
HUGO X
HUGO X
HUGO X



HUGO BOSS

**A BOSS
TEAMS UP
WITH
OTHER
BOSSES.**

BOSS X SPORT
BOSS X SPORT
BOSS X SPORT
BOSS X SPORT
BOSS X SPORT
BOSS X SPORT
BOSS X SPORT
BOSS X SPORT
BOSS X SPORT
BOSS X SPORT



BOSS X ADVENTURE
BOSS X ADVENTURE
BOSS X ADVENTURE
BOSS X ADVENTURE
BOSS X ADVENTURE
BOSS X ADVENTURE
BOSS X ADVENTURE
BOSS X ADVENTURE
BOSS X ADVENTURE
BOSS X ADVENTURE



BOSS

BOSS X TEAMS
BOSS X TEAMS
BOSS X TEAMS
BOSS X TEAMS
BOSS X TEAMS
BOSS X TEAMS
BOSS X TEAMS
BOSS X TEAMS
BOSS X TEAMS
BOSS X TEAMS



BOSS

BOSS X TRAVEL
BOSS X TRAVEL
BOSS X TRAVEL
BOSS X TRAVEL
BOSS X TRAVEL
BOSS X TRAVEL
BOSS X TRAVEL
BOSS X TRAVEL
BOSS X TRAVEL
BOSS X TRAVEL

BOSS



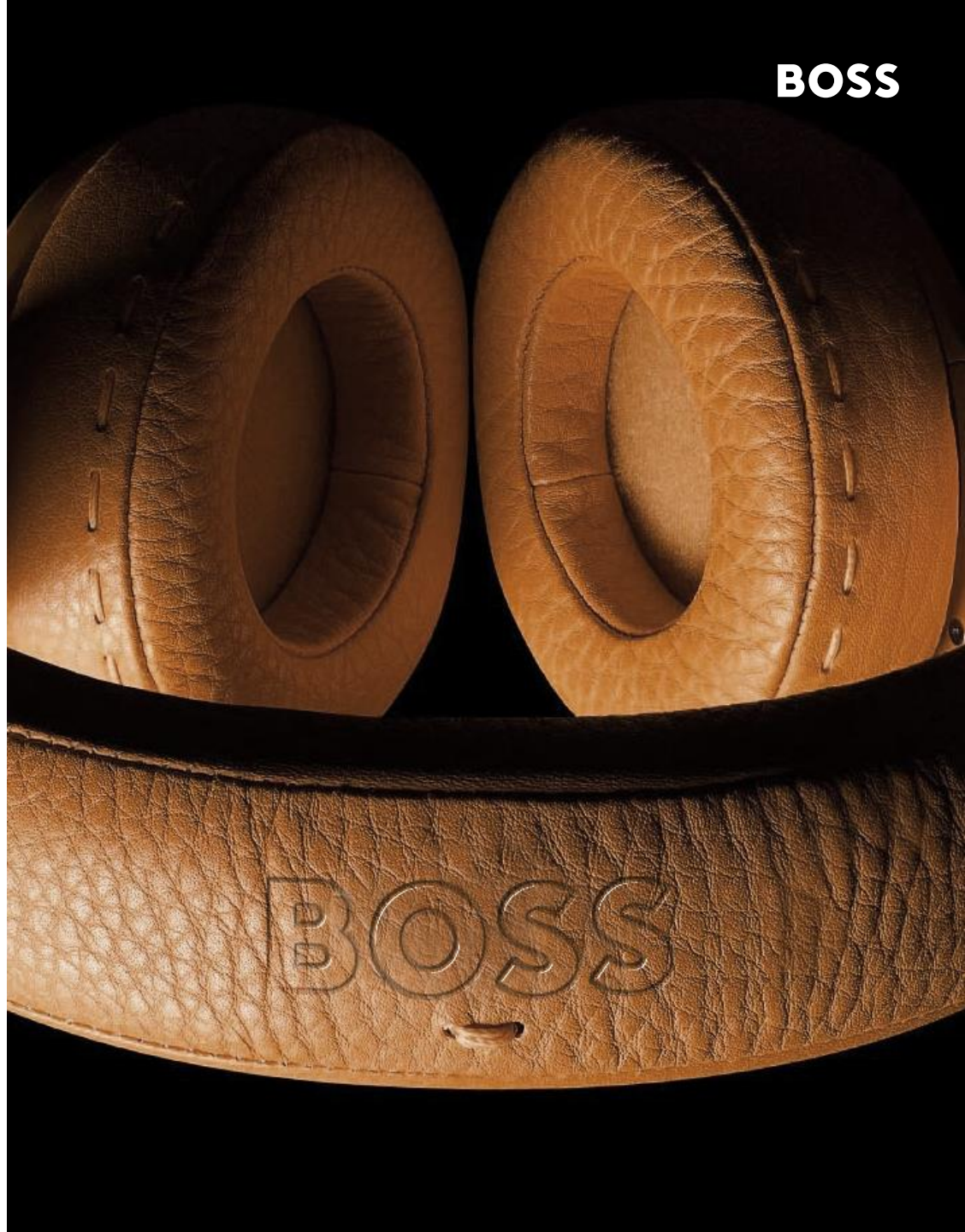
BOSS X CULTURE
BOSS X CULTURE
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BOSS X CULTURE
BOSS X CULTURE

BOSS



BOSS X MUSIC
BOSS X MUSIC
BOSS X MUSIC
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BOSS X MUSIC
BOSS X MUSIC
BOSS X MUSIC

BOSS

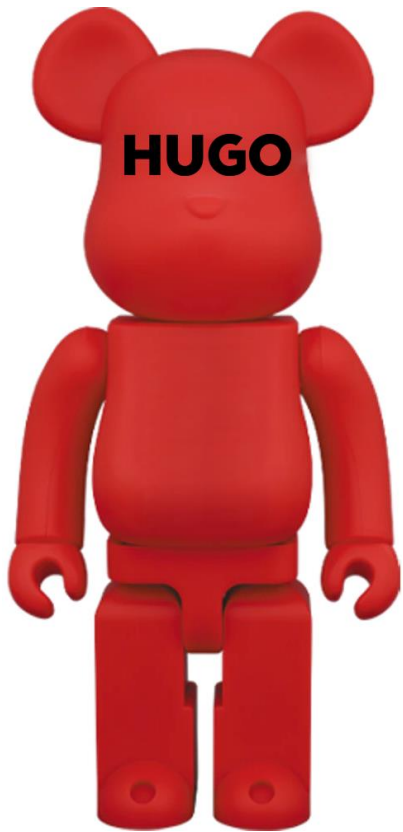


HUGO X SPORT
HUGO X SPORT
HUGO X SPORT
HUGO X SPORT
HUGO X SPORT
HUGO X SPORT
HUGO X SPORT
HUGO X SPORT
HUGO X SPORT
HUGO X SPORT



HUGO X MERCH
HUGO X MERCH
HUGO X MERCH
HUGO X MERCH
HUGO X MERCH
HUGO X MERCH
HUGO X MERCH
HUGO X MERCH
HUGO X MERCH
HUGO X MERCH

HUGO



CLAIM 5 STRATEGY

WHY

CONSUMER FIRST

1

2

3

4

5

WHAT

BOOST
BRANDS

PRODUCT
IS KING

LEAD IN
DIGITAL

REBALANCE
OMNICHANNEL

ORGANIZE
FOR GROWTH

HOW

SUSTAINABLE THROUGHOUT

RIGOROUS EXECUTION

EMPOWER PEOPLE AND TEAMS

CLAIM

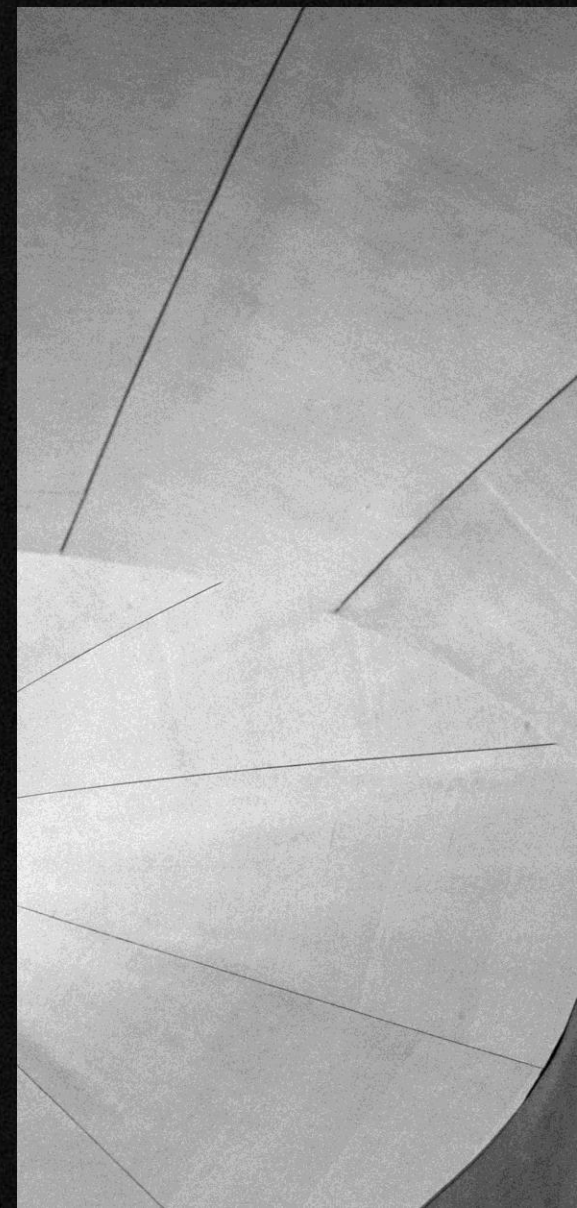
▶ **PRODUCT
IS KING**

HUGO BOSS

HUGO BOSS

24/7 BRAND

DRESS **ALL AGES**
FROM **HEAD TO TOE**
FOR **EVERY OCCASION**



HIGH PRODUCT VALUE AND COMPETITIVE PRICING

<p>ENSURE PREMIUM QUALITY IN ALL OUR PRODUCTS</p> <p>01</p>	<p>CLEAR POINT OF DIFFERENCE IN ALL OUR PRODUCTS</p> <p>02</p>	<p>COMPREHENSIVE FUNCTIONALITY AS AN INNOVATION DRIVER</p> <p>03</p>	<p>SUSTAINABILITY AS FUTURE VALUE ACROSS PRODUCT PORTFOLIO</p> <p>04</p>	<p>OFFER ATTRACTIVE PRICE-VALUE PROPOSITION</p> <p>05</p>
--	---	---	---	--

**HAVE A
FOCUSED
RANGE
PLAN.**

**PRODUCT
IS KING!**

THE PRODUCT MATRIX

FOCUS LABEL	THE FOUNDATION		STAY RELEVANT			INSPIRE	GRASP OPPORTUNITY		
LABEL	CORE	BASIC	CAPSULE	COLLABS	QUICK RESPONSE	SEASONAL/ FASHION	JEANS	SPORTS/ UW+SWIM	FW/ ACC
BOSS	✓	✓	✓	✓	✓	✓	✓	✓	✓
BOSS	✓	✓	✓	✓	✓	✓	✓	✓	✓
HUGO	✓	✓	✓	✓	✓	✓	✓	✓	✓

~ 40%



BESTSELLERS

~ 20%



CREATE A BUZZ

~ 20%



INSPIRATIONAL

~ 20%



GROWTH POTENTIAL

THE PRODUCT STRATEGY

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



**FROM TAILORED
TO MODERN
INNOVATIVE
LIFESTYLE**

**PRODUCTS TO
WEAR 24/7 FROM
MORNING TO
EVENING**

**CASUALIZATION
AND COMFORT
ARE KEY**

THE PRODUCT STRATEGY

A broad range of commercial and contemporary pieces reflecting the authentic and unconventional **HUGO** style.



**FIRST BRAND
TOUCHPOINT
FOR YOUNGER
CONSUMERS**

**SHARPEN THE
PRODUCT RANGE
BASED ON OWN
BRAND IDENTITY**

**INCREASE SPEED
AND SEIZE
OPPORTUNITIES**

CLAIM 5 STRATEGY

WHY

CONSUMER FIRST

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WHAT

BOOST
BRANDS

PRODUCT
IS KING

LEAD IN
DIGITAL

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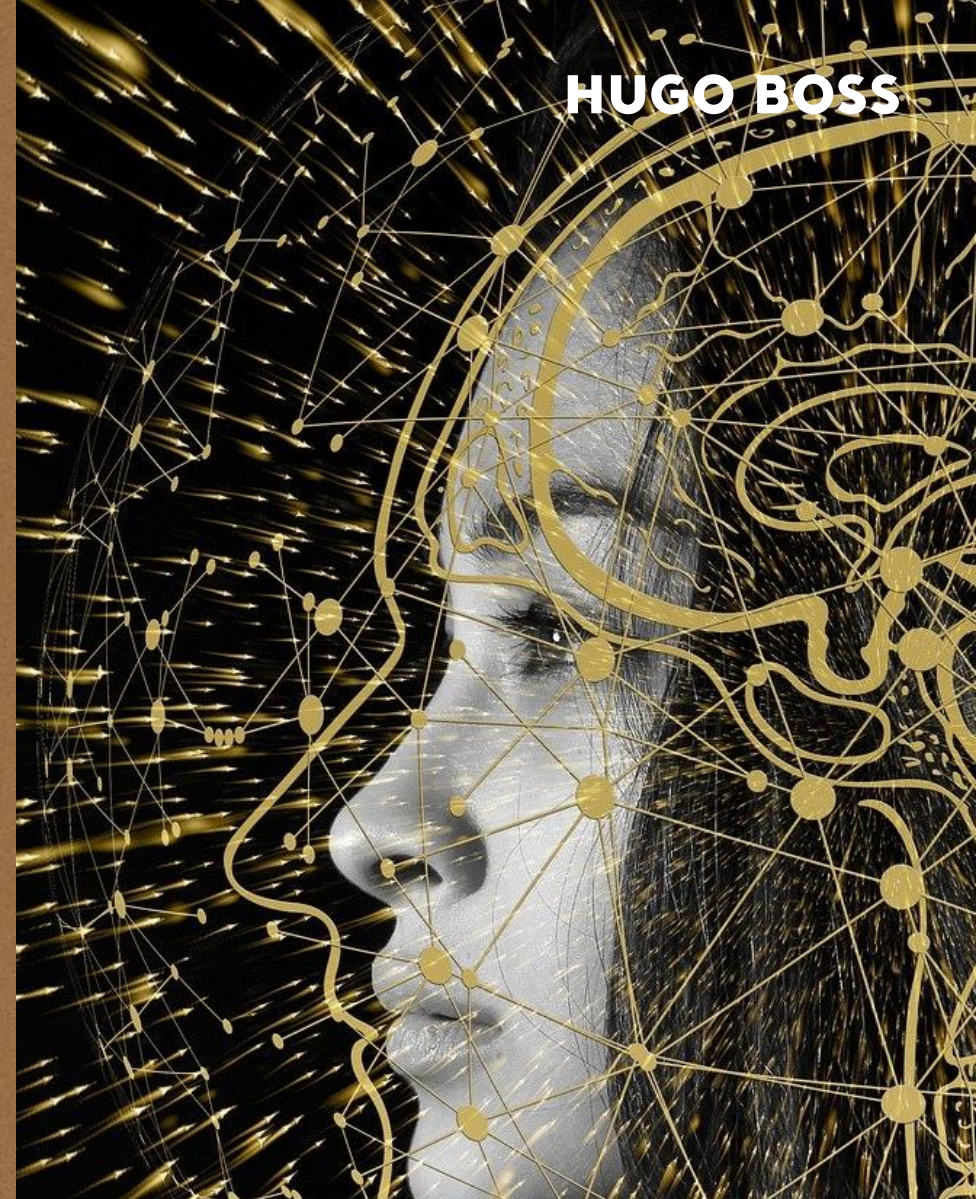
CLAIM

▶ **LEAD IN
DIGITAL**

HUGO BOSS

IT'S ALL ABOUT HUMAN CREATIVITY AND DATA- DRIVEN INSIGHTS

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OUR ROADMAP TOWARDS BECOMING AUGMENTED

THE ANALYTICS ROADMAP & KEY DELIVERABLES

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01

GET THE BASICS RIGHT

02

CREATE NEW AND ACTIONABLE INSIGHTS

03

APPLY AI & MACHINE LEARNING

Single consolidated data platform ...

... providing us with a single source of truth

CEO Dashboard

CSO Dashboard

AI-based pricing and markdown recommendation

AI-based product rationalization & development

Marketing Dashboard

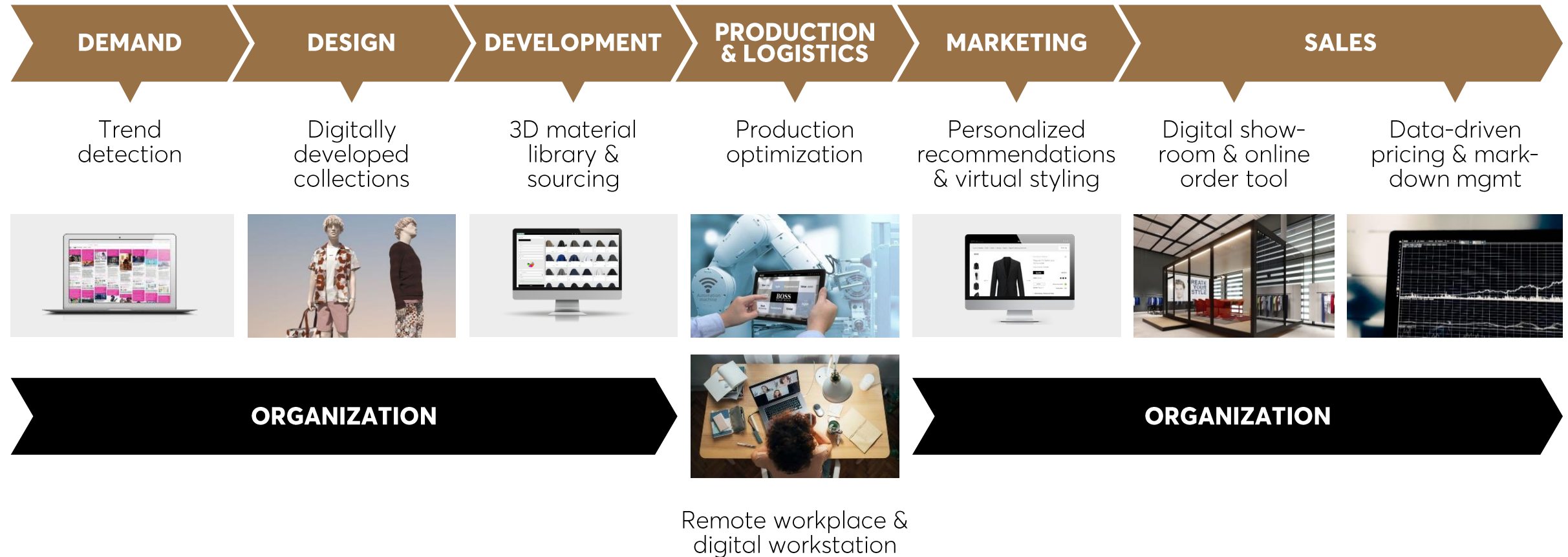
Store Performance Dashboard

DYNAMIC PRICING

DIGITAL STRATEGY ALONG THE VALUE CHAIN

MULTIPLE MEASURES WITH FOCUS ON SPEED, PERSONALIZATION AND COSTS

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NEW HEIGHTS VIA THE DIGITAL CAMPUS IN A PARTNERSHIP

01

SPEED OF EXECUTION

We need to act sooner rather than later to achieve new heights with digital.

02

SHORTCUT

We have several areas to work on and need to realize that we do not yet have all the experience and expertise needed.

03

FOCUS

We need to focus on what we are good at.

04

COMPLEMEN- TATION OF SKILLS

We partner when others have more expertise and experience.

THE DIGITAL CAMPUS



METZINGEN

FRONT END

Consumer-facing
Product-orientated
Strategy and decision
making on every aspect

METZINGEN

**HUGO
BOSS**

BACK END

Analytical, technical, and
executional capacity and
capability

PORTO

**DIGITAL
CAMPUS**

MASSIVE
OPPORTUNITY

**DIGITAL TRACES
ARE EVERYWHERE**