

HUGO BOSS





EXECUTION & EMPOWERMENT

DANIEL GRIEDER
CHIEF EXECUTIVE OFFICER

HUGO BOSS

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

- ▶ PUTS THE **CONSUMER** AT CORE OF EVERYTHING WE DO
- ▶ ACCELERATES **RELEVANCE** BY REVITALIZING OUR BRANDS
- ▶ IS A **GROWTH** STRATEGY



OUR POSITION IN 2025

TOP-100
GLOBAL
BRAND

GROUP
SALES

€ 4B

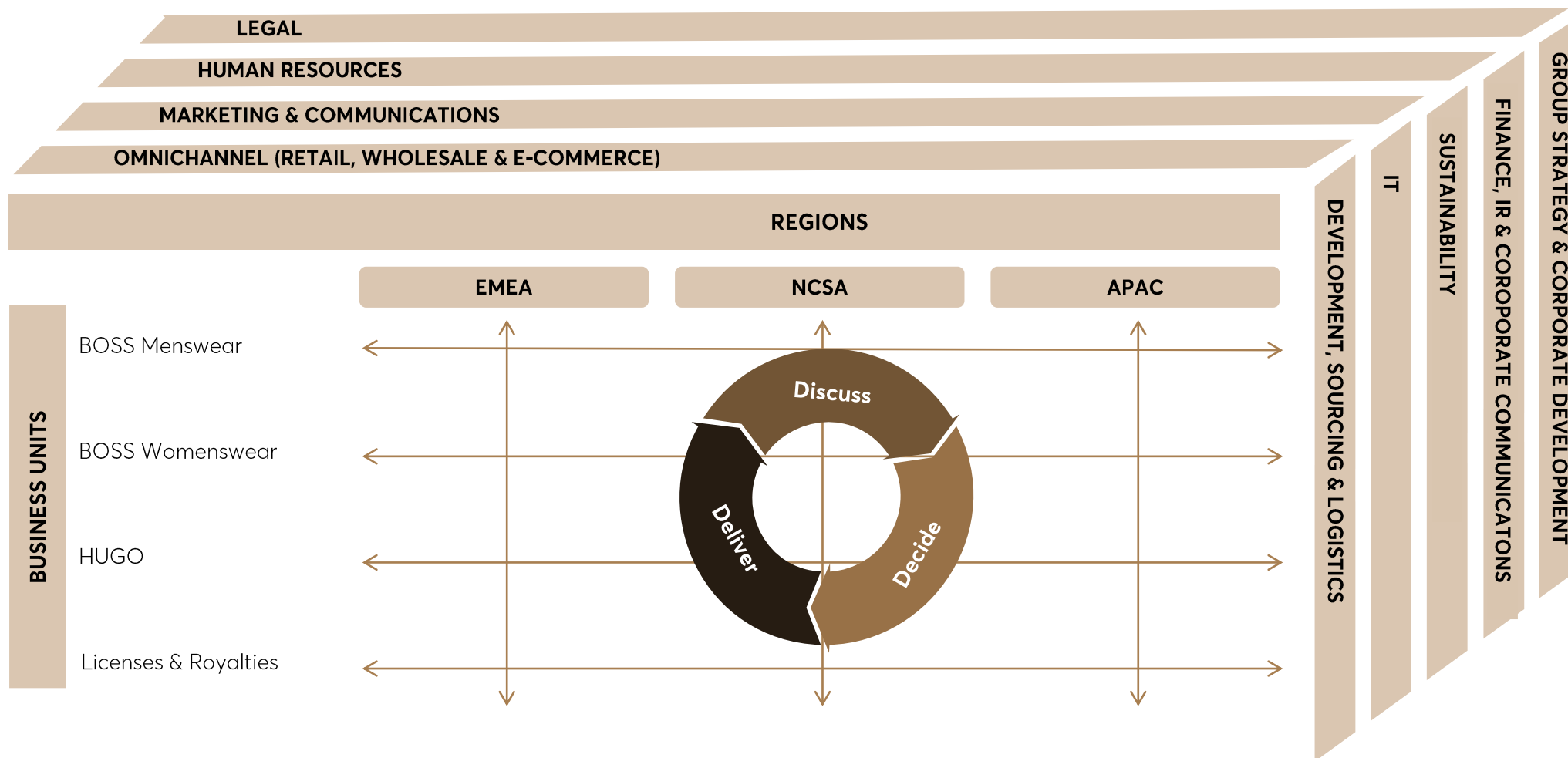
BY 2025

EBIT
MARGIN

~ 12%

BY 2025

STREAMLINED ORGANIZATIONAL STRUCTURE



MANAGING BOARD **STRUCTURE**



EXECUTIVE BOARD

- ▶ Omnichannel Sales
- ▶ Americas
- ▶ Europe
- ▶ Asia/Pacific

- ▶ Controlling/Finance
- ▶ IT
- ▶ HR
- ▶ Legal
- ▶ IR & Corp. Comms.

- ▶ BU BOSS MW
- ▶ BU BOSS WW
- ▶ BU HUGO
- ▶ S & LA
- ▶ Licenses
- ▶ Marketing

- ▶ Technical Development
- ▶ Materials Management
- ▶ Sourcing
- ▶ Logistics
- ▶ Sustainability
- ▶ Value Chain Digitalization

- ▶ Creative BU BOSS MW
- ▶ Creative BU BOSS WW
- ▶ Creative BU HUGO
- ▶ Creative S & LA
- ▶ Creative Licenses

HOW WE DRIVE EXECUTION

01

Rigorous execution
of CLAIM 5

02

Execution governance
with regular updates

03

Pro-active performance
alerts; real time

04

Accountability &
ownership



HOW WE DRIVE EXECUTION



WE TRANSLATE **CLAIM 5** TO RESPECTIVE FUNCTIONAL STRATEGIES

All business owners translate the overall **CLAIM 5** strategy to their business



WE KEEP UP TO DATE ON **CLAIM 5** PROGRESS

All business owners update on the progress of **CLAIM 5** on a regular basis

CLAIM 5 EXECUTED BY

~15,000

EMPLOYEES

~110

NATIONS

**RICH CULTURAL
BACKGROUNDS &
PROFESSIONAL EXPERTISE**

50%

WOMEN IN
LEADERSHIP POSITIONS

**BALANCED LEADERSHIP
WITH DEDICATION &
EMPATHY**

OUR NEW CULTURE

SUCCESS THROUGH
CLEAR **VISION**, GREAT
COMPETENCE, AND
STRONG **LEADERSHIP**

- ▶ Attract, grow and retain talents to claim our position
- ▶ Create environment to unleash creative potential
- ▶ Empower employees to drive innovation

OUR VALUES

TRUST

**ENTREPRE-
NEURIAL
SPIRIT**

**PERSONAL
OWNERSHIP**

**TEAM
MENTALITY**

**SIMPLICITY
& QUALITY**

**YOUTHFUL
SPIRIT**

HUGO BOSS

MINDSET



HUGO BOSS



TIMING

HUGO BOSS

ENERGY



BE BRAVE



BE BOLD

HUGO BOSS



BE INNOVATIVE



BE A TEAM



BE IMPULSIVE



BE FAST



BE LOVING



BE THE REASON



BE FUN

HUGO BOSS

BETHE PULSE

BE HUGO

BE BOSS

HUGO BOSS

