Group sales
(in EUR million)

Q2 2018  |  Q2 2019
---|---
653 | 675

Solid sales growth in the second quarter of 2019

*Currency-adjusted
Further progress along strategic growth drivers

*Currency-adjusted
Momentum in Asia/Pacific accelerates in the second quarter

Asia/Pacific sales
(in EUR million)

Asia/Pacific
Sales in China grow 7% currency-adjusted, driven by double-digit comp store sales increases

Strong momentum in Mainland China continues in Q2

Japan and Southeast Asia record double-digit sales increases

*Currency-adjusted
Europe sales (in EUR million)

Europe with solid sales increases in the second quarter

Europe
Retail and wholesale with low-single-digit sales increases each
Revenues in France and the UK grow 6% and 2%, respectively
Sales in Germany decline, reflecting challenging market environment

Q2 2018 | Q2 2019
---|---
399 | 408

*Currency-adjusted
Challenging market environment continues to weigh on performance

Americas sales
(in EUR million)

Americas

Market environment for the U.S. and Canada remains challenging

Both distribution channels in the U.S. negatively affected

Robust top-line momentum in Latin America continues

*Currency-adjusted
Retail comp store sales grow 2% in the second quarter

Retail sales (in EUR million)

Q2 2018: 442
Q2 2019: 460

3%*

BOSS Store, Tokyo

*Currency-adjusted
Further roll-out of new BOSS store concept
Expansion of HUGO stores with own store concept continues
Wholesale business remains stable in the second quarter

Wholesale sales (in EUR million)

Currency-adjusted sales in Europe and Asia/Pacific increase 1% and 14%, respectively

Online sales with marketplaces and department stores continue to grow at double-digit rates

Wholesale

Q2 2018
Q2 2019
194
197

0%*
License business with ongoing strong momentum in Q2

License business

Robust sales increases mainly driven by fragrance and eyewear businesses

Momentum in fragrance business driven by new product launches such as BOSS Bottled Infinite and HUGO Reversed

Q2 2019 vs. Q2 2018*

+8%
Businesswear and casualwear drive growth at BOSS
“BOSS Made for Me” expands **personalization** offering for suits and shoes

Personalization of **key product groups** by choosing preferred fabrics, linings and buttons

**Personalization services** further enhanced
Partnership to further increase desirability of BOSS in Asia/Pacific

Successful launch of jointly developed "Luxury Travel" collection

Mark Chao becomes the new face of BOSS in Asia/Pacific
HUGO with double-digit increases in casualwear

Sales in EUR million
*Currency-adjusted
HUGO announces partnership with Liam Payne

Exclusive **capsule launch party** with new brand ambassador at **Berlin Fashion Week**
EBIT returns to growth reflecting strong operating leverage

- Gross margin: 66.0%
- Operating expenses*: EUR 369 million (100) bp
- Operating expenses in % of sales*: +2%
- EBIT*: EUR 76 million (90) bp +3%
- Net income*: EUR 53 million (1)%

*Excluding IFRS 16 impact
Inventory growth yoy
(in % currency-adjusted)

Further reduction in inventory growth reflecting ongoing strict focus on inventory management.

TNWC up 6% currency-adjusted, reflecting temporary increase in trade receivables as well as higher inventories yoy.

Further progress in reducing inventory growth.
Capital expenditure increases to EUR 48 million, mainly due to ongoing store renovations as well as further IT investments.

Free cash flow decreases to EUR 72 million, reflecting higher investment volume.

Free cash flow development impacted by higher capital expenditure.

*Excluding IFRS 16 impact.
HUGO BOSS reconfirms outlook for full year 2019

GROUP SALES *

INCREASE AT A MID-SINGLE-DIGIT PERCENTAGE RATE

EBIT **

INCREASE AT A HIGH SINGLE-DIGIT PERCENTAGE RATE

*Currency-adjusted
**Excluding IFRS 16 impact
E-concessions and store renovations to deliver important stimuli for H2 2019
BOSS Fashion Shows in Milan and Shanghai
#SuitChallenge

Show us what you can do in a suit

Increasing **community engagement** with marketing campaign
Cooperation BOSS x Porsche well underway

Launch of 2nd capsule collection for Fall/Winter 2019
HUGO BOSS reconfirms outlook for full year 2019

<table>
<thead>
<tr>
<th>GROUP SALES *</th>
<th>EBIT **</th>
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<tbody>
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<td><strong>INCREASE</strong></td>
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*Currency-adjusted

**Excluding IFRS 16 impact
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.