Strong business recovery continues in the second quarter 2021

GROUP SALES (IN EUR MILLION)

629

CURRENCY-ADJUSTED GROWTH

+133%  (4)%

VS. Q2 2020  VS. Q2 2019
Top-line momentum accelerates across all regions

EUROPE
INCL. MIDDLE EAST AND AFRICA
+130% VS. Q2 2020
(4)% VS. Q2 2019

AMERICAS
+416% VS. Q2 2020
(5)% VS. Q2 2019

ASIA/PACIFIC
+51% VS. Q2 2020
(3)% VS. Q2 2019

ALL GROWTH RATES ARE CURRENCY-ADJUSTED
Own online sales grow triple-digit on a two-year stack basis
+139% vs. Q2 2020
(5)% vs. Q2 2019

BOSS

+102% vs. Q2 2020
+2% vs. Q2 2019

HUGO

ALL GROWTH RATES ARE CURRENCY-ADJUSTED.
HUGO BOSS records significant bottom-line improvements in Q2

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
<th>Change</th>
<th>Percentage Increase/Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gross margin</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>61.2%</td>
<td></td>
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<tr>
<td></td>
<td>54.6%</td>
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</tr>
<tr>
<td><strong>Selling &amp; distribution expenses</strong></td>
<td>EUR 329 MILLION</td>
<td>EUR 270 MILLION</td>
<td>59 MILLION</td>
<td>18.9%</td>
</tr>
<tr>
<td><strong>Administration expenses</strong></td>
<td>EUR 71 MILLION</td>
<td>EUR 73 MILLION</td>
<td>2 MILLION</td>
<td>2.8%</td>
</tr>
<tr>
<td><strong>EBIT</strong></td>
<td>EUR 42 MILLION</td>
<td>EUR (250) MILLION</td>
<td>292 MILLION</td>
<td>116.8%</td>
</tr>
<tr>
<td><strong>Net income</strong></td>
<td>EUR 25 MILLION</td>
<td>EUR (186) MILLION</td>
<td>211 MILLION</td>
<td>113.5%</td>
</tr>
</tbody>
</table>
Free cash flow generation returns to pre-pandemic levels

<table>
<thead>
<tr>
<th>TNWC</th>
<th>Capital expenditure</th>
<th>Free cash flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>EUR 517 MILLION</td>
<td>EUR 27 MILLION</td>
<td>EUR 134 MILLION</td>
</tr>
</tbody>
</table>

**Inventories** decreased 3%* reflecting ongoing tight management

Increase in **capital expenditure** related to optimization of store network and expansion of digital capabilities

**Net financial liabilities** decline 43% to EUR 138 million**

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* CURRENCY-ADJUSTED
** EXCL. IFRS 16
Outlook for the full year 2021

GROUP SALES
CURRENCY-ADJUSTED

INCREASE BETWEEN 30% AND 35%

EBIT

BETWEEN EUR 125 MILLION AND EUR 175 MILLION
Q&A