FIRST QUARTER 2022 RESULTS

HUGO BOSS
HUGO BOSS WITH RECORD Q1 SALES

GROUP SALES
EUR 772 MILLION

+52%* VS Q1 2021

SALES GROWTH* VS 2019

Q1 2021 Q2 2021 Q3 2021 Q4 2021 Q1 2022
(23)% (4)% +7% +12% +17%

*CURRENCY-ADJUSTED
STAR-STUDDED CAMPAIGNS
CREATE STRONG BUZZ FOR BOSS AND HUGO

~24 BN Impressions within 3 months

~1 BN Social engagements within 3 months
SOCIAL MEDIA KPIS FOR BOSS STRONGLY IMPROVE IN Q1

~10 M | +5%
FOLLOWERS ON BOSS INSTAGRAM

16%
ENGAGEMENT RATE ON INSTAGRAM MORE THAN DOUBLES

>32 M VIEWS
RECORD-BREAKING RESULTS OF DUBAI SHOW ON YOUTUBE
HUGO KICKS OFF THE MUSIC FESTIVAL SEASON AT COACHELLA

>13 BN IMPRESSIONS

~200 M VIEWS ON TIKTOK

26% ENGAGEMENT RATE ON INSTAGRAM
FIRST QUARTER 2022 RESULTS

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BOSS

+53% *
VS Q1 2021

+17% *
VS Q1 2021

HUGO

+52% *
VS Q1 2021

+26% *
VS Q1 2021

* CURRENCY ADJUSTED
MOMENTUM IN EUROPE FURTHER ACCELERATES

Momentum further accelerates, driven by robust local demand in key European markets.

Revenues in the UK and France strongly exceed pre-pandemic levels, up double-digits vs 2019.

Ongoing robust momentum in Eastern Europe and Middle East.

EUROPE SALES
INCL. MIDDLE EAST AND AFRICA

+69% *
vs Q1 2021

+21% *
vs Q1 2019

* Currency-adjusted
STRONG GROWTH TRAJECTORY IN THE AMERICAS CONTINUES

AMERICAS SALES

+56% *
vs Q1 2021

+17% *
vs Q1 2019

All of the region’s markets with robust sales increases vs 2019 levels

Momentum in the U.S. market continues, due to strong progress in fostering 24/7 brand image

Latin America with particular strength, as reflected by high double-digit sales growth
RENEWED COVID-19 RESTRICTIONS WEIGH ON SENTIMENT IN CHINA

Mainland China with double-digit sales improvements in the run-up to Chinese New Year

Lockdowns weigh on sentiment and traffic in mainland China from mid-March onwards

Robust growth in Japan and Australia compared to Q1 2019

ASIA/PACIFIC SALES

+3% * vs Q1 2021
(1)% * vs Q1 2019

*CURRENCY-ADJUSTED
DIGITAL BUSINESS CONTINUES
DOUBLE-DIGIT GROWTH TRAJECTORY

+22%*
vs Q1 2021

Double-digit improvements across all regions and digital touchpoints

Successful relaunch of hugoboss.com drives increase in traffic and AOV

+145%*
vs Q1 2019

Digital sales account for ~20% of overall Group sales
SUCCESSFUL EXECUTION OF “CLAIM 5” DRIVES BRICK-AND-MORTAR RETAIL BUSINESS

+76% *
vs Q1 2021

Robust consumer sentiment in key regions drives overall momentum

Prior-year period impacted by an average store closure rate of ~25%

+5% *
vs Q1 2019

New store concept implemented in ~30 points of sale
Robust demand of wholesale partners for the Spring/Summer 2022 collections

Delivery shift effects limit growth in B&M wholesale by ~10pp

Strong order book for Fall/Winter 2022 to drive wholesale growth in H2
GROSS MARGIN IMPROVEMENT MAINLY REFLECTS HIGHER SHARE OF FULL-PRICE SALES

Q1 2022

Q1 2021

60.4%

61.6%

+120 bp

GROSS MARGIN IMPROVEMENT MAINLY REFLECTS HIGHER SHARE OF FULL-PRICE SALES

Q1 2021

Q1 2022

61.6%

60.4%
SIGNIFICANT STEP-UP IN BRAND AND DIGITAL INVESTMENTS

**BRAND INVESTMENTS**
- EUR 80 MILLION
  - +98% vs Q1 2021

**DIGITAL INVESTMENTS**
- EUR 51 MILLION
  - +43% vs Q1 2021
STRONG BOTTOM-LINE IMPROVEMENTS DESPITE SIGNIFICANT INVESTMENTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Q1 2022</th>
<th>Q1 2021</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Margin</td>
<td>61.6%</td>
<td>50.6%</td>
<td>+120 bp</td>
</tr>
<tr>
<td>Selling &amp; Distribution Expenses</td>
<td>EUR 344M</td>
<td>EUR 230M</td>
<td>+49%</td>
</tr>
<tr>
<td>Administration Expenses</td>
<td>EUR 92M</td>
<td>EUR 59M</td>
<td>+34%</td>
</tr>
<tr>
<td>EBIT</td>
<td>EUR 40M</td>
<td>EUR 14M</td>
<td>&gt;100%</td>
</tr>
<tr>
<td>Net Income Attributable to Shareholders</td>
<td>EUR 24M</td>
<td>EUR 7M</td>
<td>&gt;100%</td>
</tr>
</tbody>
</table>
**FREE CASH FLOW WITH STRONG IMPROVEMENTS YEAR ON YEAR**

<table>
<thead>
<tr>
<th>TNWC</th>
<th>CAPITAL EXPENDITURE</th>
<th>FREE CASH FLOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH 31, 2022</td>
<td>JANUARY–MARCH 2022</td>
<td>JANUARY–MARCH 2022</td>
</tr>
<tr>
<td>EUR 472 MILLION</td>
<td>EUR 18 MILLION</td>
<td>EUR 1 MILLION</td>
</tr>
<tr>
<td>(20)%*</td>
<td>+13%</td>
<td>&gt;100%</td>
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- **Inventories** decrease 3%* reflecting strong sales growth in the first quarter.
- **TNWC** in % of sales declines to 15.0%, well below the prior-year level.
- **Net financial position** of plus EUR 120 million**

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*Currency-adjusted
**Excl. the impact of IFRS 16.
HUGO BOSS CONFIRMS OUTLOOK FOR FULL YEAR 2022
SALES OUTLOOK FOR FULL YEAR 2022

- **Broad-based growth** across all brands, channels, and key regions expected
- **Strong brand momentum** and **robust order intake** for Fall/Winter 2022 to drive top-line growth

2021: 2.8 EUR BILLION
2022e: 3.1-3.2 EUR BILLION

+10% to +15%
EBIT OUTLOOK FOR FULL YEAR 2022

Robust bottom-line improvements anticipated, despite significant step-up in investments as part of “CLAIM 5”

Expected top-line growth and robust market positioning to compensate for current macroeconomic uncertainties

<table>
<thead>
<tr>
<th>Year</th>
<th>EBIT (EUR Million)</th>
<th>Outlook (2021 +10% to 2022e +25%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>228</td>
<td>250 - 285</td>
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</tbody>
</table>
SUCCESSFUL START INTO FISCAL 2022

- Strong top- and bottom-line improvements, as momentum further accelerates in Q1
- Successful branding refresh drives relevance and perception of BOSS and HUGO
- Sales and earnings outlook for full year 2022 confirmed