

# HUGO BOSS

2021 sales performance

(in EUR million)	Q1/21	Q2/21	H1/21	Q3/21	9M/21	Q4/21	H2/21	FY/21
Group Sales	497	629	1,126	755	1,881	905	1,660	2,786
Sales by segments								
Europe incl. Middle East and Africa	299	385	684	512	1,197	546	1,058	1,742
Americas	80	123	203	144	347	197	341	543
Asia/Pacific	101	104	205	77	282	141	218	423
Licenses	17	17	34	21	55	22	43	77
Sales by distribution channel								
Brick-and-mortar retail	212	353	565	408	973	539	947	1,512
Brick-and-mortar wholesale	151	119	270	201	471	177	377	647
Digital	117	139	256	125	382	167	293	549
Licenses	17	17	34	21	55	22	43	77
Sales by brand								
BOSS Menswear	386	500	886	585	1,471	710	1,295	2,181
BOSS Womenswear	36	41	77	52	129	63	115	192
HUGO	76	87	163	117	280	132	250	413

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2021 sales performance by region and distribution channel

(in EUR million)	Q1/21	Q2/21	H1/21	Q3/21	9M/21	Q4/21	H2/21	FY/21
Group Sales	497	629	1,126	755	1,881	905	1,660	2,786
Europe incl. Middle East and Africa	299	385	684	512	1,197	546	1,058	1,742
Brick-and-mortar retail	75	180	255	244	499	279	523	778
Brick-and-mortar wholesale	124	93	217	163	380	130	293	510
Digital	101	112	213	105	318	136	241	454
Americas	80	123	203	144	347	197	341	543
Brick-and-mortar retail	50	84	134	99	233	143	242	376
Brick-and-mortar wholesale	19	24	42	32	74	31	63	105
Digital	12	15	26	14	40	23	36	62
Asia/Pacific	101	104	205	77	282	141	218	423
Brick-and-mortar retail	88	89	176	65	241	117	182	358
Brick-and-mortar wholesale	8	7	15	7	23	9	17	32
Digital	5	8	13	5	18	14	20	32
Licenses	17	17	34	21	55	22	43	77