HUGO BOSS WITH RECORD QUARTERLY SALES IN Q3

GROUP SALES

933
EUR MILLION

+18 %*
VS Q3 2021

EBIT

92
EUR MILLION

+8 %
VS Q3 2021

*CURRENCY-ADJUSTED
STRONG TOP-LINE MOMENTUM CONTINUES IN THIRD QUARTER

GROUP SALES DEVELOPMENT VS 2019 LEVELS (CURRENCY-ADJUSTED)
STAR-STUDDED FALL/WINTER 2022 CAMPAIGN BUILDS ON SUCCESSFUL BRANDING REFRESH
EXCITING MARKETING AND PRODUCT INITIATIVES SPUR BRAND HEAT IN Q3
MOMENTUM FOR BOSS WOMENSWEAR STRONGLY ACCELERATES

+20% *  
VS Q3 2021

BOSS MENSWEAR

+13% *  
VS Q3 2021

BOSS WOMENSWEAR
FALL/WINTER 2022 CAMPAIGN
FUELS BRAND RELEVANCE FOR HUGO
MARKETING AND PRODUCT INITIATIVES
DRIVE ENGAGEMENT IN Q3

AUG
FALL/WINTER 2022 CAMPAIGN

SEP
HUGO X REPLAY

SEP
HUGO FASHION SHOW

OCT
HUGO X IMAGINARY ONES
HUGO SUCCESSFULLY CONTINUES ITS DOUBLE-DIGIT GROWTH TRAJECTORY

+13% *
VS Q3 2021

*CURRENCY-ADJUSTED
MOMENTUM IN BRICK-AND-MORTAR RETAIL FURTHER ACCELERATES

RETAIL
+18% *
vs Q3 2021

Growth accelerates to +25% vs 2019 levels, with momentum picking up in all regions

WHOLESALE
+18% *
vs Q3 2021

Strong demand from wholesale partners while delivery shift limits growth to some extent

DIGITAL
+20% *
vs Q3 2021

Double-digit growth of hugoboss.com and strong improvements in digital partner business

* Note: Figures are preliminary and subject to revision.
ROBUST CONSUMER DEMAND DRIVES GROWTH IN EUROPE

EUROPE SALES INCL. MIDDLE EAST AND AFRICA

+17%* vs Q3 2021

- Growth in brick-and-mortar retail further accelerates compared to 2019 levels
- Delivery shift effects limit growth in brick-and-mortar wholesale in Q3
- Robust improvements in key markets including Germany (+19%), the UK (+9%), and France (+8%)
THE AMERICAS ENJOY ONGOING STRONG MOMENTUM IN Q3

Sequential revenue improvements in brick-and-mortar retail on a 3-year-stack basis

The U.S. (+12%) and Canada (+17%) with double-digit sales increases in the third quarter

Latin America with particularly strong performance, as revenues grow 40% in Q3
REVENUES IN ASIA/PACIFIC RETURN TO DOUBLE-DIGIT SALES INCREASES

Double-digit sales improvements in Q3, driven by significant uptick in consumer sentiment

Business in South East Asia & Pacific recovers strongly, leading to double-digit sales increases

COVID-19-related restrictions weigh on performance in mainland China

ASIA/PACIFIC SALES

+33%* vs Q3 2021
STRONG FULL PRICE SELL-THROUGH SUPPORTS GROSS MARGIN DEVELOPMENT

<table>
<thead>
<tr>
<th></th>
<th>Q3 2021</th>
<th>Q3 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full price</td>
<td>61.7%</td>
<td>60.8%</td>
</tr>
<tr>
<td>Sourcing &amp; freight cost</td>
<td>(90) bp</td>
<td></td>
</tr>
<tr>
<td>FX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Channel mix</td>
<td></td>
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<tr>
<td>Regional mix</td>
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**Robust Bottom-Line Improvements Despite Ongoing Investments**

### Gross Margin
**Strong Full-Price Sell-Through Offset by External Factors**

<table>
<thead>
<tr>
<th>Q3 2022</th>
<th>Change</th>
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</thead>
<tbody>
<tr>
<td>60.8%</td>
<td>(90) BP</td>
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</tbody>
</table>

### Operating Expenses (in % of Sales)
**Increase in OPEX Due to Ongoing Investments in “Claim 5”**

<table>
<thead>
<tr>
<th>Q3 2022</th>
<th>Change</th>
</tr>
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<tbody>
<tr>
<td>50.9%</td>
<td>+50 BP</td>
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### EBIT
**Robust Growth Spurred by Strong Top-Line Performance**

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<table>
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<tbody>
<tr>
<td>92 EUR Million</td>
<td>+8%</td>
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### EBIT Margin
**Gross Margin Decline and Investments Weigh on EBIT Margin**

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<thead>
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<tbody>
<tr>
<td>9.9%</td>
<td>(150) BP</td>
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</table>
COMPOSITION OF INVENTORIES REMAINS VERY HEALTHY AND OF HIGH QUALITY

INVENTORY DEVELOPMENT IN EUR MILLION

SEP 30, 2021 588
SEP 30, 2022 910

+41% *

Increase in inventories to support strong top-line momentum and robust order intake for upcoming seasons

Earlier receipt of core merchandise to ensure product availability for upcoming seasons

Vast majority of inventory position is related to core merchandise as well as current/upcoming seasons

*CURRENCY-ADJUSTED
### Trade Net Working Capital Weighs on Free Cash Flow Development

<table>
<thead>
<tr>
<th>INVENTORIES</th>
<th>SEP 30, 2022</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in inventories to support future top-line growth</td>
<td>910 EUR million</td>
<td>+41%*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TNWC (As a % of Sales)</th>
<th>SEP 30, 2022</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvements driven by strong increase in sales</td>
<td>14.0%</td>
<td>(660) BP</td>
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<thead>
<tr>
<th>Capital Expenditure**</th>
<th>SEP 30, 2022</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus on optimization of store network and digital expansion</td>
<td>42 EUR million</td>
<td>+64%</td>
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<thead>
<tr>
<th>Free Cash Flow**</th>
<th>SEP 30, 2022</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvements in EBIT more than compensated by TNWC Development</td>
<td>(5) EUR million</td>
<td>(&lt;100)%</td>
</tr>
</tbody>
</table>

*Currency-Adjusted
**UL – SEP 2022
HUGO BOSS RAISES OUTLOOK FOR FULL YEAR 2022
SALES OUTLOOK FOR FULL YEAR 2022

- Increase in sales outlook following strong top-line performance in Q3
- Broad-based growth expected across all brands, channels, and regions

2021: 2.8 EUR BILLION
2022E: 3.5–3.6 EUR BILLION

25% TO 30%
EBIT OUTLOOK FOR FULL YEAR 2022

- Increase in EBIT outlook despite ongoing investments in “CLAIM 5”
- Persisting high levels of macroeconomic uncertainties taken into account

228 EUR MILLION

310 – 330 EUR MILLION

35% TO 45%

2021

2022E
2022 – A RECORD YEAR FOR HUGO BOSS

- Broad-based top-line momentum reflects successful execution of “CLAIM 5”
- Robust foundation laid to continue success story for BOSS and HUGO
- 2022 to be an important milestone in achieving 2025 financial ambition