

H U G O B O S S

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Annual Shareholders' Meeting 2018

Stuttgart – May 3, 2018

Mark Langer, Chief Executive Officer



HUGO BOSS achieves its goals in 2017

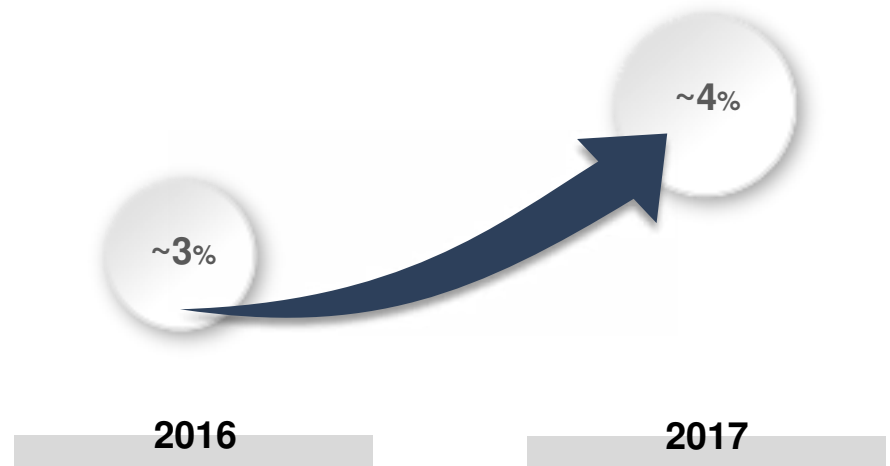


Market growth accelerates slightly in 2017

Regional performance

- Trends marked by substantial regional differences in Europe
- High levels of discounting persist in the US
- Asia benefits from recovery in local demand

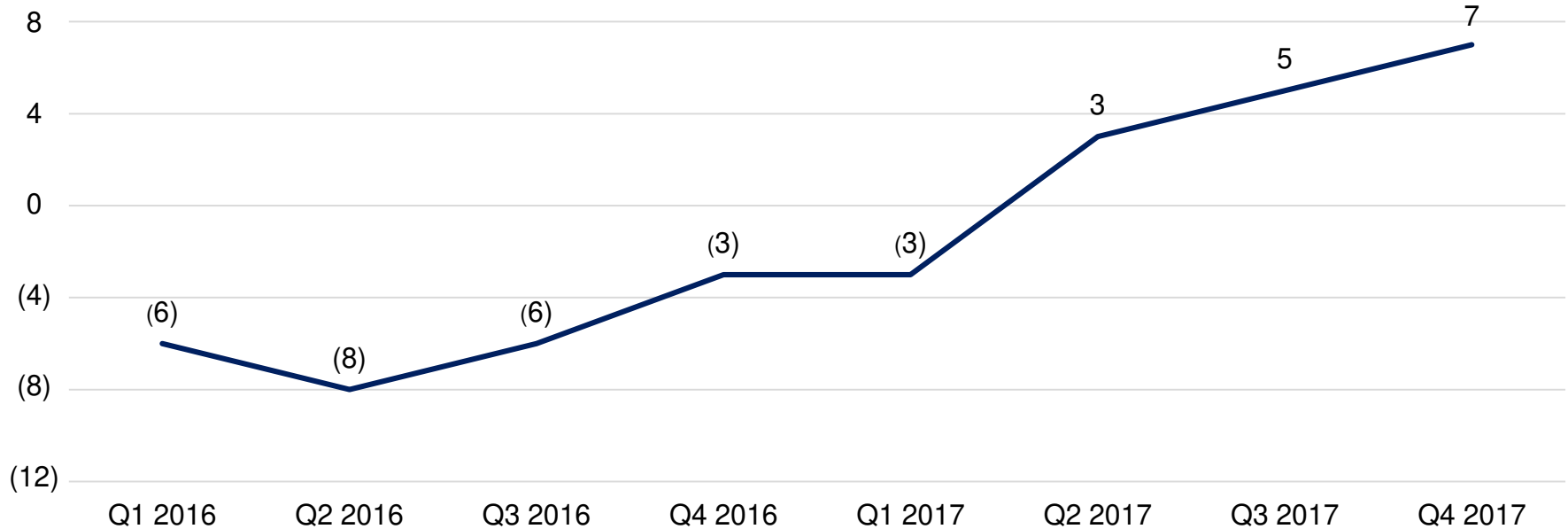
Growth of global premium apparel market*



*The Business of Fashion and McKinsey & Company.

Sales growth of HUGO BOSS is gaining significant momentum

Retail LFL sales development, in % (fx-adjusted)



Fourth-quarter 2017 performance represents strongest growth in more than five years

HUGO BOSS grows on a broad base



EUROPE

+2%*

- UK is the region's growth engine
- Stable sales performance in Germany



AMERICAS

+1%*

- US business returns to growth
- Rationalization of US wholesale business completed



ASIA/ PACIFIC

+6%*

- Double-digit retail LFL increase in China
- Japan benefits from strong tourist demand

*2017 sales growth on a currency-adjusted basis.

HUGO BOSS increases sales and earnings in 2017

- Sales up despite negative currency effects
- Strict cost discipline
- Consolidated net income benefits from the non-recurrence of prior-year expenditures

GROUP SALES

2,733 EUR million



+1%*

EBITDA (before special items)

491 EUR million



0%

CONSOLIDATED NET INCOME

231 EUR million

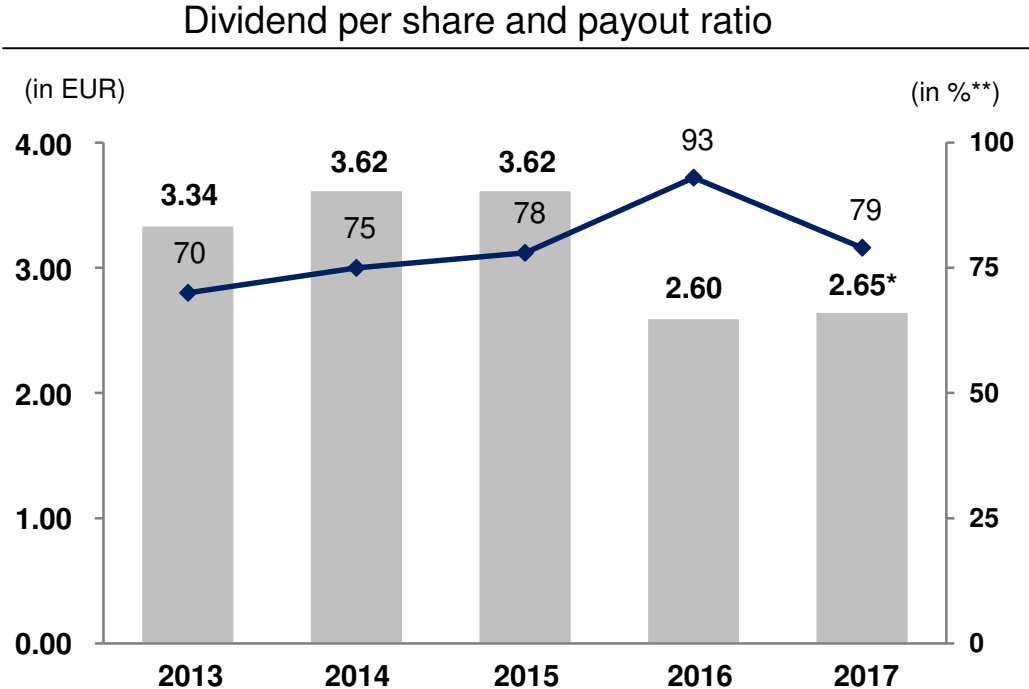


+19%

*+3% on a currency-adjusted basis.

Dividend increase contributes to attractive shareholder returns

- Dividend increase proposed to EUR 2.65 per share
- Return to dividend policy of paying out between 60% and 80% of consolidated net income



* Proposal for fiscal year 2017. ** As a percentage of net income attributable to shareholders.

HUGO BOSS share outperforms benchmark indices



Consequent implementation of strategic realignment



Focus on two strong brands – BOSS and HUGO



Positive feedback on BOSS fashion shows



Fashion show in Florence marks the beginning of a new era for HUGO



Sales productivity in own retail expected to increase significantly



Expansion of casualwear offering in own retail



Implementation of new store concepts for BOSS and HUGO



New construction of the flagship outlet in Metzingen



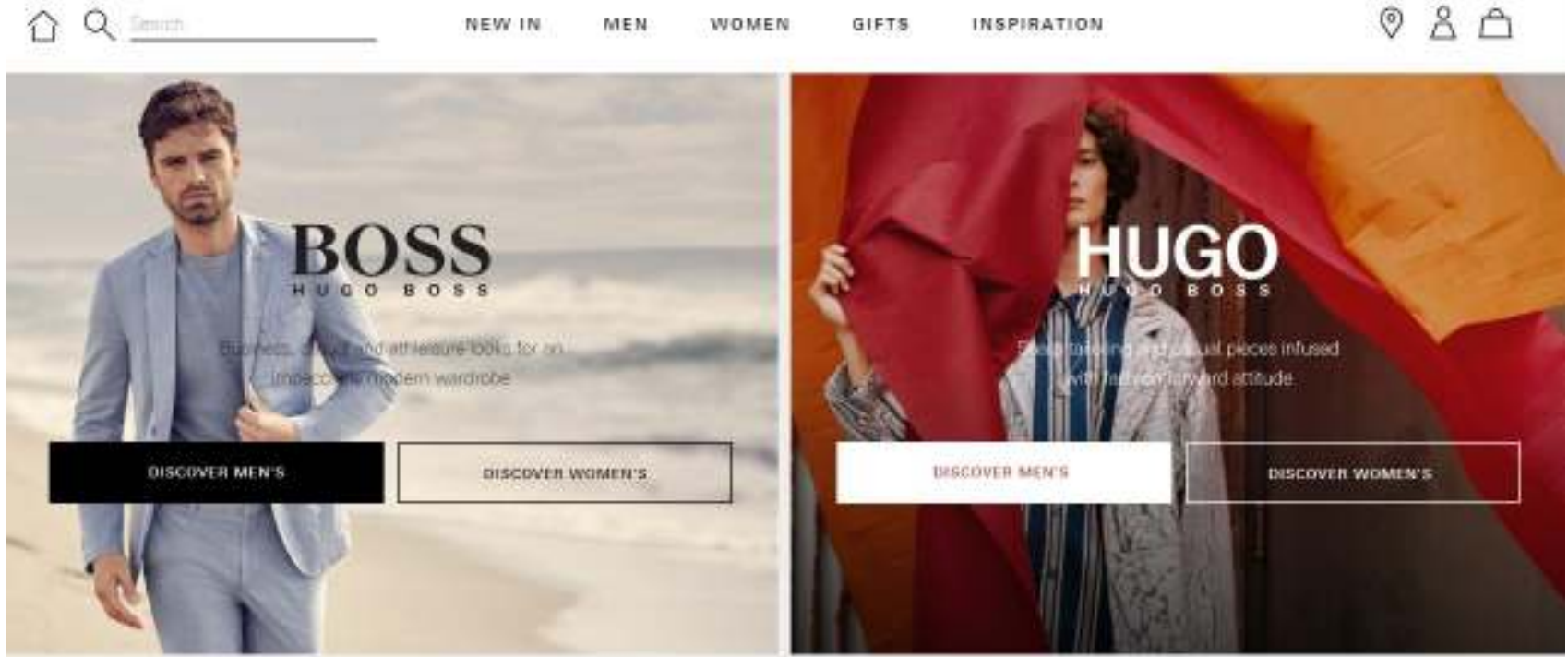
Personalized service will further elevate the shopping experience



Omnichannel services link online and physical retailing



HUGO BOSS makes significant progress in the online business



HUGO presents first completely digitally developed collection



////////// DIGITAL [e] VOLUTION //////////////////////////////////////

HUGO digital showroom rolled out in additional European markets



HUGO transformation accelerates the change of corporate culture



Agile management



HUGO BOSS included in the Dow Jones Sustainability Index for the first time

**Stakeholder dialog
intensified**

**Transparency
increased**



**Collaboration in alliances
extended**

**Sustainable products
developed**

Outlook 2018: higher sales, higher consolidated net income

GROUP SALES

Increase

at a low to mid single-digit percentage rate

EBITDA (before special items)

Development within a range of
(2)% and +2%

CONSOLIDATED NET INCOME

Increase

at a low to mid single-digit percentage rate



First Quarter Results 2018 reconfirm full-year outlook

SALES Q1 2018 (by region)

GROUP SALES Q1 2018

650 EUR million

+5%*

in EUR: 0%

EBITDA (before special items)

99 EUR million

+1%

NET INCOME

attributable to equity holders of the parent company

50 EUR million

+3%



EUROPE**

+3%*

in EUR: +1%



AMERICAS

+7%*

in EUR: (6)%



ASIA/PACIFIC

+12%*

in EUR : +2%

*FX-adjusted. **Incl. Middle East and Africa.

Strategic realignment is progressing well

The **refocusing** of **BOSS** and **HUGO**
has generated strong initial results.

Multiple drivers in place to drive
further **sales growth**.

Investments and **efficiency**
improvements will yield
profitable growth.



HUGO BOSS

Many thanks for
your attention!



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.

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