#### **01**

# Annual Shareholders' Meeting HUGO BOSS

Welcome



## **Annual Shareholders' Meeting** 2019

## Mark Langer

Chief Executive Officer

May 16, 2019



## AGENDA

- Review 2018
- Strategic business plan 2022
- Outlook 2019



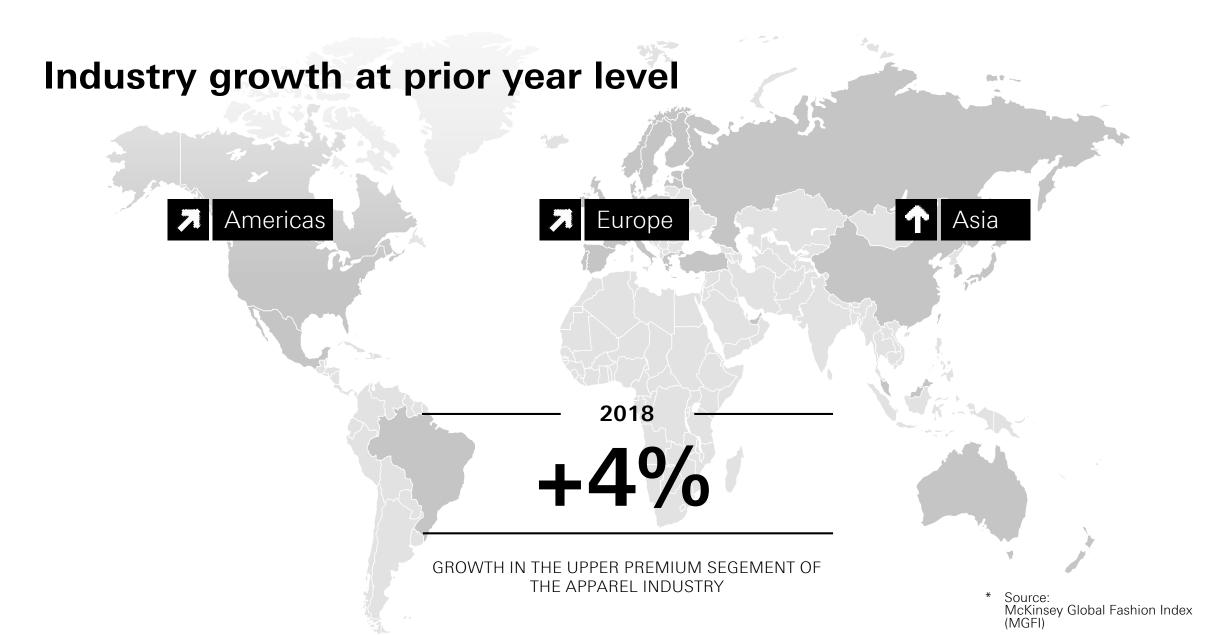


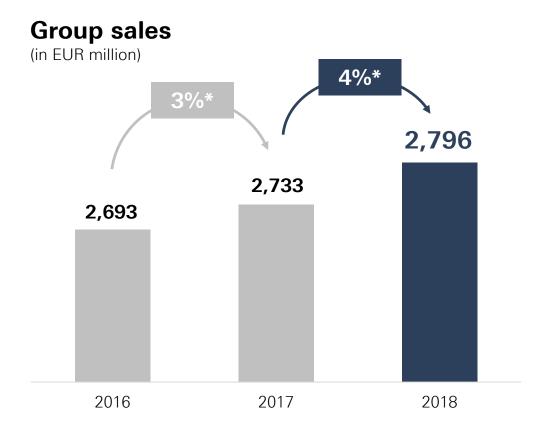
## AGENDA

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## HUGO BOSS ACHIEVES TARGETS FOR 2018





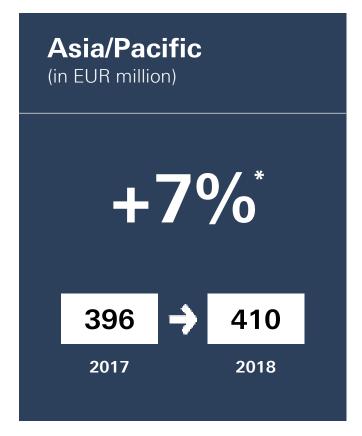


Implementation of strategic initiatives accelerates sales growth

## Sales growth in all regions

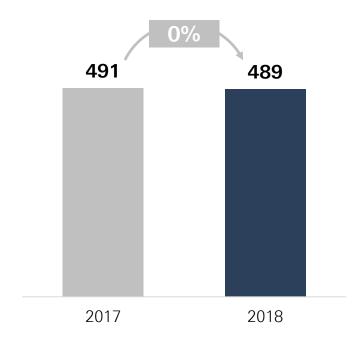






#### **EBITDA** (before special items)

(in EUR million)





## Operating income at prior year level

#### 10

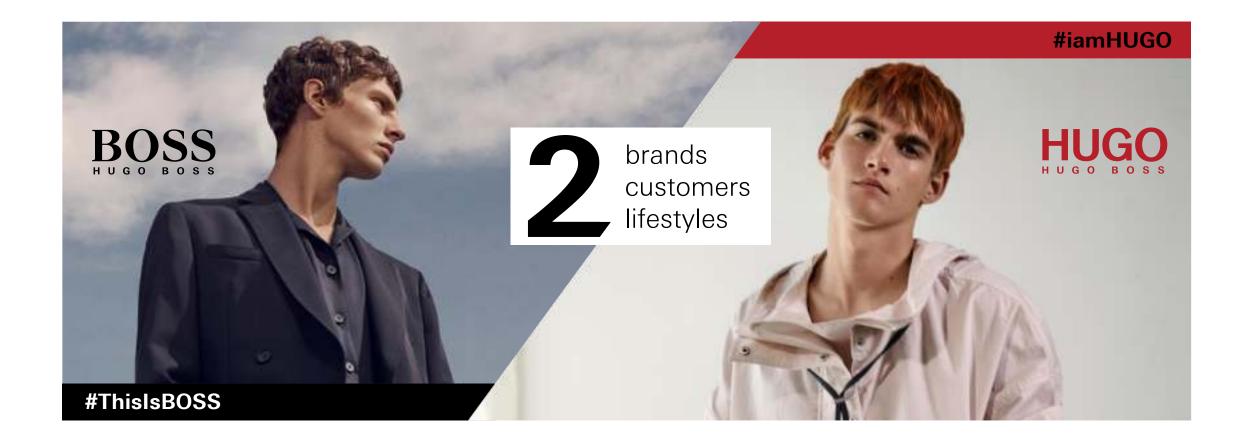
## Successful realignment of BOSS and HUGO





#### 11 | ANNUAL SHAREHOLDERS' MEETING 2019

## Successful realignment of BOSS and HUGO



## **Driving brand excitement**

BOSS fashion show in New York City







#### 13

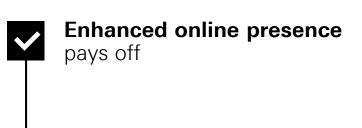
## Focus on contemporary fashion HUGO fashion show in Berlin







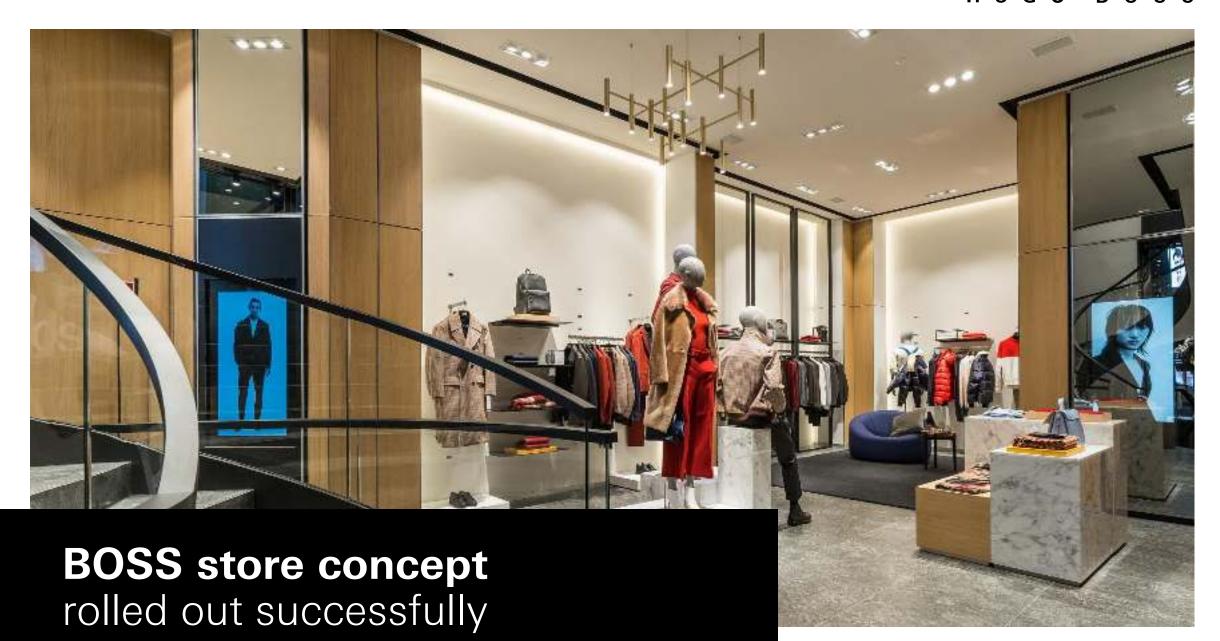






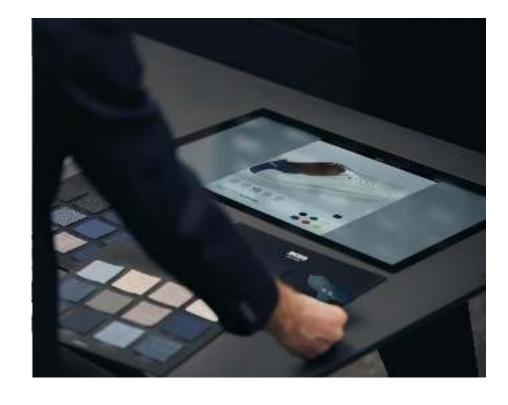


## Own online sales > EUR 100 million in 2018













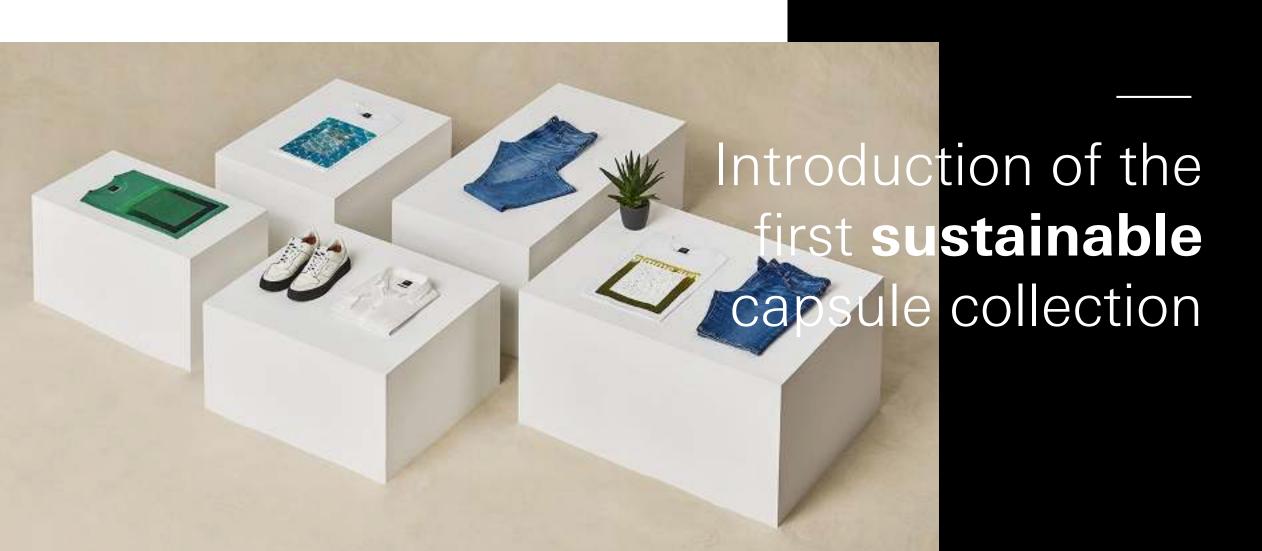
**HUGO** digital showroom rolled out in Europe and the Americas

## Digitization of business model in full swing

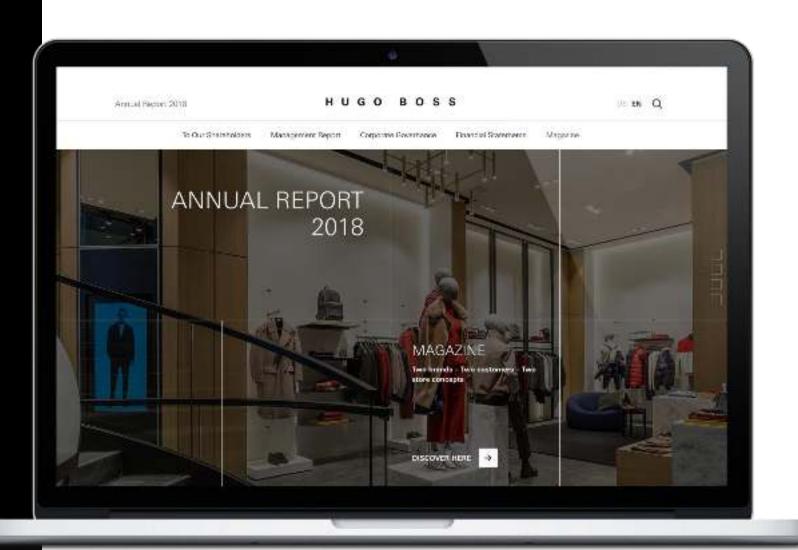




starts activities

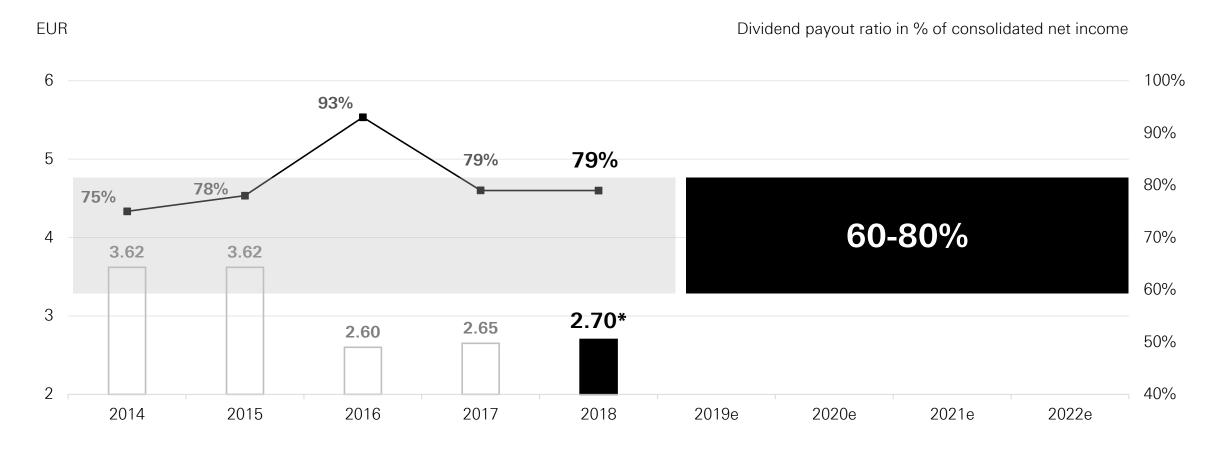


Clear focus
on **Online**Annual Report

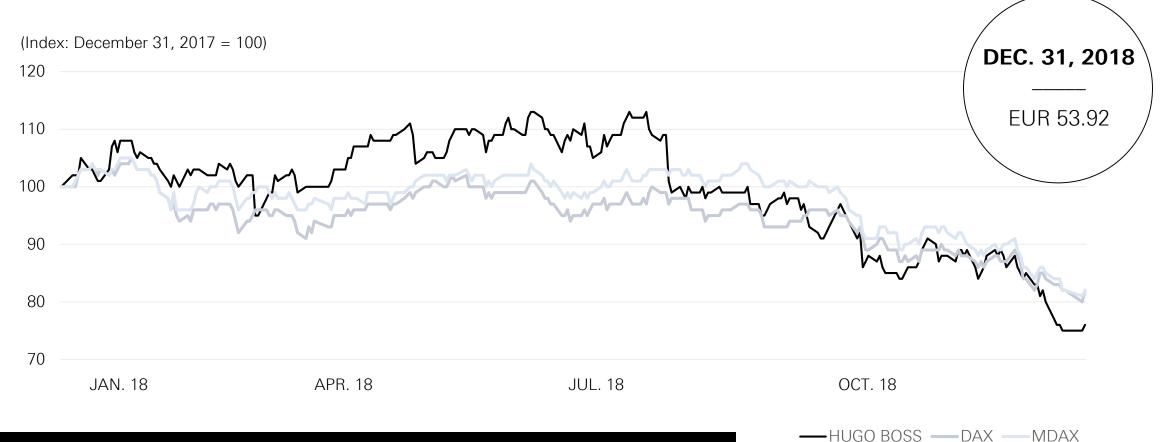


Strong commitment to profit-based

## dividend policy



## **HUGO BOSS share price development 2018**



HUGO BOSS share develops in line with DAX and MDAX

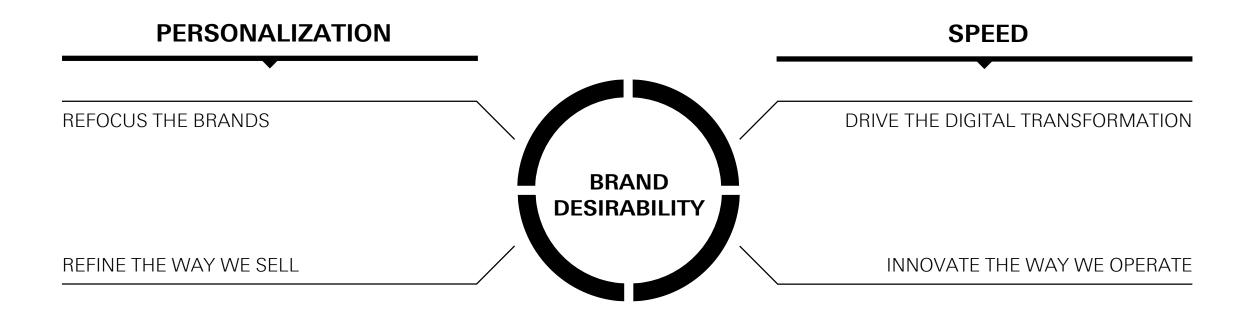


- 1 Review 2018
- 2 Strategic business plan 2022
- **3** Outlook 2019



## → OUR VISION

## BE THE MOST DESIRABLE PREMIUM FASHION AND LIFESTYLE BRAND





## Four sales growth drivers identified



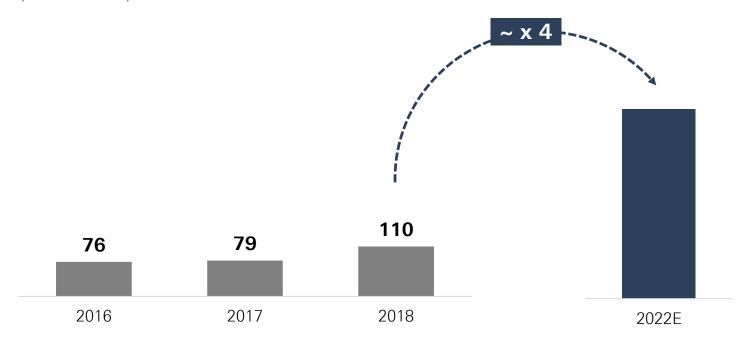






### **Online sales**

(in EUR million)



- **Expand** online partnerships
- **Exploit** full potential of hugoboss.com
- Enlarge personalized online offerings

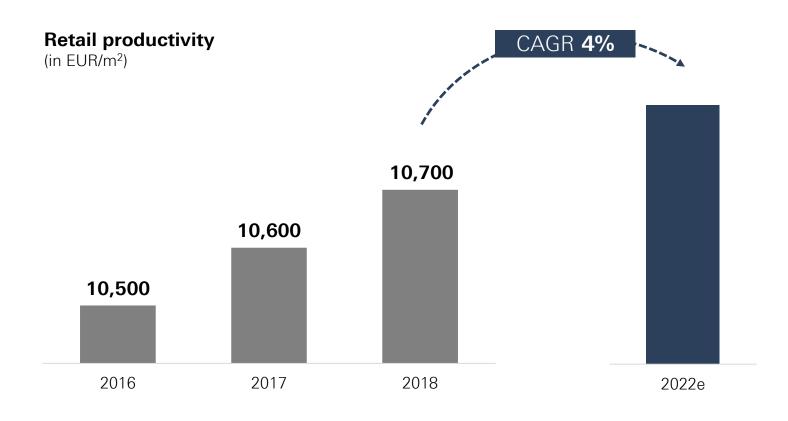
Online: Own online business to quadruple until 2022













- Renovate selected BOSS stores
- Enlarge omnichannel services
- 4 Improve the product range

**Retail:** Further improving retail sales productivity

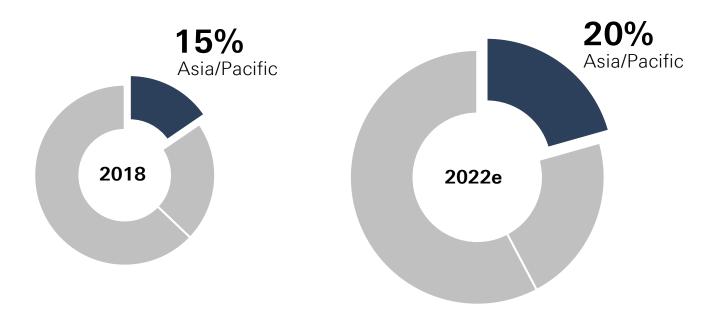








**Share of Asia** (in % of Group sales)



- **Expand** retail footprint in China
- **Optimize** retail network
- **Cooperate** with local online partners

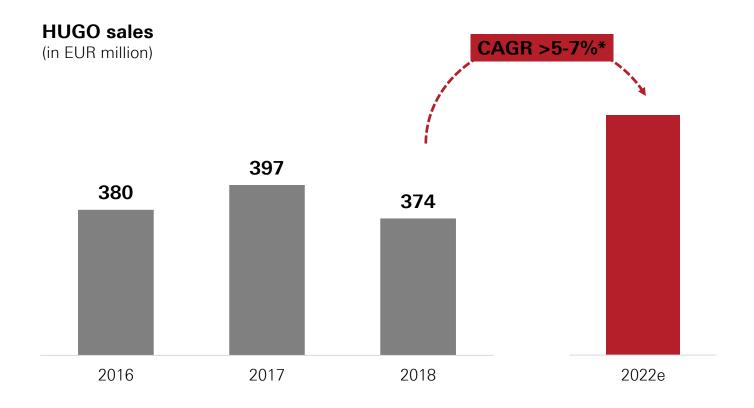
Asia/Pacific: Sales to increase at a double-digit rate













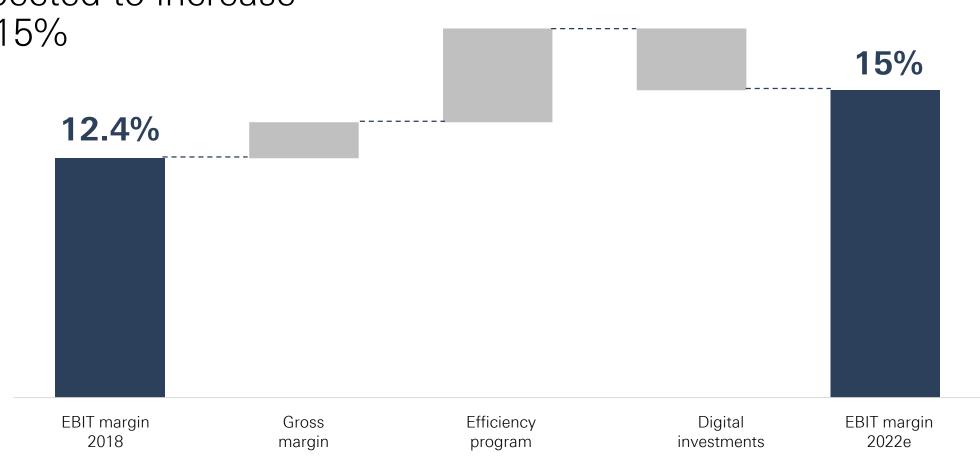




**Partner** with global brand ambassador

**HUGO:** Overproportionate growth in contemporary fashion segment

expected to increase to 15%





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## Outlook 2019



#### Group Sales\*

→ Increase at a mid-single-digit percentage rate

#### Operating result (EBIT)\*\*

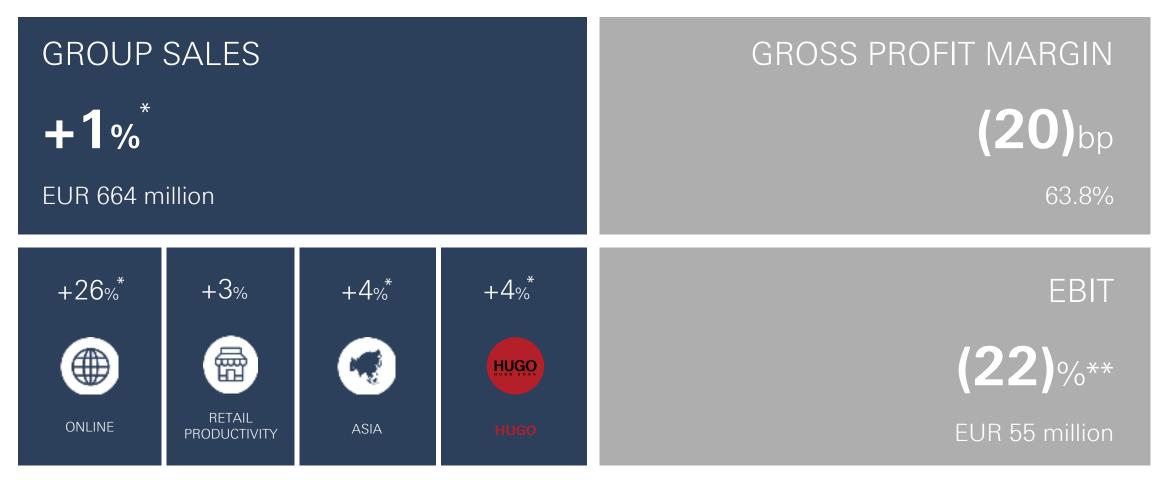
→ Increase at a high single-digit percentage rate

#### Consolidated net income\*\*

→ Increase at a high single-digit percentage rate

## Q1 2019

## Strategic growth drivers on course

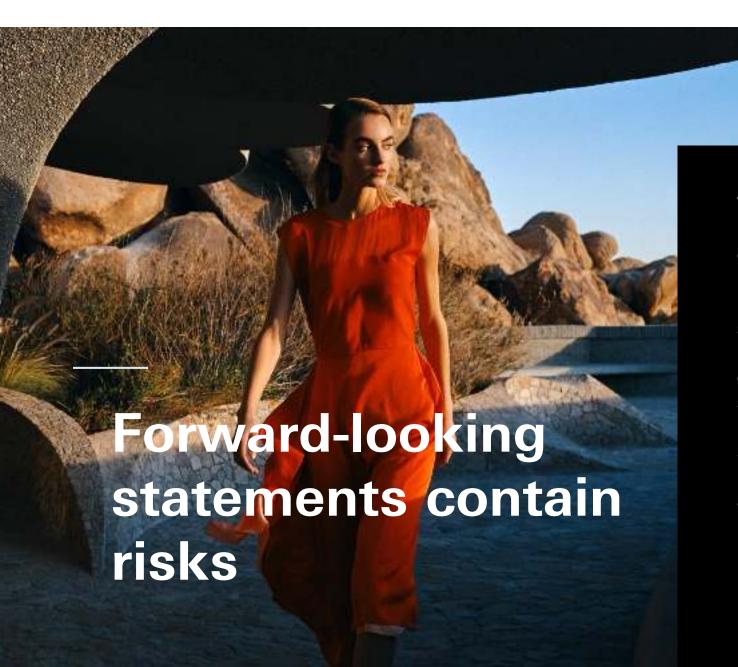


# CLEAR FOCUS ON SUCCESSFUL IMPLEMENTATION OF THE 2022 STRATEGY

# Annual Shareholders' Meeting HUGO BOSS

Thank you very much for your attention!





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.