

HUGO BOSS

ANNUAL GENERAL MEETING 2024 – FAQ

BELOW YOU WILL FIND THE ANSWERS TO THE MOST IMPORTANT DEADLINES AND FREQUENTLY ASKED QUESTIONS (FAQ) REGARDING THE VIRTUAL ANNUAL GENERAL MEETING 2024.

The explanations in the invitation to the Annual General Meeting 2024 are authoritative and legally binding.

2024

The 2024 Annual General Meeting will be held on

TUESDAY, 14 MAY 2024 AT 10:00 CEST

as a **virtual Annual General Meeting** without the physical presence of shareholders or their proxies.

March 28 2024	Publication of the Notice of Annual General Meeting in the German Federal Gazette (Bundesanzeiger) and at shareholdermeeting.hugoboss.com
April 13 2024 (24:00 CEST)	Deadline for receipt of request for additions to the agenda by shareholders
April 29 2024 (24:00 CEST)	Deadline for receipt of counter-motions and election nominations by shareholders
May 07 2024 (24:00 CEST)	Deadline for notification of attendance (technical record date)
May 08 2024 (24:00 CEST)	Deadline for receipt of comments
May 14 2024 (10:00 CEST)	Annual General Meeting (live broadcast of the entire Annual General Meeting in the Online Service)
After the AGM	Publication of the results at shareholdermeeting.hugoboss.com

1 When and where will the Annual General Meeting (AGM) 2024 take place?

The Annual General Meeting will be held on **14 May 2024 at 10:00 (CEST)** as virtual AGM without the physical presence of the shareholders or their proxies.

2 Can shareholders also attend the AGM on site?

No, it is not possible to attend on site. This does not apply to the Company's proxies and the Supervisory Board, which will – as in the previous year – be present on site. We ask you to exercise your voting rights by postal vote or by issuing a proxy to the Company's proxies and to use our Online Service for other shareholder rights (such as verbal contributions).

3 Why is the AGM once more taking place virtually? Doesn't the AGM in Germany have to be held as a physical event?

In accordance with Section 118a para. 1 Sentence 1 of the German Stock Corporation Act (AktG), the articles of association of the stock corporation may authorize the managing board to hold a virtual AGM or even make this mandatory. HUGO BOSS has obtained approval for two years for a corresponding amendment to the Articles of Association at the AGM 2023.

The Managing Board and Supervisory Board of HUGO BOSS have decided to hold a virtual AGM to facilitate participation for all shareholders in Germany and abroad who would otherwise be unable to attend due to distance or other obligations. In addition, HUGO BOSS' ongoing sustainability efforts and the claim to lead in digital were key factors in the decision to hold the AGM virtually again this year. Although the AGM does not take place as a physical event, HUGO BOSS highly appreciates the dialog with its shareholders and the exchange therefore takes place live via video. Any shareholder rights of a physical event are thereby preserved and merely transferred to the virtual space.

4 Are there any special items on the agenda for this year's AGM?

In addition to the agenda items that recur every year, this year's agenda includes the resolution on the confirmation of the compensation and the approval of the compensation system of the members of the Supervisory Board. Pursuant to section 113 para. 3 of the German Stock Corporation Act, the AGM must pass a resolution on the compensation of the members of the Supervisory Board at least every four years.

In line with the recommendation of the German Corporate Governance Code, the compensation of the Supervisory Board is solely a fixed compensation, which is entirely paid in cash. The individual amount of compensation paid depends on the tasks assumed within the Supervisory Board and/or its committees.

The Managing Board and the Supervisory Board are of the opinion that in view of the tasks of the members of the Supervisory Board and the situation of the Company, the amount of compensation and the concrete structure of the compensation system of the Supervisory Board are appropriate. They therefore propose to confirm the existing compensation.

Further details can be found in the invitation under "Information on agenda item 7".

5 What is the proposed dividend for fiscal year 2023 and when will it be paid?

It will be proposed to the AGM that a dividend of EUR 1.35 per ordinary registered share with dividend rights be paid. The entitlement to the dividend is due on the third business day following the AGM resolution, i.e. 17 May 2024.

6 Until when can I register for this year's AGM?

The registration must be received in German or English no later than **07 May 2023 at 24:00 (CEST)**, either by mail or via the Online Service.

Please send postal registrations to:
HUGO BOSS AG
c/o ADEUS Aktienregister-Service-GmbH
PO Box 57 03 64
22772 Hamburg

or by e-mail: hv-service.hugoboss@adeus.de

Further information on the registration procedure can be found on the registration form sent together with the letter of invitation, which can also be used for proxy voting or postal voting, and on shareholdermeeting.hugoboss.com.

7 What are the options for following the AGM?

I am a shareholder and have registered for the AGM in due time:

If you are a shareholder and have registered in due time, the best way to follow the AGM is via the Online Service. The Online Service is the only place where you have access to all shareholder rights, such as the option to ask questions by video.

I am a shareholder but have not registered for the AGM:

Even if you are not a registered shareholder, you can follow the AGM live and in full length via the Online Service. Only shareholder rights such as asking questions or voting are not possible in this case.

I am not a shareholder:

For the general public, the opening of the AGM by the Chairman of the Supervisory Board and the speech by the Managing Board will be available via livestream at shareholdermeeting.hugoboss.com. However, other components of the AGM, such as questions from shareholders and answers from the Managing Board members or the votes, can only be followed via the Online Service – and thus only by shareholders.

I am a press representative:

Press representatives can obtain accreditation via press@hugoboss.com.

8 Will a replay of the AGM be available?

As in previous years, the opening of the virtual AGM by the Chairman of the Meeting and the speech by the Managing Board will be available as a replay following the AGM at shareholdermeeting.hugoboss.com.

9 How can I login in the Online Service?

The Online Service can be accessed at shareholdermeeting.hugoboss.com under "Annual General Meeting 2024", subitem "Service for the AGM" under the link "Online Service AGM".

You can access the Online Service by entering your shareholder number and your self-selected access password or the individual access number that you can find in your invitation. Shareholders whose registration in the shareholder register takes place after 18 April 2024 can request login data for the Online Service via hv-service.hugoboss@adeus.de. The Online Service for the AGM is expected to be available from the 16th calendar week of 2024.

10 How can shareholders or proxies get new logins if they can't find their credentials?

New access data can be requested by phone via +49 7123 94 80910 or by e-mail via hv-service.hugoboss@adeus.de.

11 How can shareholders ask questions?

Shareholders or their proxies have to register for asking questions in the Online Service and ask them via video. There is no other option for submitting questions, either before or during the AGM. The Chairman of the Meeting will explain the procedure in more detail.

12 Are follow-up questions allowed?

Yes, there is a right to ask follow-up questions regarding all answers given by the Managing Board and questions asked during the AGM.

13 How does it work to ask questions via video?

After shareholders have raised their interest to speak via the Online Service, they will be called by the Chairman of the Meeting to enter the virtual waiting room. The questioner will then be assisted by the technical staff (operator) to check the image and sound quality. Once the functionality has been successfully verified, shareholders are connected live to the AGM and can start to speak.

14 What should shareholders keep in mind for joining via video?

After shareholders registered their interest to speak, an operator will be on hand to assist with the technical setup. Please choose a quiet environment with as little background noise as possible and make sure that you are well lit. Please also ensure a stable internet connection (upload/download bandwidth of 5 Mbit/second). Active VPN connections (virtual private network) result in reduced transmission quality and are therefore not recommended. Ideally, please make use of a headset.

15 How and until when can shareholders exercise or change/revoke their voting rights?

Shareholders may exercise their voting rights by postal vote, by proxy or by issuing a power of attorney and instructions to the Company's proxies. This must be done by mail (HUGO BOSS AG, c/o ADEUS Aktienregister-Service-GmbH, Postfach 57 03 64, 22772 Hamburg) or e-mail (hv-service.hugoboss@adeus.de) no later than **13 May 2024 at 24:00 CEST**. After that, voting rights may only be cast or changed via the Online Service until the time specified by the Chairman of the Meeting during the AGM.

Further information on postal voting and on exercising voting rights by granting power of attorney and issuing instructions to the Company's proxies can be found in the invitation to the AGM.