

HUGO BOSS

Ad hoc announcement in accordance with §15 WpHG

Metzingen, September 08, 2004

The Managing Board of HUGO BOSS AG anticipates for the current financial year 2004 the following increase of standard key data:

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2003 anticipated change 2004 compared to 2003

Sales EUR 1.054 billion + 8 to 10%

Operating result EUR 119 million + 12 to 14%

Income before taxes (EBT) EUR 120 million + 8 to 10%

By today's estimation, HUGO BOSS AG will increase pre-orders for the Spring/Summer season 2005 compared to the corresponding period 2004 by probably 8%.

Breakdown:

By brand:

BOSS Man +5%

BOSS Woman +35%

HUGO +9%

Total +8%

By region:

Germany +8%

Europe excluding Germany +6%

HUGO BOSS

Asia +11%

North America +10%

Total +8%

Business from pre-orders only represents 60% of HUGO BOSS sales.

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" and "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.