

H U G O B O S S

Ad-hoc Release

HUGO BOSS AG Contributes Foreign Shareholding to German Subsidiary

Metzingen. Following an agreement dated August 12, 2004, HUGO BOSS AG, Metzingen, will contribute its 100% ownership of HUGO BOSS International B.V., Amsterdam, Netherlands, to HOLY'S GmbH, Stuttgart, against the issuance of new shares in HOLY'S GmbH.

HUGO BOSS International B.V. is the holding and financing company of the HUGO BOSS Group's international activities and as such holds directly or indirectly shares in foreign subsidiaries of the HUGO BOSS Group.

In the future HOLY'S GmbH will act as the German holding company for international shareholdings of the HUGO BOSS Group.

HOLY'S GmbH and HUGO BOSS International B.V. are 100% owned by HUGO BOSS Group. They will continue to be fully consolidated within the Group financial statements upon completion of the transaction.

HUGO BOSS

Through the contribution, HUGO BOSS AG will realize a tax neutral one time gain of approximately EUR 600 mill. There will be no impact on the Group's assets, financial and earnings situations. The transaction will not affect the consolidated income and thus the dividend policy of the HUGO BOSS Group.

Metzingen, August 12, 2004

The Managing Board

If you have any questions, please contact:

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