

HUGO BOSS

Press Release

HUGO BOSS in the First Half of 2004:

- **Group sales growth of 9%, when adjusted for currency effects up by 11%**
- **BOSS Woman up by 47%**
- **Income before taxes up by 18% to EUR 59 million**
- **New product lines of shoes and leather accessories contribute positively to earnings**

Metzingen. In the first half of 2004, the HUGO BOSS Group achieved sales growth of 9% to EUR 554 million (H1 2003: EUR 508 million). When adjusted for currency effects, Group sales increased by 11%. This means the company has gained further market share in significant markets. About a third of this increase was due to the integration of product lines previously manufactured under license, including bodywear, socks, knitwear, shoes and leather accessories, into the Group's own business.

Despite the declines in the German market, HUGO BOSS was able to increase its sales by 8% from EUR 129 million to EUR 139 million (1% excluding integration effects). In the rest of Europe, sales in the first six months of the current fiscal year rose by 12% to EUR 252 million (H1 2003: EUR 225 million).

In the U.S., sales continued to develop favorably and grew by 25% in dollar terms, a significant increase from the same period in the prior year. This represents a 13% rise in the Group's reporting currency (H1 2004: EUR 68 million, H1 2003: EUR 60 million). In the Asia/Pacific region, the HUGO BOSS Group once again achieved growth in sales in the double-digit percentage range

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of 27% (34% when adjusted for currency effects) to EUR 43 million (H1 2003: EUR 34 million).

The development of BOSS Woman sales was again very dynamic, increasing by 47% to EUR 32 million (H1 2003: EUR 22 million).

After the first six months of fiscal 2004, income before taxes rose by 18% to EUR 59 million (H1 2003: EUR 50 million), while net income improved by 5% to more than EUR 39 million (H1 2003: EUR 37 million).

Commenting on the results of the first half of 2004, Dr. Bruno Sälzer, Chair of the Managing Board of HUGO BOSS AG said, "The pleasing developments clearly demonstrate the customers' enthusiasm for HUGO BOSS products, especially our womenswear. This gives us the confidence that we will achieve our goals for 2004."

The Managing Board expects sales to grow in fiscal 2004 when adjusted for currency effects and income to increase as well.

Additional information on HUGO BOSS AG is available on our website www.hugoboss.com or contact:

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