

HUGO BOSS

Ad hoc announcement in accordance with §15 WpHG

Metzingen, March 2, 2005 – 12:51 pm

HUGO BOSS AG publishes dividend proposal

Metzingen. After having established the annual financial statement as of December 31, 2004 and approved the consolidated annual financial statement as of December 31, 2004, Supervisory Board and Managing Board of HUGO BOSS AG resolved to propose to the Annual Shareholders' Meeting a dividend increase to EUR 0.84 per common share and to EUR 0.85 per preferred share.

Dividends	2004 (proposal)	2003	Change
Per common share	EUR 0.84	EUR 0.78	8%
Per preferred share	EUR 0.85	EUR 0.79	8%

Metzingen, March 2, 2005

The Managing Board

HUGO BOSS AG
Dieselstrasse 12
72555 Metzingen

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Issuer's information/ explanatory remarks concerning this ad hoc announcement:

HUGO BOSS AG proposes dividend increase for fiscal 2004

Metzingen. Based on a successful fiscal 2004 and the positive prospects for the company's further development, the Supervisory Board and Managing Board of HUGO BOSS AG recommend to increase dividends by 6 cents to EUR 0.84 (previous year: EUR 0.78) per common share and EUR 0.85 (previous year: EUR 0.79) per preferred share.

"The comparatively high level of dividends enables our shareholders to directly participate in the successful development and sustained profitable growth of HUGO BOSS," comments CEO Dr. Bruno Sälzer.

The Supervisory Board and Managing Board approved the financial statements during today's meeting. Sales of the HUGO BOSS fashion group increased by 11% in fiscal 2004, from EUR 1,054.1 million to EUR 1,168.4 million (13% when adjusted for currency effects). Earnings before interest and tax (EBIT) grew by 13% to EUR 135.3 million (2003: EUR 119.3 million) and net income rose by 7% to EUR 88.2 million (2003: EUR 82.4 million). In all of its segments, the Group achieved stronger growth than the world fashion market. In particular, BOSS Woman has continued its dynamic growth with a sales increase of 36%.

H U G O B O S S

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.