

HUGO BOSS

Ad hoc announcement in accordance with §15 WpHG

Metzingen, April 20, 2005 – 9:35 am

HUGO BOSS AG publishes preliminary results on the first quarter 2005

Metzingen. After the first quarter of fiscal 2005, the HUGO BOSS fashion group recorded an increase in sales of 14% to EUR 406 million.

Earnings before taxes grew by 15% to EUR 76 million (Q1 2004: EUR 67 million).

The key figures for the HUGO BOSS Group:

(in EUR million)	Q1 2005	Q1 2004	Change in %
Sales:	405.6	357.3	14
EBIT:	76.8	67.7	13
Earnings before taxes:	76.4	66.5	15
Net income:	51.7	44.3	17

H U G O B O S S

The Managing Board of HUGO BOSS AG is forecasting an increase in currency-adjusted sales of 10% for 2005 as a whole. Net income is expected to increase to EUR 100 million (2004: EUR 88 million).

Metzingen, April 20, 2005

The Managing Board

HUGO BOSS AG
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HUGO BOSS

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

Preliminary results on the first quarter 2005

Sales up by 14%

Net income grows by 17%

Metzingen. The HUGO BOSS fashion group recorded an increase in sales of 14% to EUR 406 million (Q1 2004: EUR 357 million) in the first quarter of fiscal 2005. Sales increased by 15% when adjusted for currency effects. The HUGO BOSS Group has thus continued the sales growth of the preceding quarters.

BOSS Woman in particular maintained its dynamic growth, increasing sales by 37% to EUR 26 million (Q1 2004: EUR 19 million).

Earnings before interest and taxes (EBIT) grew by 13% to EUR 77 million (Q1 2004: EUR 68 million). Net income rose by 17% to EUR 52 million in the first quarter (Q1 2004: EUR 44 million). Cash flow increased by 36% to EUR 61 million (Q1 2004: EUR 45 million). Free cash flow before dividend distribution increased to EUR 28 million (Q1 2004: EUR 2 million).

"We once again significantly outperformed the overall fashion market in the first quarter of 2005," stated Dr. Bruno Sälzer, Chairman of HUGO BOSS AG's Managing Board.

The Managing Board of HUGO BOSS AG is forecasting an increase in currency-adjusted sales of 10% for 2005 as a whole. Net income is expected to increase to EUR 100 million (2004: EUR 88 million).

Additional information on HUGO BOSS AG and the 2004 Annual Report may be found online on our website: www.hugoboss.com.

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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.