

HUGO BOSS

Ad hoc announcement in accordance with §15 WpHG

Metzingen, January 26, 2005, 3:32 pm

HUGO BOSS AG publishes preliminary year end figures 2004

Metzingen. The Managing Board of HUGO BOSS AG publishes key figures from the preliminary, unaudited financial statements for 2004.

Key figures of the HUGO BOSS Group:

(EUR million)	2004	2003	Change in %
Sales:	1,168.4	1,054.1	11
EBIT:	135.2	119.2	13
Earnings before taxes:	130.0	120.6	8
Net income:	88.2	82.4	7

Metzingen, January 26, 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: Preliminary year end figures for 2004

Group sales rise by 11%

Earnings before interests and taxes (EBIT) up by 13%

Metzingen. The HUGO BOSS fashion group increased total sales in fiscal 2004 by 11% (or 13% adjusted for currency effects). Earnings before interests and taxes (EBIT) rose by 13% and net income by 7%.

Dr. Bruno Sälzer, Chairman of HUGO BOSS AG's Managing Board, commented: "We have outperformed the global fashion market in all key business areas in fiscal 2004. We are confident that this positive trend will continue in the current fiscal year."

BOSS Woman, in particular, has continued its dynamic growth with sales up by 36%.

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.