

HUGO BOSS

Press Release

HUGO BOSS in the first half of 2005:

- **Group sales up by 13%, adjusted for currency effects by 14%**
- **Income before taxes increases 14% to EUR 67 million**
- **BOSS Woman: Sales and earnings trend still positive**

Metzingen. The HUGO BOSS Group increased sales by 13% to EUR 624 million in the first half of fiscal 2005 (H1 2004: EUR 554 million). Currency-adjusted Group sales improved by 14%. HUGO BOSS was able to gain market shares in all significant markets.

Despite a weak German fashion market, which continued to decline by 2%, HUGO BOSS managed to increase sales in Germany by 9% to EUR 152 million (H1 2004: EUR 139 million). In the first six months of fiscal 2005, sales in the rest of Europe rose by 12% to EUR 282 million (H1 2004: EUR 252 million).

In the United States, the positive sales trend continued as sales increased by 21% in local currency and by 15% in euros from EUR 68 million to EUR 78 million at the end of the first half of 2005. The HUGO BOSS Group again achieved double-digit sales growth of 25% in the region Asia/other regions to EUR 66 million (H1 2004: EUR 53 million), or 29% adjusted for currency-effects.

BOSS Woman continued to post good results as sales increased by 31% to EUR 42 million in the first half of fiscal 2005 (H1 2004: EUR 32 million). Net income in the womenswear segment improved to EUR 0.6 million (H1 2004: EUR -0.2 million).

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In the first six months of fiscal 2005, income before taxes rose by 14% to EUR 67 million (H1 2004: EUR 59 million) and net income grew by 16% to EUR 46 million (H1 2004: EUR 39 million).

Chair of the Executive Board of HUGO BOSS AG, Dr. Bruno Sälzer, commented on the first half results: "We gained market shares in all significant markets and I expect this development to continue in the second half of fiscal 2005."

The HUGO BOSS Group has confirmed its forecast for 2005 as a whole. The Managing Board continues to forecast an increase of 10% in currency-adjusted sales. Net income should increase to EUR 100 million (2004: EUR 88 million).

Additional information about HUGO BOSS AG may be obtained on our website (www.hugoboss.com).

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