

HUGO BOSS

Ad hoc announcement in accordance with §15 WpHG

Metzingen, April 24, 2006 – 19:35 am

HUGO BOSS AG: Publication of 1. Quarter 2006 Key Figures

Metzingen. In the first quarter of 2006, the HUGO BOSS fashion group increased sales by 13% in comparison with the previous year to EUR 459 million. Adjusted for currency effects, the sales increase was 11%.

Income before taxes grew 14% to EUR 87 million (Q1 2005: EUR 76 million).

Key figures for the HUGO BOSS Group:

(in EUR million)	Q1 2006	Q1 2005	Change in %
Sales:	458.9	405.6	13
EBIT:	87.2	76.9	13
Income before taxes:	87.1	76.4	14
Net income:	59.7	51.7	15

For 2006 as a whole, the Managing Board of HUGO BOSS is forecasting an increase in currency-adjusted sales of approximately 10-12% in comparison with 2005. Income before taxes should grow at the same rate as sales.

Metzingen, April 24, 2006

The Managing Board

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

HUGO BOSS: Preliminary results for the first quarter of 2006:

Sales increase by 13%

Income before taxes rise by 14%

Metzingen, April 24, 2006. In the first quarter of fiscal 2006, sales of the HUGO BOSS fashion group rose 13% to EUR 459 million (Q1 2005: EUR 406 million). Adjusted for currency effects, the sales increase was 11%. The HUGO BOSS Group thus sustained the sales growth of previous quarters.

Earnings before interest and taxes (EBIT) grew 13% to EUR 87 million (Q1 2005: EUR 77 million). The increase in income before taxes to EUR 87 million corresponds to growth of 14% over the figure for Q1 2005 of EUR 76 million. Net income increased 15% to EUR 60 million as of the end of the first quarter 2006 (Q1 2005: EUR 52 million).

For 2006 as a whole, the Managing Board of HUGO BOSS is forecasting an increase in currency-adjusted sales of approximately 10-12% in comparison with 2005. Income before taxes should grow at the same rate as sales.

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Additional information on HUGO BOSS AG and the online version of the 2005 annual report are available on our website at www.hugoboss.com.

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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.