

# HUGO BOSS

Press Release

**Held for release until: March 23, 2006 9.30 a.m.**

**Sales up by 12%**

**Net income grows by 23%**

Metzingen, March 23, 2006. The Managing Board of HUGO BOSS AG publishes the financials for fiscal 2005 at today's balance sheet press conference in Metzingen. The fashion group reported an increase in sales of 12% (12% when adjusted for currency effects) to EUR 1,309.4 million (2004: EUR 1,168.4 million).

Along with BOSS Womenswear, which climbed by 38% to EUR 95.7 million (2004: EUR 69.3 million), the Shoes and Leather Accessories product lines, which were integrated into the Group's business in fiscal 2004, played a major role in the sales increase. Another significant factor in the positive sales trend during fiscal 2005 was the accelerated expansion of the Group's Directly Operated Stores (DOS) business, which rose by 41% to EUR 137.5 million (2004: EUR 97.6 million).

Earnings before interest and tax (EBIT) grew by 20% to EUR 162.9 million (2004: EUR 135.3 million). Net income rose disproportionately strong by 23% to EUR 108.2 million (2004: EUR 88.2 million). Cash flow also climbed significantly by 28% to EUR 153.9 million (2004: EUR 119.9 million). Free cash flow before dividends rose to EUR 106.9 million (2004: EUR 40.1 million).

# HUGO BOSS

“HUGO BOSS achieved new records in sales and earnings in fiscal 2005. The main reason for the increase is the successful realignment of our business with the three growth segments of Womenswear, Shoes and Leather Accessories, and Directly Operated Stores (DOS). We are thus well positioned for the future and are confident that we can continue to grow significantly stronger than the global fashion market,” says Dr. Bruno Sälzer, Chief Executive Officer of HUGO BOSS, in his outlook on fiscal 2006.

Additional information on HUGO BOSS AG may be found on our website [www.hugoboss-group.com](http://www.hugoboss-group.com).

Please address queries to:

Philipp Wolff

Director of Communication

Phone: +49 (0) 7123 94-2375

Fax: +49 (0) 7123 94-2051

E-mail: [Philipp\\_Wolff@hugoboss.com](mailto:Philipp_Wolff@hugoboss.com)

Christoph Lührke

Head of Investor Relations

Phone: +49 (0) 7123 94-2552

Fax: +49 (0) 7123 94-2018

E-mail: [Christoph\\_Loehrke@hugoboss.com](mailto:Christoph_Loehrke@hugoboss.com)