

HUGO BOSS

Ad-hoc-Meldung nach §15 WpHG

Metzingen, October 30, 2008 – 08:42 pm

Sales and earnings development for the first nine months of 2008 and outlook on the current fiscal year

Metzingen. The Managing Board of HUGO BOSS AG publishes the key figures for the first nine months of 2008. The HUGO BOSS fashion group increased total sales in this period by 3% to EUR 1,364 million. Adjusted for currency effects, sales increased by 6%.

In the third quarter of 2008, the EBIT was down 8% year-on-year at EUR 199 million (Q1-Q3 2007: EUR 218 million). Adjusted for the effects from the change to the Managing Board and one-time consultancy expenses, EBIT decreased by 1% to EUR 216 million. As a result of this and due to higher interest expenses, Group earnings declined by 17% to EUR 128 million (Q1-Q3 2007: EUR 153 million). At EUR 92 million, operating cash flow was by 35% significantly above the value of the previous year (Q1-Q3 2007: EUR 67 million).

Key figures of the HUGO BOSS Group:

| in € million | Jan. – Sep. 2008 | Jan. – Sep. 2007 | Veränderung in % |
|---------------------------|-----------------------------|-----------------------------|-----------------------------|
| Sales | 1,363.6 | 1,327.7 | 3 |
| EBIT before special items | 215.6 | 217.7 | -1 |
| EBIT | 199.4 | 217.7 | -8 |
| Earnings before taxes | 172.4 | 212.0 | -19 |
| Net income | 127.6 | 153.2 | -17 |

As a result of the general economic situation characterized by ongoing numerous and unclarified business uncertainties, the HUGO BOSS management has

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adjusted its sales and earnings outlook for fiscal year 2008. In the context of a considerable decline of retail sales in important regions during the second half of 2008, the HUGO BOSS Managing Board expects that the currency-adjusted sales growth for the whole of fiscal 2008 will be at the lower end of the previous 6-8% guidance range. Based on the current market assessment, EBIT before one-time effects is expected to be slightly below the level of the previous year, thus achieving a value between EUR 210 and 220 million.

Metzingen, October 30, 2008

The Managing Board

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HUGO BOSS

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