

HUGO BOSS

Press Release

Release of an Ad hoc announcement according to § 15 WpHG

HUGO BOSS exceeds market expectations in the third quarter and significantly raises outlook for current year

Metzingen, October 14, 2010. Today, HUGO BOSS publishes preliminary results for the third quarter as the Group exceeded financial market expectations. At the same time, HUGO BOSS is increasing top and bottom line expectations for the financial year 2010.

In the third quarter, Group sales reached EUR 538 million, reflecting a currency-adjusted increase of 14%, and 19% in the reporting currency, respectively (2009: EUR 450 million). This development was supported by comparable store sales growth, retail expansion and the first-time consolidation of the joint venture with the Rainbow Group in China. Group sales development gained momentum over the course of the third quarter.

EBITDA before special items increased by 42% to EUR 150 million in the quarter (2009: EUR 105 million).

In light of third quarter results being significantly above original expectations, the Group raises its financial outlook for the full year. Net sales are now expected to increase by 5% on a currency-adjusted basis (previously: 3% to 5%). EBITDA before special items is forecasted to grow by around 20% (previously: 10% to 12%).

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More detail regarding the results of the past quarter and the outlook for the current financial year will be given during the presentation of Nine Months Financial Results on November 2, 2010.

Further information on HUGO BOSS can be found on our website at www.group.hugoboss.com.

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