

HUGO BOSS

Ad-hoc announcement in accordance with §15 WpHG (Securities Trade Act)

Metzingen, March 14, 2011

Dividend proposal

After having established the annual financial statements of HUGO BOSS AG as of December 31, 2010 and approved the consolidated annual financial statements as of December 31, 2010, the Supervisory Board and the Managing Board of HUGO BOSS AG resolved to propose to the Annual Shareholders' Meeting the distribution of a dividend of EUR 2.02 per common share (dividend for fiscal year 2009: EUR 0.96) and EUR 2.03 per preferred share (dividend for fiscal year 2009: EUR 0.97) for the fiscal year 2010.

Metzingen, March 14, 2011

The Managing Board

HUGO BOSS AG
Dieselstr. 12
72555 Metzingen
Germany

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Issuer's information/explanatory remarks concerning this ad-hoc announcement:

HUGO BOSS Proposes Higher Dividend After Record Year

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"2010 was the best year so far in the Group's history", said Claus-Dietrich Lahrs, Chairman of the Managing Board of HUGO BOSS AG. "With our dividend payment, we allow our shareholders to participate in this success. At the same time, we highlight our confidence regarding our growth prospects in the current year."

On the basis of the preliminary annual results published on February 3, 2011, consolidated net income increased by 82% year-on-year to EUR 189 million in 2010 (2009: EUR 104 million). For 2011, the Managing Board anticipates accelerated sales growth after adjustment for currency effects in comparison to fiscal year 2010 and expects operating income (EBITDA before special items) to grow more strongly than sales.

The Group will publish its final annual results on March 29, 2011.

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

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