

HUGO BOSS

Ad-hoc Announcement Pursuant to Section 15 of the German Securities Trading Act (WpHG)

Metzingen, February 3, 2011

HUGO BOSS: Preliminary results for 2010

Metzingen. The Managing Board of HUGO BOSS AG releases key figures from the preliminary, unaudited consolidated financial statements for 2010.

Key figures for the HUGO BOSS Group:

(in EUR million)	2010	2009	change in %
Sales:	1,729	1,562	+11%
EBITDA before special items:	350	267	+31%
Net income:	189	104	+82%

Metzingen, February 3, 2011

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

HUGO BOSS accelerates growth of sales and profits in the fourth quarter

- **2010 the best year in the Group's history to date**
- **On a currency-neutral basis, sales increase by 24% in the fourth quarter and by 7% in the full year 2010**
- **Operating income (EBITDA before special items) grows by 31% to EUR 350 mill. in the full year**
- **Very confident outlook for the fiscal year 2011**

Metzingen, February 3, 2011. HUGO BOSS AG substantially increased sales and profits also in the fourth quarter of 2010. The development accelerated compared with the previous quarter.

Preliminary net sales increased by 24% on a currency-neutral basis in the fourth quarter of 2010. In euro terms, Group revenues grew by 30% to EUR 422 mill. (2009: EUR 324 mill.). Double-digit sales growth in all regions and distribution channels contributed to this development.

In 2010, Group revenues reached EUR 1,729 mill. (2009: EUR 1,562 mill.). This reflects an increase of 7% on a currency-neutral basis and of 11% in the reporting currency. The result represents the highest sales level in the Group's history to date. In addition to the two growth markets China and America, in particular the Group's own retail business contributed overproportionately to the increase. Comparable sales in directly operated stores grew 9% on a currency-neutral basis in 2010.

Operating income before interest, depreciation and special items (EBITDA before special items) significantly exceeded Management's original expectations. In the fourth quarter of 2010, EBITDA before special items increased by 64% to EUR 77

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mill. (2009: EUR 47 mill.). In the full year, EBITDA before special items reached EUR 350 mill., 31% above the prior year level (2009: EUR 267 mill.). This development was in particular supported by the expansion of the Group's own retail business as well as the consistent enforcement of the Group's pricing policy in wholesale and own retail. Net income increased significantly to EUR 34 mill. in the fourth quarter (2009: EUR 5 mill.). In the full year 2010, net income reached EUR 189 mill., which reflects an increase of 82% compared to the prior year level of EUR 104 mill.

"2010 was the most successful year in the history of HUGO BOSS", said Claus-Dietrich Lahrs, CEO of HUGO BOSS AG. "We have consistently geared the Group towards profitable growth. This will be clearly visible also in 2011."

Based on the good order situation and the continued strong development in own retail, currency-neutral sales growth is expected to accelerate in the fiscal year 2011 compared with the fiscal year 2010. The Managing Board also forecasts Group operating income (EBITDA before special items) to grow stronger than revenues. The company will publish the outlook for the fiscal year 2011 together with the final results for the fiscal year 2010 on March 29, 2011.

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

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