

HUGO BOSS

Ad-hoc announcement pursuant to Section 15 of the German Securities Trading Act (WpHG)

Metzingen, July 14, 2011

HUGO BOSS: Publication of preliminary results for first half of 2011 and change in forecast

Metzingen. The Managing Board of HUGO BOSS AG publishes preliminary results for the first half of 2011.

(in EUR million)	First half of 2011	First half of 2010	Change in %
Sales:	945	769	+23%
EBITDA before special items:	195	123	+58%
Net income attributable to shareholders:	113	63	+80%

After adjustment for currency effects, the Group now anticipates an increase in sales of 15% to 17% for the year as a whole. EBITDA before special items is expected to rise by 25% to 30%.

Metzingen, July 14, 2011

The Managing Board
HUGO BOSS AG
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Information and explanation of the issuer regarding this ad-hoc announcement

HUGO BOSS achieves significant growth in sales and profits in first half of 2011 and raises forecast for year as a whole

Metzingen, July 14, 2011. HUGO BOSS today announced preliminary results for the first half of 2011. At the same time, the Group increased its expectations for sales and profits for the year as a whole.

In the second quarter of 2011, Group sales amounted to EUR 405 million, equivalent to a rise of 29% after adjustment for currency effects, or 25% in the reporting currency (2010: EUR 325 million). This positive development was due primarily to the comp store sales growth in the Group's own retail business and the expansion of the Group's own retail activities. The most significant increase in sales was posted in China and in the US market. EBITDA before special items rose to EUR 63 million in the second quarter (2010: EUR 31 million). Net income attributable to shareholders amounted to EUR 31 million, significantly above the previous year's level of EUR 6 million.

HUGO BOSS thus generated sales of EUR 945 million in the first half of 2011 (2010: EUR 769 million). In comparison to the previous year, this represents a rise of 23% both after adjustment for currency effects and in the reporting currency. EBITDA before special items rose by 58% to EUR 195 million in this period (2010: EUR 123 million), while net income attributable to shareholders climbed by 80% to EUR 113 million (2010: EUR 63 million).

In view of the stronger than expected results in the past quarter, the Group is raising its forecasts for the year as a whole. After adjustment for currency effects, an increase in sales of 15% to 17% (previously: at least 12%) is now anticipated.

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EBITDA before special items is expected to rise by 25% to 30% (previously: increase of at least 15%).

Details on the results of the past quarter and on the outlook for the current fiscal year will be announced by the Group in its presentation of the half year results on July 28, 2011.

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

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