

HUGO BOSS

Notification regarding dealings of the Management pursuant to section 15a WpHG

Dr. Hellmut Albrecht has purchased 750 preferred shares (ISIN Nummer: DE0005245534) of HUGO BOSS AG, Dieselstraße 12, 72555 Metzingen at a price per share of 67.55 Euro, total sum 50,668.27 Euro at Frankfurt/Main, Germany, on November 15, 2011. Dr. Hellmut Albrecht is the Chairman of the Supervisory Board of HUGO BOSS AG.

Metzingen, November 16, 2011

Notification pursuant to to section 15a WpHG

(German Securities Trade Act)

In accordance with Section 15a of the German Securities Trading Law ("Wertpapierhandelsgesetz" – WpHG) the Management (members of the Managing and the Supervisory Boards, Managing Directors and Directors) at listed German companies are obliged to disclose any acquisitions or sales of company shares or rights associated with these shares (Directors' Dealings). These disclosures must be reported to the German Financial Services Supervisory Office ("Bundesanstalt für Finanzdienstleistungsaufsicht"). The disclosure obligation also applies to certain individuals associated with the board members in question (e.g. spouses, children, parents).