

HUGO BOSS

Press Release

Red & Black Holding GmbH will place 4.5 million preferred shares of HUGO BOSS AG with institutional investors

Metzingen, November 14, 2011. The HUGO BOSS Group was informed by Red & Black Holding GmbH that this company today will place 4.5 million HUGO BOSS AG preferred shares in an accelerated bookbuilding process met by strong demand from institutional investors.

As a result of the placement, the free float of the HUGO BOSS AG preferred share will increase to now 19.1 million shares. This will represent around 57% of the preferred shares outstanding. The Group expects the higher free float to further improve the attractiveness of the share among institutional investors and to increase the weighting in the MDAX.

As a result, Red & Black Holding GmbH, Oberursel, a company majority controlled by Permira Funds, will own 14.6 million preferred shares and 31.6 million ordinary shares of HUGO BOSS AG based on the latest voting rights notification and taking into account the shares to be placed today. With a holding of 66% of the total share capital outstanding the company will remain the Group's single largest investor. According to information acquired, Red & Black Holding GmbH committed to a six month lock up period for the remaining stake.

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Additional information on HUGO BOSS AG can be found at
<http://group.hugoboss.com>.

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