

**Notification of voting rights pursuant to sec. 26 para. 1 WpHG
(German Securities Trading Act)**

HUGO BOSS AG received the following information referring to notification pursuant to sec. 21 para. 1 WpHG by Allianz Global Investors Europe GmbH, Frankfurt/Deutschland on July 23, 2014:

„Allianz Global Investors Europe GmbH has exceeded the 5% threshold to a percentage of 5.01 % of the voting rights in HUGO BOSS AG, Dieselstr. 12, 7255 Metzingen, as per July 21, 2014. This corresponds to 3,528,250 out of a total of 70.400.000 voting rights issued by the company.

Of these voting rights, 3.12% are to be attributed to Allianz Global Investors Europe GmbH pursuant to sec. 22 para. 1 sentence 1 No. 6 WpHG. This corresponds to 2,195,445 out of a total of 70.400.000 voting rights issued by the company.”

Metzingen, July 24, 2014

The Managing Board