

HUGO BOSS

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

HUGO BOSS adjusts sales and operating profit targets for 2014

Metzingen, November 4, 2014. In light of the increasing challenges posed by macroeconomic conditions and the recent substantial slowdown in industry growth in Europe, HUGO BOSS adjusts its sales and operating profit targets for 2014. Management now expects currency-adjusted sales to grow by 6% to 8% for the year as a whole. Operating profit (EBITDA before special items) is expected to rise by 5% to 7%.

The Managing Board
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