

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

HUGO BOSS AG received the following information referring to notification pursuant to sec. 25a para. 1 WpHG by UniCredit Bank AG and UniCredit S.p.A on 11 September 2014:

1. The holding within the meaning of section 25a para. 1 WpHG of UniCredit Bank AG in HUGO BOSS AG, Dieselstr. 12, 2755 Metzingen, has on 5 September 2014 fallen below the threshold of 50% of the voting rights in HUGO BOSS AG. On that day, UniCredit Bank AG directly held other instruments pursuant to section 25a para. 1 WpHG which are structured in a manner that enable UniCredit Bank AG to acquire up to 38.78% of the voting rights (27,300,001 out of 70,400,000 common shares) in HUGO BOSS AG. The relevant instrument, a share pledge, was granted to UniCredit Bank AG in connection with its lending business in 2009 and enables UniCredit Bank AG in an enforcement event to acquire up to 38.78% of the voting rights in HUGO BOSS AG.

Further voting rights that need to be notified in accordance with sections 21, 22, 25 WpHG are neither held by nor attributable to UniCredit Bank AG. The aggregate number of voting rights that need to be notified in accordance with sections 21, 22, 25, 25a WpHG corresponds to the number disclosed above.

2. The holding within the meaning of section 25a para. 1 WpHG of UniCredit S.p.A., in HUGO BOSS AG, Dieselstr. 12, 72555 Metzingen, has on 5 September 2014 fallen below the threshold of 50% of the voting rights in HUGO BOSS AG. On that day, UniCredit S.p.A. via its German subsidiary UniCredit Bank AG indirectly held other instruments pursuant to section 25a para. 1 WpHG which are structured in a manner that enable UniCredit Bank AG to acquire up to 38.78% of the voting rights (27,300,001 out of 70,400,000 common shares) in HUGO BOSS AG. The relevant instrument, a share pledge, was granted to UniCredit Bank AG in connection with its lending business in 2009 and enables UniCredit Bank AG in an enforcement event to acquire up to 38.78% of the voting rights in HUGO BOSS AG.

The instrument is held via the following controlled undertaking of UniCredit S.p.A.: UniCredit Bank AG.

Further voting rights that need to be notified in accordance with sections 21, 22, 25 WpHG are neither held by nor attributable to UniCredit S.p.A. The aggregate number of voting

rights that need to be notified in accordance with sections 21, 22, 25, 25a WpHG corresponds to the number disclosed above.

Metzingen, 12 September 2014

The Managing Board