

HUGO BOSS

Ad-hoc

Red & Black Lux S.à r.l. plans to place 7.9 million shares of HUGO BOSS AG

Metzingen, September 02, 2014 We were informed by Red & Black Lux S.à r.l. that the company intends to place up to 7.9 million shares of HUGO BOSS AG in an accelerated bookbuilding process. This represents 11.2% of the total share capital. According to information acquired the bookbuilding has already started.

As a result of the placement, the free float of HUGO BOSS AG will increase to around 59% of the share capital. 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.

Red & Black Lux S.à r.l., a company majority owned by Permira Holdings Limited, owned to date 50% of HUGO BOSS AG's share capital, based on the Company's share register. It is the Group's single largest investor. According to information acquired, Red & Black Lux S.à r.l. committed to a three month lock up period for the remaining stake.