

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

HUGO BOSS AG received the following notification pursuant to sec. 21 para. 1 WpHG on October 22, 2014:

1.) Notification of BlackRock, Inc., New York, NY, USA

BlackRock, Inc., New York, NY, USA, has notified us that its percentage of voting rights in HUGO BOSS AG, Metzingen, Germany, exceeded the threshold of 3% on October 20, 2014 and amounts to 3.06% (equals: 2,154,942 voting rights) as per this date. Of these voting rights 1.15% (equals: 811,175 voting rights) are to be attributed to BlackRock, Inc., New York, NY, USA, pursuant to section 22 para. 1 sentence 1 no. 1 WpHG; 0.003% (equals: 1,761 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 2 in connection with sentence 2 WpHG; 2.05% (equals: 1,442,369 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 6 in connection with sentence 2 WpHG.

Please note that the total amount stated above does not necessarily equal the sum of the detailed attributed holdings. This results from voting rights having multiple attributions within the BlackRock group structure.

2.) Notification of BlackRock HoldCo 2, Inc., Wilmington, DE, USA

BlackRock HoldCo 2, Inc., Wilmington, DE, USA, has notified us that its percentage of voting rights in HUGO BOSS AG, Metzingen, Germany, exceeded the threshold of 3% on October 20, 2014 and amounts to 3.02% (equals: 2,125,416 voting rights) as per this date. Of these voting rights 1.15% (equals: 811,175 voting rights) are to be attributed to BlackRock HoldCo 2, Inc., Wilmington, DE, USA, pursuant to section 22 para. 1 sentence 1 no. 1 WpHG; 0.003% (equals: 1,761 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 2 in connection with sentence 2 WpHG; 2.01% (equals: 1,412,843 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 6 in connection with sentence 2 WpHG.

Please note that the total amount stated above does not necessarily equal the sum of the detailed attributed holdings. This results from voting rights having multiple attributions within the BlackRock group structure.

3.) Notification of BlackRock Financial Management, Inc., New York, NY, USA

BlackRock Financial Management, Inc., New York, NY, USA, has notified us that its percentage of voting rights in HUGO BOSS AG, Metzingen, Germany, exceeded the threshold of 3% on October 20, 2014 and amounts to 3.01% (equals: 2,115,984 voting rights) as per this date. Of these voting rights 1.15% (equals: 811,175 voting rights) are to be attributed to BlackRock Financial Management, Inc., New York, NY, USA, pursuant to section 22 para. 1 sentence 1 no. 1 WpHG; 0.003% (equals: 1,761 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 2 in connection with sentence 2 WpHG; 0.02% (equals: 14,154 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 6 WpHG; 1.97% (equals: 1,389,257 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 6 in connection with sentence 2 WpHG.

Please note that the total amount stated above does not necessarily equal the sum of the detailed attributed holdings. This results from voting rights having multiple attributions within the BlackRock group structure.