

HUGO BOSS

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 January 27, 2015:

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

BlackRock Advisors Holdings, Inc., New York, NY, USA, has notified us that its percentage of voting rights in HUGO BOSS AG, Metzingen, Germany, falling below the threshold of 3% on January 23, 2015 and amounts to 2.96% (equals: 2,084,075 voting rights) as per this date. Of these voting rights 0.91% (equals: 642,566 voting rights) are to be attributed to BlackRock Advisors Holdings, Inc., New York, NY, USA, pursuant to section 22 para. 1 sentence 1 no. 1 WpHG; 0.01% (equals: 6,997 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 2 in connection with sentence 2 WpHG; 2.30% (equals: 1,617,328 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 International Holdings, Inc., New York, NY, USA

BlackRock International Holdings, Inc., New York, NY, USA, has notified us that its percentage of voting rights in HUGO BOSS AG, Metzingen, Germany, falling below the threshold of 3% on

January 23, 2015 and amounts to 2.96% (equals: 2,084,075 voting rights) as per this date. Of these voting rights 0.91% (equals: 642,566 voting rights) are to be attributed to BlackRock International Holdings, Inc., New York, NY, USA, pursuant to section 22 para. 1 sentence 1 no. 1 WpHG; 0.01% (equals: 6,997 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 2 in connection with sentence 2 WpHG; 2.30% (equals: 1,617,328 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 BR Jersey International Holdings L.P., St. Helier, Jersey, Channel Islands

BR Jersey International Holdings L.P., St. Helier, Jersey, Channel Islands, has notified us that its percentage of voting rights in HUGO BOSS AG, Metzingen, Germany, falling below the threshold of 3% on January 23, 2015 and amounts to 2.96% (equals: 2,084,075 voting rights) as per this date. Of these voting rights 0.91% (equals: 642,566 voting rights) are to be attributed to BR Jersey International Holdings L.P., St. Helier, Jersey, Channel Islands, pursuant to section 22 para. 1 sentence 1 no. 1 WpHG; 0.01%

H U G O B O S S

(equals: 6,997 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 2 in connection with sentence 2 WpHG; 2.30% (equals: 1,617,328 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 6 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.

Metzingen, January 28, 2015

The Managing Board