

HUGO BOSS

Ad-hoc

Red & Black Lux S.à r.l. plans to place at least 7.35 million shares of HUGO BOSS AG

Metzingen, February 9, 2015. We were informed by Red & Black Lux S.à r.l. that the company intends to place at least 7.35 million shares of HUGO BOSS AG in an accelerated bookbuilding process. This represents circa 10.4% 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 at least 54.0 million shares. This will represent at least 76% 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.

In addition, Red & Black Lux S.à r.l. informed us that it has reached an agreement with PFC S.r.l. und Zignago Holding S.p.A., two entities of the Marzotto family, regarding a sale of HUGO BOSS AG shares in an amount of around EUR 500 million.

Red & Black Lux S.à r.l., a company majority owned by Permira Holdings Limited, owns 22.4 million shares to date, accounting for 32% of HUGO BOSS AG's share capital, based on the Company's share register. It is the Group's single largest investor. As a result of the two placements, the shareholding of Red & Black Lux S.à r.l. is projected to decline to 14% or less of the total share capital. According to information acquired, Red & Black Lux S.à r.l. committed to a 90 days lock up period for the remaining stake.