

HUGO BOSS

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

HUGO BOSS AG received the following notification of BlackRock Financial Management, Inc. New York, NY, USA, pursuant to sec. 21 para. 1 WpHG on February 18, 2015:

BlackRock Financial Management, Inc. New York, NY, USA, has notified us that its percentage of voting rights in HUGO BOSS AG, Metzingen, Germany, exceeding the threshold of 5% on February 16, 2015 and amounts to 5.11% (equals: 3,594,124 voting rights) as per this date. Of these voting rights 1.49% (equals: 1,049,675 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; 0.01% (equals: 6,049 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 2 in connection with sentence 2 WpHG; 0.03% (equals: 22,561 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 6 WpHG and 3.88% (equals: 2,731,017 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.

Metzingen, February 18, 2015
The Managing Board