

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 March 4, 2015:

1.) 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, falling below the threshold of 5% on

March 02, 2015 and amounts to 4.98% (equals: 3,503,072 voting rights) as per this date. Of these voting rights 1.61% (equals: 1,131,294 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; 0.01% (equals: 5,841 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 2 in connection with sentence 2 WpHG; 3.68% (equals: 2,589,176 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 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, falling below the threshold of 5% on March 02, 2015 and amounts to 4.98% (equals: 3,503,072 voting rights) as per this date. Of these voting rights 1.61% (equals: 1,131,294 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: 5,841 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 2 in connection with sentence 2 WpHG; 0.04% (equals: 28,661 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 6; 3.65% (equals: 2,573,039 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, March 4, 2015
The Managing Board