

H U G O B O S S

Ad-hoc

Red & Black Lux S.à r.l. plans placement of remaining HUGO BOSS AG shareholding

Metzingen, March 16, 2015. Red & Black Lux S.à r.l. has informed us of its intention to place all its remaining shares in HUGO BOSS AG with institutional investors in an accelerated bookbuilding process. The holding in question totals 8.4 million shares or around 12% of the share capital. According to information acquired, the bookbuilding process has already commenced.

The Managing Board