

HUGO BOSS

Press Release

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 placement will increase HUGO BOSS AG's free float to 64.1 million shares, corresponding to 91% of the share capital. The company expects the higher free float to further enhance the share's attractiveness to institutional investors and boost its MDAX weighting. 7% of the company's shares will be owned in the future by entities belonging to the Marzotto family. The Marzotto family had sold Valentino Fashion Group, which at the time had a circa 51% holding in HUGO BOSS AG, to Permira in 2007. As part of the transaction, they became a minority shareholder in one of the holding companies of HUGO BOSS AG. Two family members belong to the Company's Supervisory Board since 2010. The remaining 2% of the share capital are held by HUGO BOSS as own shares.

"The partnership between HUGO BOSS and Permira was a very successful one," says Claus-Dietrich Lahrs, CEO of HUGO BOSS AG. "But the success story of HUGO BOSS is far from over. In the past few years we have strategically repositioned the company and laid the foundation for our future growth. Now we will enter into a new phase in the company's development, in which we will systematically pursue this course."

Permira acquired a majority stake in HUGO BOSS in 2007. Subsequently, HUGO BOSS expanded its own retail business, repositioned its brand portfolio

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and drove the internationalization of its business. Since Permira entered into HUGO BOSS, sales have grown by almost a billion euro to EUR 2.6 billion in 2014. Operating profit more than doubled over the same period.

For further information about HUGO BOSS, see our website at group.hugoboss.com.

If you have any questions, please contact:

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