

HUGO BOSS

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

On March 20, 2015, HUGO BOSS AG received the following voting rights notifications in accordance with Sections 21 (1) and 22 WpHG from the companies specified below:

1. Red & Black Lux S.à r.l.

On March 19, 2015, the share of voting rights held by Red & Black Lux S.à r.l., Luxembourg, Luxembourg, in HUGO BOSS AG, Metzingen, Germany, fell below the thresholds of 15% and 10% due to a change in the total number of voting rights as a result of the sale of ordinary shares with voting rights. Its share of the voting rights now amounts to 7.10% (5,000,000 voting rights) and is held by Red & Black Lux S.à r.l. directly in accordance with Section 21 (1) WpHG.

2. Red & Black Topco S.à r.l.

On March 19, 2015, the share of voting rights held by Red & Black Topco S.à r.l., Luxembourg, Luxembourg, in HUGO BOSS AG, Metzingen, Germany, fell below the thresholds of 15% and 10% due to a change in the total number of voting rights as a result of the sale of ordinary shares with voting rights. Its share of the voting rights now amounts to 7.10% (5,000,000 voting rights) and is attributed to Red & Black Topco S.à r.l. from shares held by Red & Black Lux S.à r.l. in accordance with Section 22 (1) Sentence 1 No. 1 in conjunction with Sentence 3 WpHG. Red & Black Lux S.à r.l. is controlled by Red & Black Topco S.à r.l.

3. Red & Black Holdco S.à r.l. (in voluntary liquidation)

On March 19, 2015, the share of voting rights held by Red & Black Holdco S.à r.l. (in voluntary liquidation), Luxembourg, Luxembourg, in HUGO BOSS AG, Metzingen, Germany, fell below the thresholds of 15% and 10% due to a change in the total number of voting rights as a result of the sale of ordinary shares with voting rights. Its share of the voting rights now amounts to 7.10% (5,000,000 voting rights) and is attributed to Red & Black Holdco S.à r.l. (in voluntary liquidation) from shares held by Red & Black Lux S.à r.l. in accordance with Section 22 (1) Sentence 1 No. 1 in conjunction with Sentence 3 WpHG. Red & Black Lux S.à r.l. is controlled indirectly by Red & Black Holdco S.à r.l. (in voluntary liquidation) via Red & Black Topco S.à r.l.

4. Red & Black Holdco 2 S.à r.l. (in voluntary liquidation)

On March 19, 2015, the share of voting rights held by Red & Black Holdco 2 S.à r.l. (in voluntary liquidation), Luxembourg, Luxembourg, in HUGO BOSS AG, Metzingen, Germany, fell below the thresholds of 15% and 10% due to a change in the total number of voting rights as a result of the sale of ordinary shares with voting rights. Its share of the voting rights now amounts to 7.10% (5,000,000 voting rights) and is attributed to Red & Black Holdco 2 S.à r.l. (in voluntary liquidation) from shares held by Red & Black Lux S.à r.l. in accordance with Section 22 (1) Sentence 1 No. 1 in conjunction with Sentence 3 WpHG. Red & Black Lux S.à r.l. is controlled indirectly by Red & Black Holdco 2 S.à r.l. (in voluntary liquidation) via Red & Black Topco S.à r.l.

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5. P4 Sub L.P.1

On March 19, 2015, the share of voting rights held by P4 Sub L.P.1, St Peter Port, Guernsey, Channel Islands, in HUGO BOSS AG, Metzingen, Germany, fell below the thresholds of 15% and 10% due to a change in the total number of voting rights as a result of the sale of ordinary shares with voting rights. Its share of the voting rights now amounts to 7.10% (5,000,000 voting rights) and is attributed to P4 Sub L.P.1 from shares held by Red & Black Lux S.à r.l. in accordance with Section 22 (1) Sentence 1 No. 1 in conjunction with Sentence 3 WpHG. Red & Black Lux S.à r.l. is controlled indirectly by P4 Sub L.P.1 via Red & Black Holdco 2 S.à r.l. (in voluntary liquidation) and Red & Black Topco S.à r.l.

6. Permira IV L.P.1

On March 19, 2015, the share of voting rights held by Permira IV L.P.1, St Peter Port, Guernsey, Channel Islands, in HUGO BOSS AG, Metzingen, Germany, fell below the thresholds of 15% and 10% due to a change in the total number of voting rights as a result of the sale of ordinary shares with voting rights. Its share of the voting rights now amounts to 7.10% (5,000,000 voting rights) and is attributed to Permira IV L.P.1 from shares held by Red & Black Lux S.à r.l. in accordance with Section 22 (1) Sentence 1 No. 1 in conjunction with Sentence 3 WpHG. Red & Black Lux S.à r.l. is controlled indirectly by Permira IV L.P.1 via P4 Sub L.P.1, Red & Black Holdco 2 S.à r.l. (in voluntary liquidation) and Red & Black Topco S.à r.l.

7. Permira IV Managers L.P.

On March 19, 2015, the share of voting rights held by Permira IV Managers L.P., St Peter Port, Guernsey, Channel Islands, in HUGO BOSS AG, Metzingen, Germany, fell below the thresholds of 15% and 10% due to a change in the total number of voting rights as a result of the sale of ordinary shares with voting rights. Its share of the voting rights now amounts to 7.10% (5,000,000 voting rights) and is attributed to Permira IV Managers L.P. from shares held by Red & Black Lux S.à r.l. in accordance with Section 22 (1) Sentence 1 No. 1 in conjunction with Sentence 3 WpHG. Red & Black Lux S.à r.l. is controlled indirectly by Permira IV Managers L.P. via Permira IV L.P.1, P4 Sub L.P.1, Red & Black Holdco 2 S.à r.l. (in voluntary liquidation), Permira IV L.P.2, Red & Black Holdco S.à r.l. (in voluntary liquidation) and Red & Black Topco S.à r.l.

8. Permira IV Managers Limited

On March 19, 2015, the share of voting rights held by Permira IV Managers Limited, St Peter Port, Guernsey, Channel Islands, in HUGO BOSS AG, Metzingen, Germany, fell below the thresholds of 15% and 10% due to a change in the total number of voting rights as a result of the sale of ordinary shares with voting rights. Its share of the voting rights now amounts to 7.10% (5,000,000 voting rights) and is attributed to Permira IV Managers Limited from shares held by Red & Black Lux S.à r.l. in accordance with Section 22 (1) Sentence 1 No. 1 in conjunction with Sentence 3 WpHG. Red & Black Lux S.à r.l. is controlled indirectly by Permira IV Managers Limited via Permira IV Managers L.P., Permira IV L.P.1, P4 Sub L.P.1, Red & Black Holdco 2 S.à r.l. (in voluntary liquidation), Permira IV L.P.2, Red & Black Holdco S.à r.l. (in voluntary liquidation) and Red & Black Topco S.à r.l.

9. Permira IV L.P.2

On March 19, 2015, the share of voting rights held by Permira IV L.P.2, St Peter Port, Guernsey, Channel Islands, in HUGO BOSS AG, Metzingen, Germany, fell below the thresholds of 15% and 10% due to a change in the total number of voting rights as a result of the sale of ordinary shares with voting rights. Its share of the voting rights now amounts to 7.10% (5,000,000 voting rights) and is attributed to Permira IV L.P.2 from shares held by Red & Black Lux S.à r.l. in accordance with Section 22 (1) Sentence 1 No. 1 in conjunction with Sentence 3 WpHG. Red & Black Lux S.à r.l. is controlled indirectly by Permira IV L.P.2 via Red & Black Holdco S.à r.l. (in voluntary liquidation) and Red & Black Topco S.à r.l.

10. P4 Co-Investment L.P.

On March 19, 2015, the share of voting rights held by P4 Co-Investment L.P., St Peter Port, Guernsey, Channel Islands, in HUGO BOSS AG, Metzingen, Germany, fell below the thresholds of 15% and 10% due to a change in the total number of voting rights as a result of the sale of ordinary shares with voting rights. Its share of the voting rights now amounts to 7.10% (5,000,000 voting rights) and is attributed to P4 Co-Investment L.P. from shares held by Red & Black Lux S.à r.l. in accordance with Section 22 (1) Sentence 1 No. 1 in conjunction with Sentence 3 WpHG. Red & Black Lux S.à r.l. is controlled indirectly by P4 Co-Investment L.P. via Red & Black Holdco S.à r.l. (in voluntary liquidation) and Red & Black Topco S.à r.l.

11. Permira Investments Limited

On March 19, 2015, the share of voting rights held by Permira Investments Limited, St Peter Port, Guernsey, Channel Islands, in HUGO BOSS AG, Metzingen, Germany, fell below the thresholds of 15% and 10% due to a change in the total number of voting rights as a result of the sale of ordinary shares with voting rights. Its share of the voting rights now amounts to 7.10% (5,000,000 voting rights) and is attributed to Permira Investments Limited from shares held by Red & Black Lux S.à r.l. in accordance with Section 22 (1) Sentence 1 No. 1 in conjunction with Sentence 3 WpHG. Red & Black Lux S.à r.l. is controlled indirectly by Permira Investments Limited via Red & Black Holdco S.à r.l. (in voluntary liquidation) and Red & Black Topco S.à r.l.

12. Permira IV GP L.P.

On March 19, 2015, the share of voting rights held by Permira IV GP L.P., St Peter Port, Guernsey, Channel Islands, in HUGO BOSS AG, Metzingen, Germany, fell below the thresholds of 15% and 10% due to a change in the total number of voting rights as a result of the sale of ordinary shares with voting rights. Its share of the voting rights now amounts to 7.10% (5,000,000 voting rights) and is attributed to Permira IV GP L.P. from shares held by Red & Black Lux S.à r.l. in accordance with Section 22 (1) Sentence 1 No. 1 in conjunction with Sentence 3 WpHG. Red & Black Lux S.à r.l. is controlled indirectly by Permira IV GP L.P. via Permira IV L.P.1, P4 Sub L.P.1, Red & Black Holdco 2 S.à r.l. (in voluntary liquidation), Permira IV L.P.2, P4 Co-Investment L.P., Red & Black Holdco S.à r.l. (in voluntary liquidation) and Red & Black Topco S.à r.l.

13. Permira IV GP Limited

On March 19, 2015, the share of voting rights held by Permira IV GP Limited, St Peter Port, Guernsey, Channel Islands, in HUGO BOSS AG, Metzingen, Germany, fell below the thresholds of 15% and 10% due to a change in the total number of voting rights as a result of the sale of ordinary shares with voting rights. Its share of the voting rights now

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amounts to 7.10% (5,000,000 voting rights) and is attributed to Permira IV GP Limited from shares held by Red & Black Lux S.à r.l. in accordance with Section 22 (1) Sentence 1 No. 1 in conjunction with Sentence 3 WpHG. Red & Black Lux S.à r.l. is controlled indirectly by Permira IV GP Limited via Permira IV GP L.P., Permira IV L.P.1, P4 Sub L.P.1, Red & Black Holdco 2 S.à r.l. (in voluntary liquidation), Permira IV L.P.2, P4 Co-Investment L.P., Red & Black Holdco S.à r.l. (in voluntary liquidation) and Red & Black Topco S.à r.l.

14. Permira Nominees Limited

On March 19, 2015, the share of voting rights held by Permira Nominees Limited, St Peter Port, Guernsey, Channel Islands, in HUGO BOSS AG, Metzingen, Germany, fell below the thresholds of 15% and 10% due to a change in the total number of voting rights as a result of the sale of ordinary shares with voting rights. Its share of the voting rights now amounts to 7.10% (5,000,000 voting rights) and is attributed to Permira Nominees Limited from shares held by Red & Black Lux S.à r.l. in accordance with Section 22 (1) Sentence 1 No. 1 in conjunction with Sentence 3 WpHG. Red & Black Lux S.à r.l. is controlled indirectly by Permira Nominees Limited via Permira Investments Limited, Red & Black Holdco S.à r.l. (in voluntary liquidation) and Red & Black Topco S.à r.l.

15. Permira Holdings Limited

On March 19, 2015, the share of voting rights held by Permira Holdings Limited, St Peter Port, Guernsey, Channel Islands, in HUGO BOSS AG, Metzingen, Germany, fell below the thresholds of 15% and 10% due to a change in the total number of voting rights as a result of the sale of ordinary shares with voting rights. Its share of the voting rights now amounts to 7.10% (5,000,000 voting rights) and is attributed to Permira Holdings Limited from shares held by Red & Black Lux S.à r.l. in accordance with Section 22 (1) Sentence 1 No. 1 in conjunction with Sentence 3 WpHG. Red & Black Lux S.à r.l. is controlled indirectly by Permira Holdings Limited via Permira IV GP Limited, Permira IV GP L.P., Permira IV Managers Limited, Permira IV Managers L.P., Permira IV L.P.1, P4 Sub L.P.1, Red & Black Holdco 2 S.à r.l. (in voluntary liquidation), Permira IV L.P.2, P4 Co-Investment L.P., Permira Nominees Limited, Permira Investments Limited, Red & Black Holdco S.à r.l. (in voluntary liquidation) and Red & Black Topco S.à r.l.

Metzingen, March 18, 2015

The Managing Board