

HUGO BOSS

Notification pursuant to section 26 paragraph 1 WpHG (German Securities Trading Act)

On April 10, 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 April 9, 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 5% and 3% 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 0.00% (0 voting rights).

2. Red & Black Topco S.à r.l.

On April 9, 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 5% and 3% 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 0.00% (0 voting rights).

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

On April 9, 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 5% and 3% 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 0.00% (0 voting rights).

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

On April 9, 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 5% and 3% 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 0.00% (0 voting rights).

5. P4 Sub L.P.1

On April 9, 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 5% and 3% 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 0.00% (0 voting rights).

6. Permira IV L.P.1

On April 9, 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 5% and 3% 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 0.00% (0 voting rights).

7. Permira IV Managers L.P.

On April 9, 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 5% and 3% 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 0.00% (0 voting rights).

8. Permira IV Managers Limited

On April 9, 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 5% and 3% 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 0.0% (0 voting rights).

9. Permira IV L.P.2

On April 9, 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 5% and 3% 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 0.00% (0 voting rights).

10. P4 Co-Investment L.P.

On April 9, 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 5% and 3% 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 0.00% (0 voting rights).

11. Permira Investments Limited

On April 9, 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 5% and 3% 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 0.00% (0 voting rights).

12. Permira IV GP L.P.

On April 9, 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 5% and 3% 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 0.00% (0 voting rights).

13. Permira IV GP Limited

On April 9, 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 5% and 3% 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 0.00% (0 voting rights).

14. Permira Nominees Limited

On April 9, 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 5% and 3% 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 0.00% (0 voting rights).

15. Permira Holdings Limited

On April 9, 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 5% and 3% 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 0.00% (0 voting rights).

Metzingen, April 10, 2015

The Managing Board