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 May 13, 2015:

1.Notification of BlackRock Inc., Wilmington, DE, USA

BlackRock 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 May 11, 2015 and amounts to 4.50% (equals: 3,167,282 voting rights) as per this date. Of these voting rights 1.94% (equals: 1,368,706 voting rights) are to be attributed to BlackRock Inc., Wilmington, DE, USA, pursuant to section 22 para. 1 sentence 1 no. 1 WpHG; 0.01% (equals: 5,008 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 2 in connection with sentence 2 WpHG; 2.87% (equals: 2,019,515 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 Holdco2, Inc, Wilmington, DE, USA

BlackRock Holdco2, 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 May 11, 2015 and amounts to 4.42% (equals: 3,114,538 voting rights) as per this date. Of these voting rights 1.94% (equals: 1,368,706 voting rights) are to be attributed to BlackRock Holdco2, Inc, Wilmington, DE, USA, pursuant to section 22 para. 1 sentence 1 no. 1 WpHG; 0.01% (equals: 5,008 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 2 in connection with sentence 2 WpHG; 2.79% (equals: 1,966,771 voting rights) are to be attributed pursuant to section 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.

3.Notification of BlackRock Financial Management, Inc., Wilmington, DE, USA

BlackRock Financial Management, 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 May 11, 2015 and amounts to 4.42% (equals: 3,114,538 voting rights) as per this date. Of these voting rights 1.94 % (equals: 1,368,706 voting rights) are to be attributed to BlackRock Financial Management, Inc., Wilmington, DE, USA, pursuant to section 22 para. 1 sentence 1 no. 1 WpHG; 0.01% (equals: 5,008 voting rights) are to be

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attributed pursuant to section 22 para. 1 sentence 1 no. 2 in connection with sentence 2 WpHG; 0.03% (equals: 22,895 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 6 WpHG and 2.77% (equals: 1,946,619 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, May 13, 2015 The Managing Board