

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 20, 2015:

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

BlackRock International Holdings, Inc., Wilmington, DE, USA, has notified us that its percentage of voting rights in HUGO BOSS AG, Metzingen, Germany, exceeding the threshold of 3% on May 18, 2015 and amounts to 3.39% (equals: 2,388,432 voting rights) as per this date. Of these voting rights 1.17% (equals: 825,595 voting rights) are to be attributed to BlackRock International Holdings, Inc., Wilmington, DE, USA, pursuant to section 22 para. 1 sentence 1 no. 1 WpHG; 2.51% (equals: 1,767,265 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 BR Jersey International Holdings L.P., St. Helier, Jersey, Jersey

BR Jersey International Holdings L.P., St. Helier, Jersey, Jersey, has notified us that its percentage of voting rights in HUGO BOSS AG, Metzingen, Germany, exceeding the threshold of 3% on May 18, 2015 and amounts to 3.39% (equals: 2,388,432 voting rights) as per this date. Of these voting rights 1.17% (equals: 825,595 voting rights) are to be attributed to BR Jersey International Holdings L.P., St. Helier, Jersey, pursuant to section 22 para. 1 sentence 1 no. 1 WpHG; 2.51% (equals: 1,767,265 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.

3. Notification of BlackRock Group Limited, London, England and Wales

BlackRock Group Limited, London, England and Wales, has notified us that its percentage of voting rights in HUGO BOSS AG, Metzingen, Germany, exceeding the threshold of 3% on May 18, 2015 and amounts to 3.31% (equals: 2,332,315 voting rights) as per this date. Of these voting rights 1.15 % (equals: 811,847 voting rights) are to be attributed to BlackRock Group Limited, London, UK, pursuant to section 22 para. 1 sentence 1 no. 1 WpHG; 2.45% (equals: 1,724,896 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 6 in connection with sentence 2 WpHG.

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4.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, exceeding the threshold of 5% on May 18, 2015 and amounts to 6.03% (equals: 4,247,618 voting rights) as per this date. Of these voting rights 1.92% (equals: 1,353,548 voting rights) are to be attributed to BlackRock, Inc., Wilmington, DE, USA, pursuant to section 22 para. 1 sentence 1 no. 1 WpHG; 4.42% (equals: 3,112,246 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.

5.Notification of BlackRock Holdco 2, Inc., Wilmington, DE, USA

BlackRock Holdco 2, Inc., Wilmington, DE, USA, has notified us that its percentage of voting rights in HUGO BOSS AG, Metzingen, Germany, exceeding the threshold of 5% on May 18, 2015 and amounts to 5.96% (equals: 4,194,874 voting rights) as per this date. Of these voting rights 1.92% (equals: 1,353,548 voting rights) are to be attributed to BlackRock Holdco 2, Inc., Wilmington, DE, USA, pursuant to section 22 para. 1 sentence 1 no. 1 WpHG; 4.35% (equals: 3,059,502 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.

6.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, exceeding the threshold of 5% on May 18, 2015 and amounts to 5.96% (equals: 4,194,874 voting rights) as per this date. Of these voting rights 1.92% (equals: 1,353,548 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; 0.07% (equals: 47,227 voting rights) are to be attributed pursuant to section 22 para. 1 sentence 1 no. 6 WpHG; 4.32% (equals: 3,039,350 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.

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Metzingen, May 20, 2015
The Managing Board