

HUGO BOSS

Press Release

CEO Claus-Dietrich Lahrs leaves HUGO BOSS AG Bernd Hake will become new member of the Managing Board for Sales and Retail

Metzingen, February 25, 2016. The personnel committee of HUGO BOSS AG and the CEO Claus-Dietrich Lahrs have agreed today that with effect as of February 29, 2016, Claus-Dietrich Lahrs will leave the Managing Board of the Company upon his request as part of a mutual agreement.

With effect as of March 1, 2016, Bernd Hake is to be appointed as member of the Managing Board responsible for sales and retail. He currently holds the office of Senior Vice President EMEA, Middle East and India.

For both of these decisions the approval of the Supervisory Board is expected shortly.

The Company thanks Claus-Dietrich Lahrs for his long and very successful work as CEO of HUGO BOSS AG during the last eight years.

The personnel committee of the Supervisory Board will deal without delay with the question who will succeed Claus-Dietrich Lahrs as CEO. For now, the other responsibilities of Mr. Lahrs will be taken care of by the other members of the Managing Board.

Supervisory Board chairman Michel Perraudin: "Claus-Dietrich Lahrs has put his stamp on the development of HUGO BOSS during the past years. For the brand he has paved the way for an international future and he has positioned the Company well in the market. Major strategic decisions for the development of the own retail business and for the development towards a leading fashion company in the premium market fall into his term of office. HUGO BOSS AG thanks Claus-Dietrich

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Lahrs also in the name of the employees and the shareholders for the work done. We wish him good luck and a lot of success also for his professional future."

Claus-Dietrich Lahrs: "The last eight years were successful and exciting years in a unique HUGO BOSS culture. The excitement and passion of all employees for our Company have been impressive and will be in my memory. The special HUGO BOSS spirit will keep the Company on the success path also in the future."

In case of questions, please contact

Dr. Hjördis Kettenbach
Head of Corporate Communication

Phone: +49 7123 94-2375
Fax: +49 7123 94-80237

Dennis Weber
Head of Investor Relations

Phone: +49 7123 94-86267
Fax: +49 7123 94-886267