

# HUGO BOSS

## **Release according to Article 26, Section 1 of the WpHG (German Securities Trading Act)**

HUGO BOSS AG received the following notification on July 11, 2016:

### **Notification pursuant to sec. 27a para. 1 Satz 1 WpHG**

Zignago Holding  
Via Ita Marzotto 8  
30025 Fossalta di Portogruaro (Ve)  
Italy

HUGO BOSS AG  
Dieselstraße 12  
72555 Metzingen  
Germany

We, Zignago Holding S.p.A. („Notifying Person“), refer to our voting rights notification dated 9 June 2016 and herewith notify you pursuant to sec. 27a para. 1 sentence 1 WpHG of the following:

### **1. Objectives underlying the acquisition of the voting rights (Sec. 27a para. 1 sentence 3 WpHG)**

- (a) The acquisition of voting rights is designed to implement strategic objectives.
- (b) The Notifying Person does not plan to acquire further voting rights within the next twelve months by means of a purchase or by any other means. The Notifying Person reserves the possibility to acquire further voting rights within the next twelve months by means of a purchase or by any other means.
- (c) The Notifying Person does not intend to exert an influence on the appointment or removal of members of the issuer's administrative, managing and supervisory bodies.
- (d) The Notifying Person does not intend to bring about a material change in the issuer's capital structure, in particular as regards the ratio between equity financing and debt financing, and the dividend policy.

### **2. Source of the funds used (Sec. 27a para. 1 sentence 4 WpHG)**

With respect to the funding of the acquisition of the voting rights, the Notifying Person used equity funds.

Metzingen, July 12, 2016  
The Managing Board