

HUGO BOSS

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

HUGO BOSS AG received the following notification on August 22, 2016:

1. Details of issuer:

HUGO BOSS AG, Dieselstr. 12, 72555 Metzingen, Germany

2. Reason for notification:

| | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Acquisition/disposal of shares with voting rights |
| <input type="checkbox"/> | Acquisition/disposal of instruments |
| <input type="checkbox"/> | Change of breakdown of voting rights |
| <input type="checkbox"/> | Other reason: |

3. Details of person subject to the notification obligation:

BlackRock, Inc., Wilmington, DE, USA

4. Names of shareholder(s)

holding directly 3% or more voting rights, if different from 3.:

5. Date on which threshold was crossed or reached:

August 17, 2016

6. Total positions:

| | % of voting rights attached to shares (total of 7.a.) | % of voting rights through instruments (total of 7.b.1. + 7.b.2.) | total of both in % (7.a. + 7.b.) | total number of voting rights of issuer |
|-----------------------|---|---|----------------------------------|---|
| Resulting situation | 4.88 % | 0.88 % | 5.76 % | 70,400,000 |
| Previous notification | 5.17 % | 0.61 % | 5.78 % | |

HUGO BOSS

7. Notified details of the resulting situation

a. Voting rights attached to shares (Sec.s 21, 22 WpHG)

| ISIN | absolute | | in % | |
|---------------------|--------------------------|----------------------------|--------------------------|----------------------------|
| | direct (Sec. 21 WpHG) | indirect (Sec. 22 WpHG) | direct (Sec. 21 WpHG) | indirect (Sec. 22 WpHG) |
| DE000A1PHFF7 | 0 | 3432478 | 0 % | 4.88 % |
| | | | % | % |
| Total | 3432478 | | 4.88 % | |

b.1. Instruments according to Sec. 25 para. 1 No. 1 WpHG

| Type of instrument | Expiration or maturity date | Exercise of conversion period | Voting rights absolute | Voting rights in % |
|--------------------|-----------------------------|-------------------------------|------------------------|--------------------|
| Lent Securities | N/A | N/A | 614342 | 0.87 % |
| | | Total | 614342 | 0.87 % |

b.2. Instruments according to Sec. 25 para. 1 No. 2 WpHG

| Type of instrument | Expiration or maturity date | Exercise of conversion period | Cash or physical settlement | Voting rights absolute | Voting rights in % |
|-------------------------|-----------------------------|-------------------------------|-----------------------------|------------------------|--------------------|
| Contract for Difference | N/A | N/A | Cash settlement | 7503 | 0.01 % |
| | | | Total | 7503 | 0.01 % |

8. Information in relation to the person subject to the notification obligation:

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| | Person subject to the notification obligation is not controlled and does itself not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer (1.). |
| x | Full chain of controlled undertakings starting with the ultimate controlling natural person or legal entity: |

H U G O B O S S

| Name | % of voting rights (if at least held 3% or more) | % of voting rights through instruments (if at least held 5% or more) | Total of both (if at least held 5% or more) |
|---|--|--|---|
| BlackRock, Inc. | | | |
| Trident Merger, LLC | | | |
| BlackRock Investment Management, LLC | | | |
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| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
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| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock Holdco 4, LLC | | | |
| BlackRock Holdco 6, LLC | | | |
| BlackRock Delaware Holdings Inc. | | | |
| BlackRock Institutional Trust Company, National Association | | | |
| | | | |
| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock Holdco 4, LLC | | | |
| BlackRock Holdco 6, LLC | | | |
| BlackRock Delaware Holdings Inc. | | | |
| BlackRock Fund Advisors | | | |
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| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock Capital Holdings, Inc. | | | |
| BlackRock Advisors, LLC | | | |
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| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock International Holdings, Inc. | | | |
| BR Jersey International Holdings L.P. | | | |
| BlackRock (Singapore) Holdco Pte. Ltd. | | | |
| BlackRock (Singapore) Limited | | | |
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| BlackRock, Inc. | | | |

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| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock International Holdings, Inc. | | | |
| BR Jersey International Holdings L.P. | | | |
| BlackRock (Singapore) Holdco Pte. Ltd. | | | |
| BlackRock Asia-Pac Holdco, LLC | | | |
| BlackRock HK Holdco Limited | | | |
| BlackRock Asset Management North Asia Limited | | | |
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| Blackrock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock International Holdings, Inc. | | | |
| BR Jersey International Holdings L.P. | | | |
| BlackRock (Singapore) Holdco Pte. Ltd. | | | |
| BlackRock Asia-Pac Holdco, LLC | | | |
| BlackRock HK Holdco Limited | | | |
| BlackRock Cayco Limited | | | |
| BlackRock Trident Holding Company Limited | | | |
| BlackRock Japan Holdings GK | | | |
| BlackRock Japan Co., Ltd. | | | |
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| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock International Holdings, Inc. | | | |
| BR Jersey International Holdings L.P. | | | |
| BlackRock Australia Holdco Pty. Ltd. | | | |
| BlackRock Investment Management (Australia) Limited | | | |
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| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock International Holdings, Inc. | | | |
| BR Jersey International Holdings L.P. | | | |
| BlackRock Holdco 3, LLC | | | |
| BlackRock Canada Holdings LP | | | |
| BlackRock Canada Holdings ULC | | | |
| BlackRock Asset Management Canada Limited | | | |
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| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |

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| BlackRock International Holdings, Inc. | | | |
| BR Jersey International Holdings L.P. | | | |
| BlackRock Group Limited | | | |
| BlackRock Advisors (UK) Limited | | | |
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| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock International Holdings, Inc. | | | |
| BR Jersey International Holdings L.P. | | | |
| BlackRock Group Limited | | | |
| BlackRock Luxembourg Holdco S.à r.l. | | | |
| BLACKROCK (Luxembourg) S.A. | | | |
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| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock International Holdings, Inc. | | | |
| BR Jersey International Holdings L.P. | | | |
| BlackRock Group Limited | | | |
| BlackRock Luxembourg Holdco S.à r.l. | | | |
| BlackRock Investment Management Ireland Holdings Limited | | | |
| BlackRock Asset Management Ireland Limited | | | |
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| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock International Holdings, Inc. | | | |
| BR Jersey International Holdings L.P. | | | |
| BlackRock Group Limited | | | |
| BlackRock International Limited | | | |
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| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock International Holdings, Inc. | | | |
| BR Jersey International Holdings L.P. | | | |
| BlackRock Group Limited | | | |
| BlackRock International Limited | | | |
| BlackRock Life Limited | | | |
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| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock International Holdings, Inc. | | | |

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| BR Jersey International Holdings L.P. | | | |
| BlackRock Group Limited | | | |
| BlackRock (Netherlands) B.V. | | | |
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| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock International Holdings, Inc. | | | |
| BR Jersey International Holdings L.P. | | | |
| BlackRock Group Limited | | | |
| BlackRock Investment Management (UK) Limited | | | |
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| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock International Holdings, Inc. | | | |
| BR Jersey International Holdings L.P. | | | |
| BlackRock Group Limited | | | |
| BlackRock Investment Management (UK) Limited | | | |
| BlackRock Asset Management Deutschland AG | | | |
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| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock International Holdings, Inc. | | | |
| BR Jersey International Holdings L.P. | | | |
| BlackRock Group Limited | | | |
| BlackRock Investment Management (UK) Limited | | | |
| BlackRock Asset Management Deutschland AG | | | |
| iShares (DE) I Investmentaktiengesellschaft mit Teilgesellschaftsvermögen | | | |
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| BlackRock, Inc. | | | |
| BlackRock Holdco 2, Inc. | | | |
| BlackRock Financial Management, Inc. | | | |
| BlackRock International Holdings, Inc. | | | |
| BR Jersey International Holdings L.P. | | | |
| BlackRock Group Limited | | | |
| BlackRock Investment Management (UK) Limited | | | |
| BlackRock Fund Managers Limited | | | |

H U G O B O S S

9. In case of proxy voting according to Sec. 22 para. 3 WpHG:

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|---|--------------------------|
| Date of general meeting: | |
| Holding position after general meeting: | % (equals voting rights) |

Metzingen, August 22, 2016

The Managing Board