

HUGO BOSS

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

HUGO BOSS AG received the following notification on October 25, 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:

Allianz Global Investors GmbH, Frankfurt/Main, Germany

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:

October 20, 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 | 4.79 % | 0.00 % | 4.79 % | 70,400,000 |
| Previous notification | 5.15 % | N/A | N/A | |

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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 | 3370749 | 0 % | 4.79 % |
| | | | % | % |
| Total | 3574139 | | 4.79 % | |

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 % |
|--------------------|-----------------------------|-------------------------------|------------------------|--------------------|
| | | | | % |
| | | Total | | % |

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 % |
|--------------------|-----------------------------|-------------------------------|-----------------------------|------------------------|--------------------|
| | | | | | % |
| | | | Total | | % |

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

| | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | 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.). |
| <input type="checkbox"/> | Full chain of controlled undertakings starting with the ultimate controlling natural person or legal entity. |

| 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) |
|-------------------------------|--|--|---|
| Allianz SE | | | |
| Allianz Asset Management AG | | | |
| Allianz Global Investors GmbH | 4.79 % | | |

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

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

Metzingen, October 28, 2016

The Managing Board