

HUGO BOSS

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

HUGO BOSS AG received the following notification on November 21, 2016:

1. Details of issuer:

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

2. Reason for notification:

x	Acquisition/disposal of shares with voting rights
	Acquisition/disposal of instruments
	Change of breakdown of voting rights
	Other reason

3. Details of person subject to the notification obligation:

Ministry of Finance on behalf of the State of Norway, Oslo, Norway

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:

18 Nov 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	2.95 %	0.05 %	3.002 %	70,400,000
Previous notification	2.94 %	0.05 %	2.99 %	

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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		2077158	%	2.95 %
			%	%
Total	2077158		2.95 %	

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 %
Contract for Difference	N/A	N/A	36341	0.05 %
		Total	36341	0.05 %

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 %
					%
					%

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

	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:

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)
State of Norway			
Norges Bank			

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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, November 21, 2016

The Managing Board