

HUGO BOSS

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

HUGO BOSS AG received the following notification on May 22, 2017:

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 checked="" type="checkbox"/>	Other reason: Voluntary group notification with triggered threshold on subsidiary level

3. Details of person subject to the notification obligation:

AXA S.A., Paris, France

4. Names of shareholder(s)

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

AllianceBernstein L.P., New York, USA

5. Date on which threshold was crossed or reached:

May 16, 2017

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	3.56 %	0 %	3.56 %	70,400,000
Previous notification	3.02 %	0 %	3.02 %	

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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	2,504,954	0	3.55817 %
US4445601069	0	31	0	0.00004 %
Total	2,504,985		3.56 %	

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:

	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	Total of both (if at least held 5% or more)

HUGO BOSS

		held 5% or more)	
AXA S.A.			
AXA Investment Managers S.A.			
AXA Investment Managers Paris S.A.			
AXA S.A.			
AXA Investment Managers S.A.			
AXA Framlington Group Ltd			
AXA Investment Managers UK Limited.			
AXA S.A.			
AXA Investment Managers S.A.			
AXA Investment Managers Japan Ltd			
AXA S.A.			
Oudinot Participations S.A.			
AXA America Holdings Inc.			
AXA Financial Inc			
AXA Equitable Financial Services LLC			
AXA Equitable Life Insurance Company			
Equitable Holdings LLC			
AllianceBernstein Corporation			
Alliance Bernstein L.P.	3.01%		

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, May 22, 2017

The Managing Board