

HUGO BOSS

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

HUGO BOSS AG received the following notification on September 27, 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 type="checkbox"/>	Other reason:

3. Details of person subject to the notification obligation:

Morgan Stanley, Wilmington, Delaware, 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:

September 21, 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	0.17 %	0.87 %	1.04 %	70,400,000
Previous notification	0.72 %	5.36%	6.08 %	

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	121883	0 %	0.17 %
			%	%
Total	121883		0.17 %	

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 %
Right of recall over securities lending agreements	at any time	at any time	582515	0.83 %
		Total	582515	0.83 %

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 %
Equity Swap	From 13.12.2018 to 29.04.2019	at any time	Cash	26,481	0.04 %
		Total		26,481	0.04 %

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:

Chain of controlled undertakings:

Name	% of voting rights (if at least	% of voting rights through instruments (if at least	Total of both (if at least held 5% or more)

H U G O B O S S

	held 3% or more)	held 5% or more)	
Morgan Stanley			
Morgan Stanley Capital Management, LLC			
Morgan Stanley Domestic Holdings, Inc.			
Morgan Stanley Capital Services LLC			
Morgan Stanley			
Morgan Stanley Capital Management, LLC			
Morgan Stanley Domestic Holdings, Inc.			
Morgan Stanley & Co. LLC			
Morgan Stanley			
Morgan Stanley Capital Management, LLC			
Morgan Stanley Investment Management Inc.			
Morgan Stanley			
Morgan Stanley Capital Management, LLC			
Morgan Stanley Domestic Holdings, Inc.			
Morgan Stanley Smith Barney LLC			

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, September 29, 2017

The Managing Board