

HUGO BOSS AG

HUGO BOSS

WKN: A1PHFF ISIN: DE000A1PHFF7 Land: Deutschland

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HUGO BOSS AG: Release according to Article 40, Section 1 of the WpHG [the German Securities Trading Act] with the objective of Europe-wide distribution

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Dissemination of a Voting Rights Announcement transmitted by DGAP - a service of EQS Group AG. The issuer is solely responsible for the content of this announcement.

By written communication dated 3 March 2020 and received on the very same day HUGO BOSS AG has been notified pursuant to section 43 (1) WpHG as follows:

'We, Zignago Holding S.p.A. ('Notifying Person'), refer to our voting rights notification dated 13 February 2020 and herewith notify you pursuant to sec. 43 para. 1 sentence 1 WpHG of the following:

1. Objectives underlying the acquisition of the voting rights (Sec. 43 para. 1 sentence 3 WpHG)

- (a) *The acquisition of voting rights is designed to implement strategic objectives.*
- (b) *The Notifying Person does not plan to acquire additional voting rights within the next twelve months.*
- (c) *The Notifying Person intends to exert an influence on the appointment of supervisory board members with regard to an adequate representation in the issuer's supervisory board. Apart from that, the Notifying Person does not intend to exert an influence on the appointment or removal of members of the issuer's administrative, managing and supervisory bodies.*
- (d) The Notifying Person does not intend to bring about a material change in the issuer's capital structure, in particular as regards the ratio between equity financing and debt financing, and the dividend policy.

2. Source of the funds used (Sec. 43 para. 1 sentence 4 WpHG)

With respect to the funding of the acquisition of the voting rights, the Notifying Person used equity funds (60%) and debt funds (40%).'

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Company:	HUGO BOSS AG Dieselstraße 12 72555 Metzingen Germany
Internet:	www.hugoboss.com

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