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|--------------------|---------------------------|--------------------------|
| HUGO BOSS AG | | |
| HUGO BOSS | | |
| WKN: A1PHFF | ISIN: DE000A1PHFF7 | Land: Deutschland |

Nachricht vom 18.01.2021 | 12:28

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

HUGO BOSS AG
 18.01.2021 / 12:28
 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.

Notification of Major Holdings

1. Details of issuer

| | |
|--------------------------------|----------------------|
| Name: | HUGO BOSS AG |
| Street: | Dieselstraße 12 |
| Postal code: | 72555 |
| City: | Metzingen Germany |
| Legal Entity Identifier (LEI): | 529900LFVU534EBRXD13 |

2. Reason for notification

| | |
|-------------------------------------|---|
| <input type="checkbox"/> | Acquisition/disposal of shares with voting rights |
| <input checked="" 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

| |
|---|
| Legal entity: UBS Group AG |
| City of registered office, country: Zurich, Switzerland |

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:
 12 Jan 2021

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 pursuant to Sec. 41 WpHG |
|-----------------------|---|---|----------------------------------|--|
| New | 0.68 % | 5.00 % | 5.68 % | 70400000 |
| Previous notification | 0.68 % | 4.99 % | 5.67 % | / |

7. Details on total positions

a. Voting rights attached to shares (Sec. 33, 34 WpHG)

| ISIN | Absolute | | In % | |
|--------------|-----------------------|-------------------------|-----------------------|-------------------------|
| | Direct (Sec. 33 WpHG) | Indirect (Sec. 34 WpHG) | Direct (Sec. 33 WpHG) | Indirect (Sec. 34 WpHG) |
| DE000A1PHFF7 | 0 | 480482 | 0.00 % | 0.68 % |
| Total | 480482 | | 0.68 % | |

b.1. Instruments according to Sec. 38 (1) no. 1 WpHG

| Type of instrument | Expiration or maturity date | Exercise or conversion period | Voting rights absolute | Voting rights in % |
|--------------------|-----------------------------|-------------------------------|------------------------|--------------------|
| | | | | |

| | | | | |
|-----------------------------|-------------------------|--------------|---------|--------|
| Right to recall lent shares | | At any time | 575378 | 0.82 % |
| Right of use over shares | | At any time | 227250 | 0.32 % |
| Long Call Option | 18/06/2021 - 17/12/2021 | | 1025000 | 1.46 % |
| Long Call Option | 07/12/2021-27/01/2022 | | 1200000 | 1.70 % |
| | | Total | 3027628 | 4.30 % |

b.2. Instruments according to Sec. 38 (1) no. 2 WpHG

| Type of instrument | Expiration or maturity date | Exercise or conversion period | Cash or physical settlement | Voting rights absolute | Voting rights in % |
|--------------------|-----------------------------|-------------------------------|-----------------------------|------------------------|--------------------|
| Short put option | 19/03/2021 - 17/12/2021 | | Physical | 450000 | 0.64 % |
| Long Call Option | 17/12/2021 - 16/12/2022 | | Cash | 4375 | 0.01 % |
| Short put option | 17/12/2021 - 16/12/2022 | | Cash | 39227 | 0.06 % |
| Short put option | 07/12/2021-27/01/2022 | | Physical | 1200000 | 1.70 % |
| | | | Total | 1693602 | 2.41 % |

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

| |
|---|
| Person subject to the notification obligation is not controlled nor does it control any other undertaking(s) that directly or indirectly hold(s) 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 3% or more) | % of voting rights through instruments (if at least 5% or more) | Total of both (if at least 5% or more) |
|--|---|---|--|
| UBS Group AG | % | % | % |
| UBS AG | % | % | 5.01 % |
| - | % | % | % |
| UBS Group AG | % | % | % |
| UBS AG | % | % | 5.01 % |
| UBS Switzerland AG | % | % | % |
| - | % | % | % |
| UBS Group AG | % | % | % |
| UBS AG | % | % | 5.01 % |
| UBS Americas Holding LLC | % | % | % |
| UBS Americas Inc. | % | % | % |
| UBS Asset Management Trust Company | % | % | % |
| - | % | % | % |
| UBS Group AG | % | % | % |
| UBS AG | % | % | 5.01 % |
| UBS Asset Management AG | % | % | % |
| UBS Asset Management Holding (No. 2) Ltd | % | % | % |
| UBS Asset Management Holding Ltd | % | % | % |
| UBS Asset Management (UK) Limited | % | % | % |
| - | % | % | % |
| UBS Group AG | % | % | % |
| UBS AG | % | % | 5.01 % |
| UBS Asset Management AG | % | % | % |
| UBS Asset Management Holding (No. 2) Ltd | % | % | % |
| UBS Asset Management Holding Ltd | % | % | % |

| | | | |
|--------------------------------------|---|---|------|
| UBS Asset Management Life Ltd | % | % | % |
| - | % | % | % |
| UBS Group AG | % | % | % |
| UBS AG | % | % | 5.01 |
| UBS Asset Management AG | % | % | % |
| UBS Asset Management (Singapore) Ltd | % | % | % |
| - | % | % | % |
| UBS Group AG | % | % | % |
| UBS AG | % | % | 5.01 |
| UBS Asset Management AG | % | % | % |
| UBS Fund Management (Luxembourg) SA | % | % | % |
| - | % | % | % |
| UBS Group AG | % | % | % |
| UBS AG | % | % | 5.01 |
| UBS Asset Management AG | % | % | % |
| UBS Asset Management Switzerland AG | % | % | % |
| UBS Fund Management (Switzerland) AG | % | % | % |
| - | % | % | % |
| UBS Group AG | % | % | % |
| UBS AG | % | % | 5.01 |
| UBS Europe SE | % | % | % |
| UBS Gestion S.G.I.I.C., SA | % | % | % |
| - | % | % | % |
| UBS Group AG | % | % | % |
| UBS AG | % | % | 5.01 |
| UBS Americas Holding LLC | % | % | % |
| UBS Americas Inc. | % | % | % |
| UBS Financial Services Inc. | % | % | % |
| - | % | % | % |
| UBS Group AG | % | % | % |
| UBS AG | % | % | 5.01 |
| UBS Americas Holding LLC | % | % | % |
| UBS Americas Inc. | % | % | % |
| UBS Securities LLC | % | % | % |

9. In case of proxy voting according to Sec. 34 para. 3 WpHG
 (only in case of attribution of voting rights in accordance with Sec. 34 para. 1 sent. 1 No. 6 WpHG)

Date of general meeting:
 Holding total positions after general meeting (6.) after annual general meeting:

| Proportion of voting rights | Proportion of instruments | Total of both |
|-----------------------------|---------------------------|---------------|
| % | % | % |

10. Other explanatory remarks:
 UBS has entered into a collar transaction. Therefore the positions under section 7b have not been aggregated as far as they refer to the collar transaction.

Date
 15 Jan 2021

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