HUGO BOSS ACHIEVES RECORD RESULTS IN Q2 2022

GROUP SALES
878 EUR MILLION
+34% vs Q2 2021

EBIT
100 EUR MILLION
+136% vs Q2 2021

*CURRENCY-ADJUSTED
EXECUTION OF “CLAIM 5” ACCELERATES MOMENTUM

GROUP SALES DEVELOPMENT VS 2019-LEVELS (CURRENCY-ADJUSTED)
ENGAGING MARKETING INITIATIVES
CREATE STRONG BUZZ FOR BOSS AND HUGO

~ 30 BN
Impressions within <6 months

~ 1 BN
Social engagements within <6 months
FALL/WINTER 2022 CAMPAIGNS
TO KEEP UP BRAND RELEVANCE

BOSS
STRONG CONSUMER DEMAND FOLLOWING BRANDING REFRESH
UNIQUE CAPSULE COLLECTIONS
DRIVE FURTHER EXCITEMENT

BOSS X KHBAY

BOSS X ALICA

HUGO X BAPE
BRAND AND PRODUCT INITIATIVES SPUR MOMENTUM FOR BOSS AND HUGO

+29%* VS Q2 2019
BOSS MENSWEAR

+6%* VS Q2 2019
BOSS WOMENSWEAR

+39%* VS Q2 2019
HUGO
MOMENTUM IN EUROPE FURTHER ACCELERATES

EUROPE SALES
INCL. MIDDLE EAST AND AFRICA

+36%* vs Q2 2019

*MOMENTUM FUELED BY ROBUST LOCAL DEMAND AS WELL AS RETURN OF TOURISM

DOUBLE-DIGIT IMPROVEMENTS IN KEY MARKETS SUCH AS GREAT BRITAIN, FRANCE, AND GERMANY

EASTERN EUROPE AND MIDDLE EAST RECORD DOUBLE-DIGIT AND TRIPLE-DIGIT GROWTH, RESPECTIVELY
ROBUST CONSUMER DEMAND DRIVES MOMENTUM IN THE AMERICAS

ALL OF THE REGION’S MARKETS WITH DOUBLE-DIGIT SALES INCREASES COMPARED TO 2019

- Latin America with particular strength, as revenues more than double versus 2019 levels
- Strong momentum in the U.S. market supported by further progress in fostering 24/7 brand image

AMERICAS SALES

+38% *

vs Q2 2019

*CURRENCY-ADJUSTED
COVID-19-RELATED RESTRICTIONS WEIGH ON SENTIMENT IN CHINA

ASIA/PACIFIC SALES

(4)%

vs Q2 2019

Development across markets differs materially in the second quarter

Temporary store closures weigh on sentiment and traffic in mainland China in April and May

Double-digit growth in South East Asia & Pacific, with momentum accelerating across key markets
**SECOND QUARTER 2022 RESULTS**

**MOMENTUM STRONGLY ACCELERATES IN BRICK-AND-MORTAR BUSINESS**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Description</th>
<th>Change (vs Q2 2019)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RETAIL</strong></td>
<td>Robust store productivity improvements driven by increase in traffic</td>
<td>+19%</td>
</tr>
<tr>
<td><strong>WHOLESALE</strong></td>
<td>Strong demand from wholesale partners for BOSS and HUGO collections</td>
<td>+18%</td>
</tr>
<tr>
<td><strong>DIGITAL</strong></td>
<td>Triple-digit improvements across all digital touchpoints</td>
<td>+128%</td>
</tr>
</tbody>
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*CURRENCY-ADJUSTED*
ROLLOUT OF NEW STORE CONCEPT IN FULL SWING

BOSS STORE
LONDON, OXFORD STREET
OPENING: JUNE 2022
GROSS MARGIN IMPROVEMENT DUE TO STRONG INCREASE IN FULL-PRICE SALES

Q2 2021 Full price Sourcing & freight cost FX Regional mix Q2 2022

61.2% +230 bp 63.5%
STRONG BOTTOM-LINE IMPROVEMENTS IN THE SECOND QUARTER

<table>
<thead>
<tr>
<th></th>
<th>Q2 2022</th>
<th>CHANGE</th>
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</thead>
<tbody>
<tr>
<td><strong>GROSS MARGIN</strong></td>
<td>63.5%</td>
<td>+230 BP</td>
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<tr>
<td>Improvement reflects higher share of full-price sales</td>
<td></td>
<td></td>
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<tr>
<td><strong>OPERATING EXPENSES</strong> (in % of sales)</td>
<td>52.2%</td>
<td>(240) BP</td>
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<tr>
<td>OPEX leverage driven by strong top-line development</td>
<td></td>
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<tr>
<td><strong>EBIT</strong></td>
<td>100 EUR MILLION</td>
<td>&gt;100%</td>
</tr>
<tr>
<td>Increase mainly reflects higher sales and gross margin improvement</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>EBIT</strong> (in % of sales)</td>
<td>11.4%</td>
<td>+460 BP</td>
</tr>
<tr>
<td>Noticeable improvement despite ongoing investments in “CLAIM 5”</td>
<td></td>
<td></td>
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<tr>
<td>Section</td>
<td>June 30, 2022</td>
<td>Change</td>
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<td>------------------------------------------------------------------------</td>
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</tr>
<tr>
<td><strong>TNWC (IN % OF SALES)</strong></td>
<td>13.8%</td>
<td>(980) BP</td>
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<tr>
<td>Decline driven by strong sales increase and higher trade payables</td>
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<tr>
<td><strong>INVENTORIES</strong></td>
<td>760 EUR million</td>
<td>+17%*</td>
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<td>Planned increase to support future growth expectations</td>
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<tr>
<td><strong>CAPITAL EXPENDITURE</strong></td>
<td>42 EUR million</td>
<td>+55%</td>
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<td>Focus on optimization of store network and digital expansion</td>
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<tr>
<td><strong>FREE CASH FLOW</strong></td>
<td>98 EUR million</td>
<td>(27)%</td>
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<tr>
<td>Improvements in EBIT more than offset by increase in inventories</td>
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*Currency-adjusted  **April-June 2022
HUGO BOSS RAISES OUTLOOK FOR FULL YEAR 2022
SALES OUTLOOK FOR FULL YEAR 2022

- Increase in sales outlook following strong top-line performance in H1 and overall uptick in brand momentum
- Broad-based growth expected across all brands, channels, and regions

2.8 EUR BILLION 2021
3.3–3.5 EUR BILLION 2022E

20% TO 25%
EBIT OUTLOOK FOR FULL YEAR 2022

- Increase in EBIT guidance despite ongoing investments as part of “CLAIM 5”
- Persisting high levels of macroeconomic uncertainties taken into account

228 EUR MILLION

285–310 EUR MILLION

2021

2022E

25% TO 35%
SUCCESSFUL EXECUTION OF “CLAIM 5” WELL ON TRACK

- **Significant acceleration** in top- and bottom-line growth in the second quarter
- **FY2022 guidance raised** following strong first-half-year results
- **Relentless implementation** of “CLAIM 5” remains top priority going forward