

HUGO BOSS AG

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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27.12.2024 / 09:47 CET/CEST

Dissemination of a Voting Rights Announcement transmitted by EQS News – a service of EQS Group.

The issuer is solely responsible for the content of this announcement.

Notification of Major Holdings

1. Details of issuer

Name:	HUGO BOSS AG
Street:	Holy-Allee 3
Postal code:	72555
City:	Metzingen Germany
Legal Entity Identifier (LEI):	529900LFVU534EBRXD13

2. Reason for notification

	Acquisition/disposal of shares with voting rights
	Acquisition/disposal of instruments
	Change of breakdown of voting rights
X	Other reason: expiry of financial instruments

3. Details of person subject to the notification obligation

Natural person (first name, surname): Michael Ashley
Date of birth: 09 Dec 1964

4. Names of shareholder(s)

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

Frasers Group plc

5. Date on which threshold was crossed or reached:

20 Dec 2024

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	19.25 %	8.95 %	28.19 %	70400000
Previous notification	15.18 %	10.03 %	25.21 %	/

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	13548661	0.00 %	19.25 %
Total	13548661		19.25 %	

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 %
			0	0.00 %
		Total	0	0.00 %

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

Type of instrument	Expiration or maturity date	Exercise or conversion	Cash or physical	Voting rights absolute	Voting rights in %

		period	settlement		
Put Option	20.06.2025		Physical	3500000	4.97 %
Put Option	19.12.2025		Physical	700000	0.99 %
Put Option	19.12.2025		Physical	700000	0.99 %
Put Option	19.12.2025		Physical	700000	0.99 %
Put Option	19.12.2025		Physical	700000	0.99 %
			Total	6300000	8.95 %

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)
-Michael Ashley	%	%	%
-Mash Holdings Limited	%	%	%
-Mash Beta Limited	%	%	%
-Frasers Group plc	19.25 %	8.95 %	28.19 %

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
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%	%	%
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10. Other explanatory remarks:

Date

23 Dec 2024

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Archive at www.eqs-news.com

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English

Company:

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www.hugoboss.com

End of News

EQS News Service