

HUGO BOSS AG

Michael Ashley

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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

16.06.2025 / 18:05 CET/CEST

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

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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: exercise of 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:

12 Jun 2025

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	20.58 %	35.64 %	56.22 %	70400000
Previous notification	19.25 %	31.53 %	50.78 %	/

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	14485661	0.00 %	20.58 %
Total	14485661		20.58 %	

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 period	Cash or physical settlement	Voting rights absolute	Voting rights in %
Put Option	20.06.2025		Physical	2563000	3.64 %
Put Option	19.09.2025		Physical	1500000	2.13 %
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 %
Put Option	20.03.2026		Physical	29000	0.04 %
Put Option	19.06.2026		Physical	4200000	5.97 %
Put Option	18.12.2026		Physical	3500000	4.97 %
Put Option	18.06.2027		Physical	3500000	4.97 %
Put Option	17.12.2027		Physical	3500000	4.97 %
Put Option	15.12.2028		Physical	3500000	4.97 %
			Total	25092000	35.64 %

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	20.58 %	35.64 %	56.22 %

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:

Date

13 Jun 2025

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Company:

HUGO BOSS AG

Holy-Allee 3

72555 Metzingen

Germany

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End of News

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