

HUGO BOSS AG

UBS Group AG, Zurich, Switzerland

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

06.02.2026 / 16:02 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

X	Acquisition/disposal of shares with voting rights
	Acquisition/disposal of instruments
	Change of breakdown of voting rights
	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:

04 Feb 2026

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	0.93 %	9.12 %	10.06 %	70400000
Previous notification	1.19 %	8.67 %	9.86 %	/

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	657451	0 %	0.93 %
Total	657451		0.93 %	

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 of Use over Shares		At any time	25287	0.04 %
Right to Recall of Lent Shares		At any time	921697	1.31 %

Long Call Options	20/02/2026 – 18/06/2027		3952400	5.61 %
		Total	4899384	6.96 %

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 Options	20/03/2026 – 18/06/2027		Physical	1505800	2.14 %
Right of Use over Reverse Convertible		At any time	Cash	17829	0.03 %
			Total	1523629	2.16 %

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	%	8.47 %	8.55 %
UBS Asset Management AG	%	%	%

UBS Asset Management (Europe) S.A.	%	%	%
–	%	%	%
UBS Group AG	%	%	%
UBS AG	%	8.47 %	8.55 %
UBS Asset Management AG	%	%	%
UBS Asset Management (Singapore) Ltd	%	%	%
–	%	%	%
UBS Group AG	%	%	%
UBS AG	%	8.47 %	8.55 %
UBS Asset Management AG	%	%	%
UBS Asset Management Holding (No. 2) Ltd	%	%	%
UBS Asset Management Holding Ltd	%	%	%
UBS Asset Management (UK) Ltd	%	%	%
–	%	%	%
UBS Group AG	%	%	%
UBS AG	%	8.47 %	8.55 %
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	%	8.47 %	8.55 %
UBS Americas Holding LLC	%	%	%
UBS Americas Inc.	%	%	%
UBS Securities LLC	%	%	%
-	%	%	%
UBS Group AG	%	%	%
UBS AG	%	8.47 %	8.55 %
UBS Americas Holding LLC	%	%	%
UBS Americas Inc.	%	%	%
UBS Financial Services Inc.	%	%	%
-	%	%	%
UBS Group AG	%	%	%
UBS AG	%	8.47 %	8.55 %
UBS Asset Management AG	%	%	%
UBS Asset Management	%	%	%

Switzerland AG			
UBS Fund Management (Switzerland) AG	%	%	%
-	%	%	%
UBS Group AG	%	%	%
UBS AG	%	8.47 %	8.55 %
UBS Switzerland AG	%	%	%

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

06 Feb 2026

06.02.2026 CET/CEST The EQS Distribution Services include Regulatory Announcements, Financial/Corporate News and Press Releases.

Language: English

Company: HUGO BOSS AG

Holy-Allee 3

72555 Metzingen

Germany

Internet:

www.hugoboss.com

End of News

EQS News Service

2272880 06.02.2026 CET/CEST