

HUGO BOSS AG

SOCIETE GENERALE SA, PARIS, France

Stimmrechtsanteile | 13 März 2026 12:07

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

13.03.2026 / 12:07 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

X	Acquisition/disposal of shares with voting rights
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	Acquisition/disposal of instruments
	Change of breakdown of voting rights
X	Other reason: non-applying of trading book exemption according to sec. 36 para. 1 WpHG

3. Details of person subject to the notification obligation

Legal entity: SOCIETE GENERALE SA City of registered office, country: PARIS, France
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4. Names of shareholder(s)

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

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5. Date on which threshold was crossed or reached:

09 March 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	0.02 %	5.16 %	5.18 %	70400000
Previous notification	0 %	0 %	0 %	/

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	13634	0	0.02 %	0.00 %

Total	13634	0.02 %
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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 securities	NA	NA	485581	0.69 %
American Call Option	2026-12-18	2026-03-20 to 2026-12-18	1636900	2.32 %
European Call Warrant	2027-06-25	2026-03-27 to 2027-06-25	22124	0.03 %
		Total	2144605	3.04 %

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 %
Contracts For Difference	2028-01-31	2026-09-21 to 2028-01-31	Cash	4894	0.01 %
American Put Option	2027-12-17	2026-03-20 to 2027-12-17	Physical	1360000	1.93 %
American Call Warrant	2033-01-03	2026-03-20 to 2033-01-03	Cash	27947	0.04 %
European Put Warrant	2027-03-26	2026-03-27 to 2027-03-26	Physical	6110	0.01 %
American Put Warrant	2033-01-03	2026-03-20 to 2033-01-03	Cash	12571	0.02 %

American Call Warrant on Basket	2033-01-03	Until 2033-01-03	Cash	5335	0.01 %
American Call Option	2033-01-03	2026-03-20 to 2033-01-03	Cash	48640	0.07 %
American Put Option	2033-01-03	2026-03-20 to 2033-01-03	Cash	18494	0.03 %
American Call Option on Basket	2033-01-03	Until 2033-01-03	Cash	6059	0.01 %
			Total	1490050	2.12 %

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)
SOCIETE GENERALE SA	%	%	%
SOCIETE GENERALE EFFEKTEN GmbH	%	%	%

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 March 2026

13.03.2026 CET/CEST The EQS Distribution Services include Regulatory Announcements, Financial/Corporate News and Press Releases.

Language: English

Company: HUGO BOSS AG
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End of News EQS News Service

2291240 13.03.2026 CET/CEST

