

HUGO BOSS AG

SOCIETE GENERALE SA, PARIS, France

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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

18.03.2026 / 17:16 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:

12 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	0.00 %	5.10 %	5.10 %	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	0	0	0.00 %	0.00 %

Total	0	0.00 %
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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	439488	0.62 %
American Call Option	2026-12-18	2026-03-20 to 2026-12-18	1636900	2.33 %
European Call Warrant	2027-06-25	2026-03-27 to 2027-06-25	22124	0.03 %
		Total	2098512	2.98 %

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	3955	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	29851	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	12160	0.02 %

American Call Warrant on basket	2033-01-03	Until 2033-01-03	Cash	6049	0.01 %
American Call Option	2033-01-03	2026-03-20 to 2033-01-03	Cash	48924	0.07 %
American Put Option	2033-01-03	2026-03-20 to 2033-01-03	Cash	18083	0.03 %
American Call Option on basket	2033-01-03	Until 2033-01-03	Cash	6542	0.01 %
			Total	1491674	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

18 March 2026

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End of News EQS News Service

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