

**HUGO BOSS AG**

SOCIETE GENERALE SA, PARIS, France

Stimmrechtsanteile | 20 März 2026 15:25

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

20.03.2026 / 15:25 CET/CEST

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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<br>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                                                     |
| X | Other reason:<br>Applying of trading book exemption<br>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

### 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:

18 March 2026

### 6. Total positions

|                          | % of voting<br>rights attached<br>to shares<br>(total of 7.a.) | % of voting<br>rights through<br>instruments<br>(total of 7.b.1 +<br>7.b.2) | Total of both in<br>%<br>(7.a. + 7.b.) | Total number of<br>voting rights<br>pursuant to Sec.<br>41 WpHG |
|--------------------------|----------------------------------------------------------------|-----------------------------------------------------------------------------|----------------------------------------|-----------------------------------------------------------------|
| New                      | 0.00 %                                                         | 0.00 %                                                                      | 0.00 %                                 | 70400000                                                        |
| Previous<br>notification | 0.00 %                                                         | 5.11 %                                                                      | 5.11 %                                 | /                                                               |

### 7. Details on total positions

#### a. Voting rights attached to shares (Sec. 33, 34 WpHG)

| ISIN         | Absolute                 |                            | In %                     |                            |
|--------------|--------------------------|----------------------------|--------------------------|----------------------------|
|              | Direct<br>(Sec. 33 WpHG) | Indirect<br>(Sec. 34 WpHG) | Direct<br>(Sec. 33 WpHG) | Indirect<br>(Sec. 34 WpHG) |
| DE000A1PHFF7 | 0                        | 0                          | 0.00 %                   | 0.00 %                     |

|       |   |        |
|-------|---|--------|
| Total | 0 | 0.00 % |
|-------|---|--------|

#### 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 % |
|--------------------|-----------------------------|-------------------------------|-----------------------------|------------------------|--------------------|
|                    |                             |                               |                             | 0                      | 0.00 %             |
|                    |                             |                               | Total                       | 0                      | 0.00 %             |

#### 8. Information in relation to the person subject to the notification obligation

|   |                                                                                                                                                                                               |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| X | 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.). |
|   | 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) |
|------|---------------------------------------------|-----------------------------------------------------------------|----------------------------------------|
|------|---------------------------------------------|-----------------------------------------------------------------|----------------------------------------|

#### 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

20 March 2026

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20.03.2026 CET/CEST The EQS Distribution Services include Regulatory Announcements, Financial/Corporate News and Press Releases.

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Language: English

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2295386 20.03.2026 CET/CEST