

HUGO BOSS AG

UBS Group AG, Zurich, Switzerland

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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

26.03.2026 / 15:36 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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X	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.

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5. Date on which threshold was crossed or reached:

23 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	2.12 %	10.61 %	12.73 %	70400000
Previous notification	3.38 %	9.92 %	13.30 %	/

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	1491290	0 %	2.12 %
Total	1491290		2.12 %	

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	470	0 %
Right to Recall of Lent Shares		At any time	1400044	1.99 %
Long Call Options	17/04/2026 - 18/06/2027		4017400	5.71 %
		Total	5417914	7.7 %

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	19/06/2026 - 18/06/2027		Physical	2029900	2.88 %
Right of Use over Reverse Convertible		At any time	Cash	25100	0.04 %
			Total	2055000	2.92 %

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	%	9.84 %	10.06 %
UBS Asset Management AG	%	%	%
UBS Asset Management (Europe) S.A.	%	%	%
-	%	%	%
UBS Group AG	%	%	%
UBS AG	%	9.84 %	10.06 %
UBS Asset Management AG	%	%	%
UBS Asset Management (Singapore) Ltd	%	%	%
-	%	%	%
UBS Group AG	%	%	%
UBS AG	%	9.84 %	10.06 %
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	%	9.84 %	10.06 %
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	%	9.84 %	10.06 %
UBS Europe SE	%	%	%
-	%	%	%
UBS Group AG	%	%	%
UBS AG	%	9.84 %	10.06 %
UBS Americas Holding LLC	%	%	%
UBS Americas Inc.	%	%	%
UBS Financial Services Inc.	%	%	%
-	%	%	%

UBS Group AG	%	%	%
UBS AG	%	9.84 %	10.06 %
UBS Asset Management AG	%	%	%
UBS Asset Management Switzerland AG	%	%	%
UBS Fund Management (Switzerland) AG	%	%	%
-	%	%	%
UBS Group AG	%	%	%
UBS AG	%	9.84 %	10.06 %
UBS Americas Holding LLC	%	%	%
UBS Americas Inc.	%	%	%
UBS Securities LLC	%	%	%
-	%	%	%
UBS Group AG	%	%	%
UBS AG	%	9.84 %	10.06 %
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

26 March 2026

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