

HUGO BOSS AG

Michael Ashley

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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

21.07.2026 / 09:33 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

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

3. Details of person subject to the notification obligation

Natural person (first name, surname): Michael Ashley

Date of birth: 09 Dec 1964

4. Names of shareholder(s)

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

Frasers Group plc

5. Date on which threshold was crossed or reached:

17 Jul 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	30.28 %	30.36 %	60.64 %	69016167
Previous notification	25.21 %	32.00 %	57.21 %	/

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	20897361	0.00 %	30.28 %

Total	20897361	30.28 %
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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 %
			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 %
Put Option	18/12/2026		Physical	1553300	2.25 %
Put Option	18/12/2026		Physical	1202600	1.74 %
Put Option	19/03/2027		Physical	700000	1.01 %
Put Option	18/06/2027		Physical	3500000	5.07 %
Put Option	17/12/2027		Physical	3500000	5.07 %
Put Option	16/06/2028		Physical	3500000	5.07 %
Put Option	15/12/2028		Physical	3500000	5.07 %
Put Option	21/12/2029		Physical	3500000	5.07 %
		Total		20955900	30.36 %

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)
-Michael Ashley	%	%	%
-Mash Holdings Topco Limited	%	%	%
-Mash Holdings Limited	%	%	%
-Mash Beta Limited	%	%	%
-Fraser's Group plc	30.28 %	30.36 %	60.64 %

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 Jul 2026

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End of News	EQS News Service
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