

**HUGO BOSS AG**  
Michael Ashley

Voting rights Announcements | 25 August 2026 10:58

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

25.08.2026 / 10:58 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>Settlement of the voluntary takeover offer |
|---|-------------------------------------------------------------|

### 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:

|             |
|-------------|
| 24 Aug 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                   | 47.89 %                                               | 29.72 %                                                         | 77.61 %                          | 69016167                                               |
| Previous notification | 30.28 %                                               | 29.99 %                                                         | 60.26 %                          | /                                                      |

### 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                        | 33054959                   | 0.00 %                   | 47.89 %                    |
| <b>Total</b> | 33054959                 |                            | 47.89 %                  |                            |

#### 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 %             |
|                    |                             | <b>Total</b>                  | 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                    | 2553300                | 3.70 %             |
| Put Option         | 19.03.2027                  |                               | Physical                    | 756000                 | 1.10 %             |
| Put Option         | 18.06.2027                  |                               | Physical                    | 3200000                | 4.64 %             |
| 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 %             |
|                    |                             |                               | <b>Total</b>                | 20509300               | 29.72 %            |

## 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 | Total of both (if at least 5% or more) |
|------|---------------------------------------------|----------------------------------------|----------------------------------------|
|      |                                             |                                        |                                        |

|                        |         |                          |         |
|------------------------|---------|--------------------------|---------|
|                        |         | (if at least 5% or more) |         |
| -Michael Ashley        | %       | %                        | %       |
| -Mash Holdings Topco   | %       | %                        | %       |
| -Mash Holdings Limited | %       | %                        | %       |
| -Mash Beta Limited     | %       | %                        | %       |
| -Frasers Group plc     | 47.89 % | 29.72 %                  | 77.61 % |

### 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

24 Aug 2026

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English

Company:

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End of News

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