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

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

14.09.2026 / 15:30 CET/CEST
Dissemination of a Voting Rights Announcement transmitted by EQS News - a service of EQS Group.
The issuer is solely responsible for the content of this announcement.

By written communication dated 14 September 2026 and received on the very same day, HUGO BOSS AG has been notified pursuant to Section 43 para. 1 sentence 2 WpHG due to change in objectives within the meaning of Section 43 para. 1 sentence 1 WpHG:

We refer to the notification of the holder of significant shareholdings in accordance with Section 43(1) of the German Securities Trading Act (WpHG) dated 8 June 2026.

On behalf of Michael Ashley, Mash Holdings Topco Limited, Mash Holdings Limited, Mash Beta Limited and Frasers Group plc, we hereby notify you pursuant Section 43(1) sentence 2 of the German Securities Trading Act (WpHG) of a change with regard to the objectives of the investment in Hugo Boss AG with regard to the exercise of influence on the appointment or removal of members of the issuer’s administrative, managing and supervisory bodies of Hugo Boss AG in accordance with Section 43 (1) no. 3 of the German Securities Trading Act (WpHG) as follows:

1. The objectives pursued with the acquisition of voting rights:
Frasers Group plc (“Frasers”) hereby announces that, following the successful completion of its voluntary takeover offer, it has entered into discussions with Mr Stephan Sturm, the Chairman of the Supervisory Board of Hugo Boss AG, regarding the composition of, and an increase in, Frasers' representation on, the Supervisory Board of Hugo Boss AG.

Both parties share the view that, as Hugo Boss AG enters a new chapter in its corporate history, this is an appropriate point in time for an orderly transition in the office of Chairman of the Supervisory Board and for Michael Murray, Chief Executive Officer of Frasers, to be joined by a second Frasers Supervisory Board representative.

Frasers and Mr Sturm have therefore mu-tually agreed that Mr Sturm will step down from his position as Chairman and member of the Supervisory Board as soon as possible as permitted by Hugo Boss AG's constitution. In addition, Frasers will also seek the appointment of Robert Palmer as a further member of the Supervisory Board.

Frasers would like to thank Mr Sturm for the contribution he has made to Hugo Boss AG as Chairman of the Supervisory Board and intends to work with him in the future.
Otherwise, the objectives set out in the notification dated 8 June 2026 remain unchanged.

Language:	English
Company:	HUGO BOSS AG
	Holy-Allee 3
	72555 Metzingen
	Germany
Internet:	www.hugoboss.com
LEI Code:	529900LFVU534EBRXD13

End of News	EQS News Service

2398836 14.09.2026 CET/CEST