

# HUGO BOSS

Ad-hoc announcement in accordance with §15 WpHG (Securities Trade Act)

Metzingen, March 29, 2010, 15:17 p.m.

## **Dividend proposal**

After having established the annual financial statement as of December 31, 2009 of HUGO BOSS AG and approved the consolidated annual financial statement as of December 31, 2009, Supervisory Board and Managing Board of HUGO BOSS AG resolved to propose to the Annual Shareholders' Meeting a distribution of a dividend of EUR 0.96 per common share (dividend for fiscal year 2008: EUR 1.37) and EUR 0.97 per preferred share (dividend for fiscal year 2008: EUR 1.38).

This dividend payment ensures sufficient liquidity to fund future growth..

Metzingen, March 29, 2010

The Managing Board

HUGO BOSS AG  
Dieselstr. 12  
72555 Metzingen  
Germany