

Dividend Announcement

HUGO BOSS AG, Metzingen

ISIN DE000A1PHFF7 (German Securities Identification Number A1PHFF)

In our Company's Ordinary Annual Shareholders' Meeting, which took place on 13 May 2014, it was resolved, among other things, to use the net profit for the **2013 financial year** to distribute a

dividend of EUR 3.34 per ordinary registered share with dividend rights.

The dividend will be paid out as of **Wednesday, 14 May 2014**, generally less the investment income tax (*Kapitalertragsteuer*) at a rate of 25% and less the solidarity surcharge (*Solidarit t zuschlag*) levied at a rate of 5.5% on the deducted investment income tax (total rate of 26.375%), as well as less the church tax (*Kirchensteuer*), if applicable, levied on the deducted investment income tax. As all of the shares issued by our Company are held in collective custody in the form of global certificates by Clearstream Banking AG, the respective depository bank will pay out the dividend to the shareholders exclusively by way of account credit.

Domestic shareholders will receive the dividend from the depository credit institution without deduction of investment income tax and solidarity surcharge if they have provided the respective depository credit institution in due time with a non-assessment certificate issued by their local tax office. The same applies to shareholders who have issued an exemption instruction (*Freistellungsauftrag*) to their depository bank in due time, to the extent that the exemption amount specified in their instruction has not already been used up by other investment income.

By the above tax deduction, the German income tax will generally be deemed discharged as regards shareholders who hold the shares as private assets. Notwithstanding the above, the dividend may be included, upon application, in the income tax assessment together with the other investment income if this results in a lower individual income tax burden. If church tax is payable, such tax may already be deducted with discharging effect, upon application, at the time when the dividend is paid out. In the case of other domestic shareholders, as for example corporations, the investment income tax will be credited against (corporate) income tax owed upon presentation of the tax certificate issued by the depository bank. The same applies to the solidarity surcharge.

As regards **foreign shareholders**, the investment income tax withheld, including the solidarity surcharge, may be reduced in accordance with existing agreements for the avoidance of double taxation entered into by the Federal Republic of Germany and the respective state. The applications for reimbursement of the amount of tax reduction must be received by the Federal Central Tax Office (*Bundeszentralamt f r Steuern*), D-53221 Bonn, Germany, by no later than 31 December 2018.

Metzingen, May 2014

The Managing Board